2 advertisers have used WOR for 14 years
1 advertiser has used WOR for 13 years
8 advertisers have used WOR for 12 years
1 advertiser has used WOR for 11 years
2 advertisers have used WOR for 10 years
2 advertisers have used WOR for 9 years
3 advertisers have used WOR for 8 years
7 advertisers have used WOR for 7 years
6 advertisers have used WOR for 6 years
25 advertisers have used WOR for 5 years

One of the most genuine pleasures we have at WOR is this recognition of effectiveness from advertisers whose long-term association with this station has been both pleasant and profitable.
We approach the year 1940, happy for every load we have helped to carry. We are thankful for America, proud to be your neighbor in this country whose glory is in lifting and building men.

In some of the unhappy countries of Europe, citizens have never known what was going on in the world. They have been forbidden to listen to any radio program except one officially prepared. They have known only what their rulers wanted them to know.

Note well the American way in radio. The humblest citizen may hear news from every part of the world. There is no censorship to withhold or warp facts or stifle opinion. The American way in radio leads forward, for the whole public reads, listens, and learns.

Our entire organization feels its responsibility to keep WLS a great medium of service and information, a guide-post on the American way.

Burridge D. Butler
President, Radio Station WLS

Mr. Butler's statement above is the foreword to the 1940 "WLS Family Album." In 10 years WLS listeners have purchased 426,000 of these books, published annually, picturing WLS personalities and activities—another indication of the consistent interest and loyalty listeners have for WLS.

The Prairie Farmer Station
CHICAGO

Burrige D. Butler, President • Glenn Snyder, Manager
THAT'S the thorough way in which The Yankee Network blankets New England — where 18 trading centers combine to form one of the most productive, populous and prosperous markets in America.

HOMES: In this market of 8,166,131 people and 1,879,499 urban homes, there are 1,125,296 single houses, 448,510 two-family. Home ownership is 46%.

WEALTH: According to recent reports compiled by the comptroller of the currency, deposits in New England banks total $6,500,000,000, including 18% of U. S. savings deposits.

EARNING POWER: Typical of earnings in two key industries is the total of $300,000,000 wages paid textile workers, and the $63,000,000 paid shoe workers.

BUYING POWER: Figures compiled by the National Industrial Conference Board, with deductions for fuel, light and shelter, give a $3,579,056,000 buying power to New England, or $415 per capita.

* Here's the New England market—and here's the only network that covers it completely and sells it thoroughly.
76
UNITED PRESS

*376 RADIO STATIONS NOW SUBSCRIBE TO
New
radio stations
in 1939
United Press
...15 of the Most Valuable Minutes on the Most Popular Early Morning Broadcast in Michigan—WWJ's "Yawn Club"

Fifteen months ago WWJ discarded dance records in the 7 to 8:00 A.M. period and scheduled LIVE TALENT. A fine orchestra, THE SOPHISTO-CATS, and a talented songstress, ROSEMARY CALVIN, furnish 45 minutes of ultramodern swing, on a program that has become the most popular early morning broadcast in Detroit. This is followed by a 15-minute newscast to complete a full hour of LIVE TALENT, all but the first quarter-hour of which is sponsored by General Mills Corporation, Bond Clothing Company, and Vick Chemical Company.

The first quarter-hour of this show, from 7 to 7:15 A.M. is now available for sponsorship. Phone or wire for details... at once!

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta
COMING UP

The NBC Blue Network is the cream in the canny advertiser's coffee. And here's why...
THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!

Coverage Canape... The NBC Blue Network gives you coverage where it counts! You reach the important sales areas of the nation, with concentration in the "Money Markets" - the places where most of the country's radio homes are located. Where 70% of all retail sales are made. Where 72% of the effective buying income is located. Where 73% of all food, 68% of all drugs, 68% of all new cars are sold.

Economy Entree... The Blue Network not only gives you coverage that is focused on the markets with the spending money - but does it at lowest national cost. The Blue's low cost, which is unmatched by any other national medium reaching the home, is the result of the now famous Blue Discount Plan, designed to enable advertisers to "go national" on an exceedingly modest budget.

Facilities Supreme... The Blue is up and coming! Facilities have been greatly improved. Coverage has been stepped up. The network has become a more and more attractive buy for advertisers - because the circulation increase of the Blue, resulting from these technical improvements, is offered to advertisers at no extra cost!

Satisfaction Souffle... Advertiser after advertiser has found that the Blue Network packs a real sales punch. The successful job this network has done for many canny, experienced buyers of network time is eloquently expressed in the fact that 70% of last year's Blue Network advertisers have come back for more - and 16 new ones signed up in the Fall of 1939.

It will be well worth your while to get all the facts about the Blue Network. It can do a big job for you at low cost. The details are yours for a phone call. National Broadcasting Company. A Radio Corporation of America Service.

NBC BLUE NETWORK
Sales through the air with the greatest of ease

Another Blue Bonus!
KFBK, Sacramento, KWG, Stockton and KERN, Bakersfield, have become a part of the NBC Pacific Coast Blue as basic stations, and thus qualify for regular Blue Network discounts. KFBK is one of the four highest powered stations on the Pacific Coast and winner of a 1939 Variety Showmanship Award.
THE MOST VERSATILE EDUCATOR OF ALL TIME

NBC and Associated Stations
Conduct over a Billion "School" Hours a Year!

In music and drama, in art and literature, and in public affairs, NBC has pioneered great radio programs which are purely educational in character. They are designed and produced entirely as a public service, and they are intended, in the best American tradition, to stimulate free thought and free discussion in a free land.

NBC educational broadcasts are addressed to both students and laymen, to young and old. They represent all facets of culture, all shades of opinion. Modestly figured, they provide more than a billion "school" hours for millions of listeners. Timely, informative and rewarding as these programs are—it is the skillful combination of entertainment with education which gives them their immense popular appeal. To extend their value and usefulness, NBC public service features are supplemented by Listeners' Aids—list of aids at the right), prepared in cooperation with leading universities and authorities.

Radio is the greatest medium for the mass-dissemination of information and entertainment ever devised.

In the belief that radio is the most versatile educator of all time, NBC willingly accepts as an obligation and an opportunity the great responsibility involved in the broadcasting over its Red and Blue Networks of large numbers of these important public service programs.

NATIONAL BROADCASTING COMPANY
WORLD'S GREATEST BROADCASTING SYSTEM
A Radio Corporation of America Service

NBC Listeners' Aids

- Student's and Teacher's Manuals.
- NBC Music Appreciation Hour
- Complete reprints of discussions, questions, answers, comments and bibliographies.
- America's Town Meeting of the Air
- Monthly reprints of scripts in magazine form.
- Science on the March
- Reprints, discussion, comments, letters, reading lists and bibliographies.
- University of Chicago Round Table
- Complete script reprints, and annotated bibliographies.
- On Your Job
- Complete script reprints—unavailable material for students and teachers of current events.
- Story Behind the Headlines
- Reprints of documentary scripts on the women of America.
- Gallant American Women
- Valuable discussions of human progress through ages in complete script, including bibliography.
- The Torch of Progress
- Lists of great plays to be broadcast, plots of the 28 Great Plays; settings, historical and social backgrounds, sketches of authors' lives. 11 pages of reference readings.
- Great Plays
- Album of poetic shrines, photographs of poets' homes, human interest stories and comprehensive bibliography.
- Pilgrimage of Poetry
- Complete sets of reproductions of art in color, printed art lessons with illustrations.

Write in to NBC for details concerning availability of this material.
Without belaboring the point, we just this once more want to mention the importance of station management. *Management* determines the proportion of time devoted to audience-building entertainment. Management says whether or not your program is going to be in "good company" or bad. Management determines the character of the station, of the programming, hence of the audience. Management determines whether the equipment shall be capable of delivering a good, clear signal over its proper territory. Management sets the rates. Management determines the merchandising assistance. Management even determines the voices of the announcers ... (and their "will to sell").

*Management* can make or break the effectiveness of any radio effort. That's why Free & Peters has always held management to be the first consideration—when soliciting stations for our own list, and when recommending stations for your list . . . The result is better results for hundreds of our agency and advertiser friends all over the United States.

**FREE & PETERS, INC.**

(and FREE, JOHNS & FIELD, INC.)

**Pioneer Radio Station Representatives**

CHICAGO  
180 N. Michigan Ave.  
Franklin 6373

NEW YORK  
247 Park Ave.  
Plaza 5-4131

DETROIT  
New Center Bldg.  
Trinity 2-8444

SAN FRANCISCO  
One Eleven Sutter  
Sutter 4353

LOS ANGELES  
650 S. Grand Ave.  
Vandike 0569

ATLANTA  
617 Walton Bldg.  
Jackson 1678
1940 Boom Seen Despite War and Strikes

Year Gets Away to Record Start as 1939 Proves the Best In Radio's History, But Clouds Loom on the Horizon

THE year 1940 will be the best in radio history—

Unless, of course, the unpredictable hostilities abroad lead to an upsetting of American affairs.

And unless musician and talent strikes wreak havoc in the orderly conduct of the broadcast advertising industry.

An optimistic outlook is justified by an appraisal of business already on the books. The new year is getting away to a flying start—a much better start than that of 12 months ago. At that time there was considerable uncertainty, based mainly on unsettled prospects for business in general. A comparatively slumpsless radio summer and a booming autumn, especially after the first war nervousness had subsided—these favorable trends carried the year to all-time highs in nearly every branch of the industry.

Hardly a pessimist

As in past years, Broadcasting has probed best information sources in key cities to present a consensus of industry trends. Nearly all observers are optimistic; the remainder are at least hopeful. Scarcely a person takes a pessimistic slant.

But no matter how bullish, network, station, rep, agency and sponsor prognosticators recognize the business hazards that center in the uncertain future of a war-torn world.

Rather than scuttling American radio business, the war so far has proved much more of a boon than a curse. It has tremendously increased the amount of American listening, with correspondingly increased sponsor-agency interest in contacting these listeners on behalf of their merchandise.

Even in Canada, where wartime restrictions are the rule, the broadcast advertising industry has enjoyed a boom. Since September the Dominion has experienced an amazing upward swing in radio as a result of a lack of local activity, particularly in spot. This a u t u m n expansion brought the year's time sales to a record peak and Dominion broadcasters are now predicting 1940 gains as high as 50% over the past year.

This country the optimism extends from coast to coast. Curiously, the usually ebullient West Coast is more conservative in its 1940 prospects. Normally a center of reckless optimism, the Coast is merely hopeful this year, perhaps because memories of labor disturbances and their disruptive effects on most lines of business are still fresh in broadcasters' minds.

Many New York radio figures share with President William Paley of CBS that 1940 should be the greatest year in radio history. Agencies in general are declared to be increasing their radio schedules for 1940. This attitude conflicts with a prediction by William J. Enright, New York Times business writer, that radio will be the chief medium to suffer from pruned advertising and selling budgets.

The Debut of TBS

An interesting angle in industry predictions is found in the scheduled debut of Transcontinental Broadcasting System. Whereas some observers fear that TBS, with its big hookup of lower-powered stations, may hurt national spot business, many others believe that TBS will arouse new interest in the effectiveness of small stations as advertising media. The observation is frequently heard that spot should be aimed because of the TBS requirement that the entire network be bought. It is pointed out that one of national spot's main benefits is flexibility from geographic and time aspects.

Mr. Enright concludes the project, with the signing of a Hummert-Sample contract on the books as evidence of a sponsors' economy trend, and he declares the agency and its clients "were willing to promise the new chain 20 hours a week, partly as a protest against increasing time costs on established chains."

The strike spectre looms ominously on the 1940 horizon, with the networks continuing on strike for a mid-January walkout and with AFRA and other organizations seeking higher pay. And only 12 months away is expiration of the industry's ASCAP contract, whose writing involved so much agony four years ago.

As usual, elections will rise to their presidential-year importance. Though candidates will purchase large blocks of time during the actual campaigns, the stations and networks will donate their facilities for frequent programs between now and the nominating conventions. A factor in election-year programming and time-buying will be the new NAB code, which it is too early to foresee its effects.

Scarcity of Time

Availability of time becomes a more pressing problem every year. Daytime hours are in heavy demand, and the market for 30- and 50-word chain breaks continues to become more active. News periods have been sought frantically by agencies and sponsors due to the intense public interest in worldwide, national and local affairs.

The coming year will undoubtedly see encouraging progress in the television art. Some 25 semi-advertising programs already have been broadcast and the PCC has promised to ease the burden of video experimenters by partially permitting them to receive as well as spend money. International broadcast enjoyed its first sponsor-ship late in the year as United Fruit bought time on NBC's South American shortwave beam.

Here are resumes of industry opinion as gathered by Broadcasting's representatives in New York, Chicago, Detroit, San Francisco, Los Angeles and the Dominion of Canada:

NEW YORK

By BRUCE ROBERTSON

"NINETEEN-FOURTY should be the greatest year in the history of radio in the United States," says William S. Paley, CBS president, in his year-end statement, "and we believe it will be, because the trend established in 1939 when all previous records have been broken seems likely to continue. As far as the European war is concerned—that has proved to be an opportunity for additional public service.

"We look to 1940 with confidence for two reasons. There has been constant growth in radio's listening audience and keeping pace with that growth has been steady improvement in program technique.

"More than 9,000,000 new sets went into U. S. homes during 1939, increasing the number of sets in use throughout the year to the phenomenal total of 45,000,000. That figure will almost certainly be augmented in 1940."

Higher Standards

"Meanwhile, there has been in 1939, and will be in 1940, continuous improvement in entertainment standards, more rapid development of radio's contributions to education and our engineers tell us that technically we can expect still more achievements.

"Business in general in 1939 for all three major networks showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued."

"Meanwhile, we will continue to explore the new frontiers of television, looking towards a proper mastery of technical and program technique rather than mere novelty or exploitation."

Generally, the agencies, station representatives and broadcasters agree with Mr. Paley. For them all, 1939 was a good year—in many instances the best year so far—and if things go on as they are going, 1940 should be even better. But that little "if" is keeping a lot of knuckles sore and a lot of radio executives from making any prophecies as to the state of business for the coming year.

There's the War

For one thing, there's the war. So far, it is true that radio has been affected only slightly by the European conflict, and beneficially at that. Interest in the war has increased listening, especially to news programs and pickups from abroad, which has meant bonus audiences to sponsored programs, especially newscasts. The war, too, has helped the general business upward to some extent and in that way helped to swell radio's billings. But with a war on, anything can happen, and many advertising plans are being made with a caution that is not normally compatible with such good business as most advertisers are enjoying.

Another uncertainty in the radio world is the projected Transcontinental
Mexico Ratifies Havana Treaty; 650 to 700 Stations Affected

THE HAVANA Treaty, laying the groundwork for a widespread reallocation of broadcasting facilities in the United States, has been ratified by the 93 radio stations which constitute arief dispatch from Mexico City reaching BROADCASTING at press time the night of Dec. 29. Ratification of the North American Broadcasting Agreement was announced by NBC's famed blue network last May, and the radio picture is now expected to remain much as it was in December, 1937. The treaty goes into effect two years after it was adopted in Havana Dec. 17, 1937, by representatives of Canada, Cuba, the Dominican Republic, Haiti, Mexico and the United States.

Broadcasting stations out of the 814 in the United States now operating or holding construction permits stand to be affected by the treaty. All on channels above 710 kc. will be shifted in frequency, ranging from 10 kc. to 4 kc. upward from their present positions. Those stations will be shifted downward to 1490 kc. The full table of projected American allocations under the treaty will be found on page 310 of the 1939 BROADCASTING Yearbook, along with text of the treaty.

Requiring all four principal nations as ratifiers before it became (Continued on page 68)

Video a Factor
Two new television commercial radio appeared in 1939 and will probably develop in 1940: Tele- vision and international broadcast- ing. While the art of visual broadcast- ing is still in the formative stage and while there are not enough set-owners as yet to interest many advertisers even if the same amount of time on television stations were permitted, yet during the summer many field demonstrations of semi-commercial programs were telecast on NBC's New York station, W2XBS, experiments with a new advertising technique in which NBC cooperated with advertisers and agencies, NBC contributing the time and the production costs, while the advertisers paid all or part of the cost of the talent.

International Sponsor
On the international front, United Fruit Co. on Dec. 1 started its first international serial service to ride the shortwaves from this country to listeners abroad. Program is a radio production by outside producers, telecast in Spanish for listeners in Latin American countries in which this sponsor has such extensive in- terests over NBC's international stations WRCA and WNBI.

With increased trade between the United States and the republics of Central and South America an in- evitable result of the European war, it seems safe to predict that in 1940 many other companies will follow the example of United Fruit in broadcasting to these countries.

NBC is also willing to transmit commercial programs on its Euro- pean beam and there is a possibility that within the coming year sponsors will pioneer in that field as well.

Hunting on Golf
TED HUSING, CBS sports reporter, will leave for the 1940 golfing season to follow the action in the June 1940 printing of the Encyclopedia Bri- tannica for the third consecutive year. He will be covering the USGA men's and women's amateur and professional events. Mr. Husing was recently vice-president of the Lawn Tennis Writers Association of Amer- ica.

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CHICAGO

By PAUL BRINES

IN CHICAGO prospects for 1940 look good, but many a puzzling trend was reported by agency ex- ecutives, station men and sta- tion men. Generally, national and local spot was up 5% in 1939 and many networks are up approxi- mately 12%. Strip show center of the industry, it appeared in Chicago that local advertising might be aried in 1940, but experts felt that plots will be on a higher drama- tical level. More spots were needed and the industry troubles in the plots. Definite trends toward the purchase of more news programs and many more chain- bound announcements were suggested.

With 1940 an election year, Chi- cago broadcasters brighten at the prospect of political revenue, but dim at the factual thought that most election years wind up with a slight net loss as far as radio time sales are concerned because of the man-
y free hours necessarily proffered. Some station men seemed to sense that news programs as far as public service broadcasts are con- cerned. They feel that semi-politi- cal programs may be forced to get free time on the air. The whole problem of free time on the air will be discussed at the next Chicago convention. The broadcasters' worries for 1940. Whom to refuse is the question.

Although the staff of Station Chicago strongly suggested that an organization similar to Bet- ter Business Bureau may be set up of necessity to judge the groups asking for free time.

Time Is Scarc
With desirable time periods at a premium, network stations will be offered a 30- and 50-word chain break announce- ments, it is felt. Some network af- fairs break these 10-second blocks and a prominent representative organization is understood to be specializing in the purchase of chain breaks.

There are many indications that national advertisers will buy news programs in substantial time blocks throughout the country. It appears that many more news programs during 1940, following the trend predicted in BROADCASTING last January. The situation of advertising on all kinds of sports programs ap- pears stronger. Baseball, football, racing programs, hockey and basketball are more in demand, as the public shows growing interest in sporting events.

Prize Contest Shows
Another distinct trend in Chi- cago is that of the prize contest show. Many an advertising eye has been raised in the direction of Mu- seum, whose Hugh O'Brian Gold Medals were the rage of the year. A program similar to Pot o' Gold has started in Chicago for a local advertising sponsor. The original Mail of Fortune, it is sponsored by Hirsch Clothing Co. A trend close to the prize contest and the gift shows is the premium idea. Some radio men feel that 1940 will find many shows built around parlor games.

The number of agency radio men feel that 1940 will find more "per-
By DAVID GLICKMAN

IF THE LAST six months is any criterion, West Coast radio is in for a good year. This is the optimistic opinion gleaned from Pacific Coast broadcasting station representatives, agency time buyers and others in the know. The past fall and early winter increase has been steady and more pronounced than in 1938, and it is estimated that the 1939 total will greatly exceed that of the year before, despite hills. It was pointed out that many stations on the Pacific Coast generally had a good summer in 1939, without the customary slump.

Reps Open Coast Offices

While reluctant to make predictions beyond the first quarter because advertising budgets are in the process of being approved, others being planned, and many just geared to business returns, it may safely be said that early 1940 broadcast appropriations will continue at least at present levels. No splurge is expected.

The feeling in many cases is that if there are changes, they will be for the better, with many advertisers substantially increasing appropriations for spot as well as regional and national network time. Agency time buyers reminded that the West Coast had its share of labor problems this past year, which had their effect on general business, holding up several planned radio campaigns and cancelling others.

The increased cost of raw materials, due to the war in Europe and China, has also curtailed radio plans of a few Pacific Coast firms. It was pointed out that while spot business from the West Coast for

(Continued on page 60)

By J. CLARENCE MYERS

1939 WAS a good year—it topped 1938 in every phase of broadcast advertising, spot, network and local, but

“Watch us go in 1940”

That was the consensus of the station managers, sales managers, representatives, sales and agency time buyers relative to the prospects of the New Year for the broadcast industry in the Western half of the United States, which was listed as including the San Francisco Bay area and Northern California.

Practically every interviewee agreed that 1939 was a greater revenue producer than the preceding 12 months, although some noted that business had been a little late in starting. The past summer was considerably better than in 1938, but the fall period up to November proved disappointing, in the opinion of some. The reason for the latter, it was explained, was probably anxiety over the European war.

From every corner came predictions that San Francisco would provide a far greater production center for commercial shows in the New Year than heretofore.

Henry Jackson, Northern Califor- nia sales manager for CBS stated that more San Francisco origina- tional programs would be turned out in 1940, and there would be an increased participation of local and national advertisers.

“There is every indication of a heavy increase in spot business in 1940, and there is a definite upturn in agency interest in Northern California radio,” Mr. Jackson stated.

“In fact, our chief worry at the present time is to find air time for our clients.”

Al Nelson, ABC general manager in this Golden City, looked for a record year. “I believe the opportunities are here. There are

(Continued on page 60)

ADDED interest in spot radio, apparently developing at the expense of show programming, appeared to be a development in Detroit along the same lines as during 1939 and may continue into 1940. Although the automobile business has been bad for the last 12 months there were no restate- ments of the many chain shows which had been sponsored and finding a ready market during the boom 1937 days, and at the present time furnishing any adequate income for their expenses. Spot buying in increased dimensions, however.

Meaningful time buyer in Detroit reported a tendency he noted during 1939 which might develop into contraction, rather than expansion, of spot time buying. He said the rapidly increasing network programs were making it constantly more difficult to obtain satisfactory spot time. He admitted that 25 or 50-word spots might be obtained with an added amount of daytime sponsorship, but that some difficulties were encountered in the early part of the year.

In 1940 the first time attempts were made to line up longer spots than pure program breaks.

Audience Trend

The intense interest in day-by-day developments of the war has turned attention of all agencies and station managers to the possibilities for increased broadcast sponsorship. As yet there has been little, if any, capitalization upon this. Detroit, primarily because the bulk of the time buying done from here is for automotive accounts.

The radio stations are constantly concerned with public relations problems, particularly since the wave of labor troubles hit them three years ago, and as a result they have hedged in the past at news sponsorship, fearing criticism from persons who might say the sponsors distorted the news. This feeling is now definitely on the wane, however.

All time buyers were interested in the intense dramatic and audience participation shows which registered so strongly during 1939. Their interest was by no means waned, but a receptive attitude toward possible new undertakings of this sort in 1940.

From all present indications, the auto industry will be in good shape to renew and expand its radio commitments during 1940. Production during the calendar year just ended came to approximately 3,700,000 vehicles, a gain of more than 1,000,000 over the previous year’s output. Present estimates are that next year will see 1939’s showing expanded by far more than the old record and trucks, which should correspondingly augment advertising appearances and experience is followed out. The enthusiastic reception of the 1940 models introduced and the optimistic grounds for anticipations in the 12 months ahead, particularly in view of the present expansion in business.

EXCLUSIVE radio rights, either on a network or an independent basis, to all college basketball games played on the 30-game schedule at Madison Square Garden, New York, during the current Winter Series have been pur- chased by radio stations WABC, New York, and WLS, Chicago. Earl Harper, WNED, sportscaster, covering the play-by-play accounts.

BROADCASTING • Broadcast Advertising

January 1, 1940 • Page 13
Sale of 9 Million Receivers Marks Year of Radio Service

War Broadcasts, Television, F-M, Code Cited Among Outstanding Developments of the Year

WITH RADIO surpassing all its previous achievements in public service in 1939, the coming year promises a further increasing opportunity for the broadcasting industry to add to its prestige, according to year-end statements of trade leaders.

In his annual statement David Sarnoff, RCA president and chairman of the board of NBC, pointed out that two factors alone—the international situation and the 1940 Presidential nominations and election—should insure a year of eager and unflagging public interest in broadcasting.

Many Receivers Sold

From the business viewpoint 1939 was also a record-breaking year, not only in the amount of commercial broadcasting carried but also in the sale of radio receivers and equipment. Sarnoff's statements concerning both the social and commercial aspects of 1939 broadcast enterprises are echoed in the opinions of other network and radio manufacturing executives. The increases are reflected throughout the industry through increased employment, higher wages, additions to payrolls and research budgets, as indicated in various executives' statements.

The industry's most imposing single package of public service, as recognized by the general public, doubtless was the wholesale canceling of commercial as well as sustaining programs to give minute-to-minute coverage of the war situation in Europe early this fall, along with the continuation of this service on a regularized but intensive scale following the Lufthansa in September. The outbreak of war in Europe is credited with making the public more avid in their demand for radio receivers over ever, helping receiver sales and increasing the steady listening audience.

Engineering Achievements

Among engineering achievements recorded by the industry during the year, two stand out—television and frequency modulation. International shortwave broadcasts registered further gains during the year in power and broadcasting, with a consequent growth in the foreign listening audience, particularly in view of the fact that the shortwave network broadcast stations were the only ones available that brought foreign listeners unsensored international news.

In his report, Mr. Sarnoff pointed out that more than 9,000,000 receivers were sold during the year and estimated that there are now 40,000,000 radio receivers in American homes and automobiles. The industry's annual production figures show that he expects 50,000,000, representing the employment of 400,000 persons.

Remarking on NBC's inauguration of regular television service in New York on April 30, 1939, the RCA president declared: "Those who predicted that the introduction of television would not produce good results because television progress have been poor prophets of the year's amazing results in sound receiver sales." Among other television developments, he cited the reception of visual signals from New York in an airliner flying more than 20,000 feet above Washington D. C., 900 miles away, and RCA's new lightweight portable television transmitter. For 1940 he forecast the improved projection of large screen television images, adequate for theatre presentation, and television relay stations, using frequencies of 50 mc. and upwards, looking toward a television network.

"The year 1940 will see further increase in the demand for radio-phonograph combinations. Mr. Sarnoff predicted George K. Throckmorton, president of RCA Mfg. Co., in his year-end statement. "If the war in Europe continues throughout the year, we can expect the demand for radio equipment to reach much higher levels. The business of the radio manufacturer will steadily increase in shortwave broadcast stations from the various capitals which will increase. This will help merchants sell the better grade of receivers, for good shortwave reception depends upon having a good installation. RCA's new lightweight port-able television transmitter. For 1940 he forecast the improved projection of large screen television images, adequate for theatre presentation, and television relay stations, using frequencies of 50 mc. and upwards, looking toward a television network."

SINDY N. STROTZ

Strotz Promoted To V-P by NBC

SINDEY N. STROTZ, former manager of NBC-Chicago, has been elected executive vice-president of the NBC Central Division, according to an announcement by Lenox R. Lohn, NBC president. Strotz has served as executive vice-president of NBC since January 1938 and has been transfer of New York as NBC executive vice-president.

A former president of the Chicago Stadium, Mr. Strotz entered radio in 1933 as manager of NBC Program & Artists Service, Chicago. A native of Chicago, he attended St. John's Milliken Academy and Cornell U. He left college to serve with the 326th Battalion Tank Corps during the World War.

When he left the service, Mr. Strotz was employed by the Automobile Supply Company, Chicago, eventu-ally becoming vice-president. Later he became vice-president of the Wrap-Tight Corp., Chicago. In 1955, he organized the Chicago Sta-
dium Corp., becoming secretary and treasurer of the company which built and operated the larg-
est indoor arena in the country.

When he became president of the corporation in 1950, Mr. Strotz promoted almost every form of enter-
tainment from championship fights to circuses. He brought Sonja Henie to this city for her first exhibition tour. Mr. Strotz was program director of NBC-Chi-
ago from 1934 through 1938.

Dodge Bros. Returning

DODGE BROS., Detroit, division of Chrysler Corp., is planning a transcribed series of weekly half-
hour variety programs for a campaign to start late in January. RCA will cut the transcriptions, but so far no details of the cam-
paign could be learned from Ruther-
auff & Ryan, New York, the agency in charge.

New NBC V-President Nebrasca ASCAP Law Is Held Void

Federal Court Finds Rights Of Author Are Violated

FIRST permanent injunction against application of a State anti-ASCAP law was granted Dec. 27 by a Federal court in Nebraska. The decision declares the Nebras-
ka anti-ASCAP law unconstitution-
al, and the court named a three-judge constitutional court in Lin-
coln, Neb.

The court ruled that portions of the law which it adjudged invalid were so essential to the whole that the whole law must be held unconstitu-
tional. Circuit Judge Gardner of Huron, S. D., wrote the opin-
on, with District Judges Mungen and Donoho also hearing the case.

Exercise of State police power over combinations allegedly in re-
straint of trade is subject to the Federal Constitution, the court stated, describing the right of an author to license his production of live music as similar to any other personal property right. "The statute can-
not be sustained on the proposition that excising the police power," the court stated. "This power may not be extended to include combinations and concerted action for regulating private property for a public use."

Violates Two Laws

"While the power reasonably to restrain unlawful monopolistic trade, restraining combinations from exercising any rights in the State to suppress or circumscribe the public's use of its products by exercising the police power," the court stated. This power may not be extended to include combinations and concerted action for regulating private property for a public use.

P & G Renewes Serials

PROCTER & GAMBLE Co., Cin-
ninati, on Jan. l is renewing its five daytime serials heard for dif-
ferent programs on CBS, Monday through Friday, with one shift in time. Renewing are: Today's Ours (Crismo), 47 stations, 1:30-1:45 p.m.; Road of Life (Chips), 24 stations; Road of Life (Oxylod), 13 stations, 1:45-2 p.m.; The Goldbergs (Oyroly), 30 stations, 1:15-1:15 p.m.; Life Can Be Beautiful (Ivory soap), 33 stations, 1:15-1:30 p.m. The program Man-
hattan Mother (Chipso), nine sta-
tions, 1:30-1:45 p.m.; and Mexican Woman (Crisco), 33 stations, 1:30-1:45 p.m. Compton Adv., New York, handles the Crisco and Ivory soap series; Ryan, 32 stations; and Sharp, 26 stations; and Sharp, 26 stations, is agency for Chipso. Black-
ett - Sample - Hummer, Chicago, places the Oxylod account.

MANHATTAN SOAP CO., New York, in December and early January re-
newsed its five daytime serials carrying thirteen-weekly quarter-hour programs for the winter. Franklin Bruck Adv. Corp., New York, is the agency.
Consumer Movements and Advertising

Rational Approach Suggested as One Way to Reach Agreement

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

The CONSUMER movement, which has recently hit the headlines of the daily press via the Dies Committee and the trade press via the Federal Trade Commission's complaint against Good Housekeeping Magazine's advertising practices, has reached that stage of development where it commands the serious attention of all advertisers.

In other words, during the last year, the development of the movement — rather quietly — has been such that it is no longer be laughed off as a passing fancy or a bunch of crackpots. For better or worse, the movement is here to stay. For better, it is composed, in the main, of the mass of American housewives who want to know more about what they are buying and want to be sure their dollar is going as far as it can.

Probably for worse, like any other movement, wholesome or otherwise, it has its fanatics, zealots, and probably its share of "Reds" all of whom may bring out of proportion to their actual influence on the mass of women who actually make up the movement.

The Rational Side

The Dies Committee report tried to link the consumer movement to a subversive attempt to undermine the American system, specifically aimed at the Democratic party. However, when the Federal Trade Commission charged Good Housekeeping with misleading the public through its advertising, grading and seal certification systems, Richard E. Berlin, executive vice-president of the magazine, charged this was part of the consumer's subversive plot to destroy advertising, and his activities since have indicated that he would bring a "war" on the part of industry and advertising against the consumer movement. This Dies Committee report appeared during hearings on the Good Housekeeping complaint, Mr. Berlin said in effect "I told you so!"

With charges of this nature filling the air, it would seem of paramount importance for business and advertising executives to view the whole picture in a rational rather than emotional frame of mind.

Is it true that the consumer movement constitutes a real threat to proper advertising? Is the threat really a straw man constructed from emotional attitudes or as expedients to serve personal interests at a particular time? Should business and advertising lend its support to these frontal attacks against the consumer movement? What are the chances of success from such attacks—if they fall what are the stakes to be lost? Are there any alternatives to the frontal attack — the smear campaign?

All these questions and many more are deserving of frank and searching answers before any business or advertising executive risks his own and his organization's good-will to participate in the frontal attack plan of action.

The American Retail Federation already has supplied one answer to this series of questions in a pamphlet titled Labeling the Consumer Movement, prepared by Dr. Warner K. Gabler. Pointing out that certain activities promoted by business interests represent a threat to middle group of consumers (the majority by far) into the arms of the more militant and radical wing, Dr. Gabler concludes that "informed and understanding business leaders can cooperate with leaders of the movement in order that mutual problems may be solved satisfactorily for both groups!"

As a practical application of this program, the National Consumers Retailer Council has just formed what is believed to be the first joint advertising committee on a national scale composed of representatives of business, advertising, and three women's groups widely considered to be middle-of-the-road consumer organizations.

Meeting of Minds

The Utopian ideal, of course, in the relationship between consumers and business-advertising would be based on mutual respect for each other, no matter how vigorous the disagreements might be on specific points. If one views democracy as a clash of interests which results in a compromise for the greater good of the majority, it is possible to view business and consumers as naturally-occurring conflicting forces essentially to the greater good of the greater democracy —forces that will always be with the country unless it changes its form of government.

Like all ideals, this probably is a long way off with both sides suspicious, at the present, of the other's motives, aims and sincerity.

The significant trend, however, appears to be in the direction of eliminating these suspicions — in the direction of bringing representatives of these conflicting forces getting together, sitting down among Americans, even same comparable to discuss their problems and to arrange for a meeting-of-the-minds as far as this is possible. Probably there always will be business and advertising leaders who see "red" everytime the phrase "consumer movement" is mentioned; likewise, there probably always will be consumers who think the words "business" and "cheat" are synonymous. But eliminating these extremists on both sides, it appears increasingly possible that the two democratic forces of conflict can conduct their operations under "Marquis of Queensbury" rules.

After all, the objectives of both forces of conflict are not so far apart—the difference occurs in the approaches to the objectives. The primary fundamental of business is to satisfy the consumer and his or her wants. Without this there can be no business. And advertising is a means of telling the consumer that this or that particular article will satisfy his or her want.

The consumer, on the other hand, wants to know more and more about the product to be bought. Thus advertising serves to bridge the gap between business and the consumer. With the exception of extremists, no consumer, deep at heart, really expects the advertiser to tell the bad about his article along with the good. That is just not human nature. The most the consumer movement can expect from advertisers is truthful advertising—and business can go along with that idea because it does the honest businessman no good if his competitor can get away with untruthful advertising about a competitive product.

The fundamental point in a rational approach to the entire situation, both from the standpoint of business-advertising and the consumer, is to eliminate consideration of extremists or die-hards in both groups. Despite the fact that a vocal minority is hell-bent on eliminating the evils of the American system of radio, it just isn't possible to convince that group of advertisers that admitting that the system has certain faults, that radio in the U.S. is essentially and fundamentally bad—and it won't be possible as long as Mr. and Mrs. Average American, rich or poor, can get the wide variety of high grade and entertaining programs now available without any additional cost other than the purchase of a radio set and the effort it takes to turn a dial.

Consumers All!

Likewise, even admitting that evils might exist in business, it just isn't possible to convince the mass of Americans that there is anything essentially and fundamentally wrong with the food industry, for as long as the housewife of today can get a larger variety of better foods, better prepared for keeping purposes than the foods that were available to her grandmother.

After all, who are consumers? Everybody! The business or advertising executive who starts out to buy an article of commerce is as much of a consumer as the harried housewife who rushes into a drug store to buy a cosmetic item that she hopes will help her recapture the lost glamour of youth. The executive who buys as much as possible about the article he wants to buy, and wants to be sure that he gets what he's worth for his money simply because he probably, because of education and practice, can howl louder than the average housewife.

Thus, there is nothing subversive in the fundamental idea that operates in the consumer's mind. And consumer organizations are nothing more than examples of the great American expression of the democratic principle—the joining of organizations wherein one gets togerther with other people who happen to think alike on a certain subject.

Grade Labeling

What are the specific objectives of the consumer movement today? The people appear to be grade labeling for a vast amount of consumer goods, primarily foods and textiles. Consumer leaders are willing to go to grade labeling or not the efforts of the industry to satisfy this unforeseen demand will result in a period of overproduction is hard to predict. If history...

(Continued on page 64)
Conferences With AFM Fail
To Avert Threatened Strike

DESPITE numerous conferences between representatives of the radio industry and the American Federation of Musicians in an attempt to avert a nationwide walkout by all musicians employed on programs of the networks and their affiliated stations on Jan. 17, following the termination of the present national quota plan, no satisfactory solution has been reached. For a while it had looked as if the whole problem would be wound up before the first of the year, but as of Dec. 29 things again were uncertain.

EXECUTIVE PRAISE
Roosevelt Leads Cox on His
Atlanta Properties

President Roosevelt, who was running mate of Gov. Cox on the Democratic ticket in 1920, when the latter ran for President and the former for Vice-President of the United States, on Dec. 18 wrote his felicitations to the Ohioan on the occasion of his acquisition of the WAGA Broadcasting System, and the radio properties. The message read:

"Accept my hearty congratulations as you enter into a new and broader field of your influence. Just short of a score of years ago you and I were together fighting side by side. In the years that have intervened we have each been active in widely different fields. Now, happily, I feel that we are brought closer by the bond of union which your entry into my other State—Georgia—symbolizes. "All success to you as an old friend and now as a fellow-Georgian."

which $100,000 is to be paid. It is learned that Gov. Cox is offering all of WAGA for $176,000, although this would represent a loss to him in view of his investment in the station and operation commitments. If the sale deal is not concluded by Jan. 6, it is possible the Winston-Hulova interests will accopdate with Cox, who is buying back the 40%. Counsel for Gov. Cox, however, have asked them to extend the position. The two stations will give more time to dispose of the station. Gov. Cox has stated he is not interested in operating two stations in Atlanta.
Roosevelt Heads Nationwide Hookup

By BRUCE ROBERTSON

AT MIDNIGHT of Dec. 29, as Broadcasting went to press, John T. Adams, chairman of board of the newly projected Transcontinental Broadcasting System, issued a one-sentence announcement: "The entire network will go on the air at 10 a.m. Jan. 1."

Mr. Adams declined to amplify this statement, which did little to quell the tide of rumors about the proposed new national network which had been flooding advertising circles during the preceding week. These rumors were chieftly to the effect that the new chain had run into financial difficulties which threatened to prevent it from reaching the air.

Elliott Roosevelt, President

Despite a persistent story that Eliott Roosevelt, president and chief instigator of TBS, had been ousted, it was not learned what authority he retains as president of the new network.

Despite lack of official confirmation, it was generally believed that guidance of TBS is now in the hands of H. J. Brennen, owner of KQW and WVU, Pittsburgh, Pa., a former treasurer of TBS. It is understood that Mr. Brennen personally raised sufficient capital to finance TBS operations during its initial period and that negotiations with New York bankers previously begun by the Roosevelt regime have been entirely broken off. There are no banking interests whatever involved in TBS, it was definitely stated. Mr. Brennen has been a constant attendant at the daily conferences of the network officials in New York with executives of Blackett-Sample-Hummert.

Sutton is Satisfied

George O. Sutton, Washington radioxE2x80x99s, is in New York at the moment for Mr. Brennen, who is also a director and stockholder of TBS, returned to Washington. Dec. 29 following the New York sessions and asserted he was satisfied with the structure and plans for TBS. The fact that he returned indicated the conferences were completed and tended to confirm Mr. Adams' statement that everything was ready to go.

Mr. Sutton's headquarters are in the New York sessions. The agency men, like those of the network, were unavailable for comment. A report that the agency insisted that TBS produce proof of enough financial backing to guarantee its operations for two years persisted despite assurances by the network that Blackett-Sample-Hummert will live up to its reported commitment. It occurs a week of commercial business for a full year. If that is so, the gossipers counter, why all the conferences and commitments for two years which there was no answer, as this was written.

TBS Poised to Make Formal Debut Jan. 1

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 WELL-KNOWN to Washingtonians is this "shoe house," reminiscent of Mother Goose's children who had so many children she didn't know what to do. Located beside the entrance to the Earle Bldg., headquarters of WJSV, it was kept open at all hours to receive donations in the WJSV-Washington Daily News "They Need Help" drive. Effective a special deal for quantity purchases from local merchants, a price of a dollar a pair for new shoes for needy kids was obtained. Through special WJSV broadcasts and feature stories in the News, donors were told every dollar they gave would buy a pair of shoes. With goal set at $5,000, the campaign wound up with a total of $7,690 in the till.

West Coast regional group of 11 stations which will individually and collectively serve as TBS outlets. It was formed by Roy H. Holmes, TBS traffic manager, with the cooperation of Howard Lane, business manager of the McClatchy network, and G. Greig, a technical representative for the McClatchy stations.

In addition to three McClatchy outlets—KFBK, Sacramento, KGW, Stockton, and KERN, Bakersfield—this group includes KMXD, Medford, Ore.; KFOX, Long Beach; KFWB, Palm Springs; KSL, Salt Lake; KEWA, Centralia, Wash.; KSLM, Salem, Ore.; KYA, San Francisco; KRSC, Seattle. Key station for this group and for TBS programs from the Coast will be KFWB, whose manager, Harry Mallon, handled the opening in the new network's formation.

William W. Joyce, midwestern sales manager for Texas State Network, has been named head of TBS offices in Chicago. He was previously with NBC in Chicago in programming and sales and was also connected with Transamericana Broadcasting & Television Corp. in that city. Stephen Wil- lard, one of the organizers of KFWB, former program director in charge of sales, is now eastern program director of TBS.

Local Promotion

Meanwhile, affiliates of the new network have heralded its inauguration with promotions in many cities. KCMO, Kansas City, collaborated with the Kansas City Journal on a 10-page New Year radio supplement to that paper's anniversary edition, which devoted major space to TBS. WJBK, Detroit, used newspapers Dec. 27, 28 and 29, followed by display space on Sunday, Dec. 31, and also used cards and posters to tell Detroit that TBS programs could be heard on WJBK. KFWB, Hollywood, informed its audience with billboards of its TBS affiliation.

One of the earliest announcement ads was that of KWBG, Hutchinson, Kan., a local radio station, in the Hutchinson Record's Christmas Shopping section Dec. 18. WGTM, Winon, N. C., WJMS, Ironwood, Mich., and WSAU, Wausau, Wis., also bought newspaper space to promote TBS, while all of the network's stations having newspaper affiliations secured extensive publicity for its advent on Jan. 1.

One of the earliest announcements was that of the first TBS program, WTMG, Ocala, Fla., was to release 1,000 balloons into the air, each carrying a trade certificate good for $1 at an Ocala store. WSLI, Jackson, Miss., used its holiday greeting cards to announce its "New Year's gift to the community—the full-time program service of the nation's newest coast-to-coast network."

LOUIS HAUSMAN resigns Jan. 2 as advertising and sales promotion manager of the General Shaver Division of the General Shaver Division and will join the CBS sales promotion staff.
Charlie McCarthy Again Is Selected As Radio Leader Heads Talent Popularity Poll Of ‘Motion Picture Daily’

FOR the third consecutive year Charlie McCarthy was named “Champion of Champions” by 700 radio editors and columnists polled in the famous, popular survey conducted by Motion Picture Daily. Results of the poll, announced in the Jan. 21 issue, put McCarthy, already known to radio listeners as Bob Hope’s sidekick in “The Ford Sunday Evening Hour,” in the top poll spot. McCarthy, who has had a long career in radio, has appeared in many of the early programs on the air, including “The Great Gildersleeve,” “The Jack Benny Program,” “The Joan Davis Show,” “The Art Linkletter Show,” and “The Jack Armstrong Show.”

The survey indicated generally that established favorites held their positions for another year although there were shifts in the runner-up positions. Participants in the survey listed the most popular characters on the air during the year, the wholesale cancellation or abbreviation of paid commercial programs, and lastly, the advertising methods.

F. W. Newman, feature editor of Motion Picture Daily, said: “The rankings are based on the popularity of the characters, and as such, they reflect the public’s taste and preferences.”

The survey also included a poll of the most popular serials, with “The Shadow” leading the pack. “The Lone Ranger” and “The Green Hornet” were also strong contenders.

The survey concluded that the popularity of radio characters is on the rise, with many new programs gaining in popularity. The survey also noted that the popularity of radio is on the rise, with many new programs gaining in popularity.

The survey was conducted by mailing questionnaires to radio editors and columnists across the country. The results were compiled and analyzed by Motion Picture Daily’s research department.

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FCC to Investigate Progress of F-M

All Phases of New Art Will Be Probed at Hearing

ADOPTING recommendations of its Engineering Department, the FCC Dec. 19 ordered a formal engineering hearing in Washington to begin Feb. 28 on use of ultra-high frequencies for regular broadcast service. The FCC action stems from the belief that of frequency modulation versus the conventional amplitude modulation method.

Among persons parrying the rush of applications for frequency modulation, embodying the system largely developed by Prof. Edwin H. Armstrong, of Columbia U, the FCC simultaneously announced that pending the outcome of the general hearing it will grant such applications for frequency modulation as it feels will contribute to advancement of the art. However, it does not plan to grant permits for new stations which would simply duplicate existing experimentation.

Progress of F-M

The FCC, based on recommendations of its Engineering, E. K. Jett, proposes to analyze the subject in all its ramifications. Long looked upon as the future haven for broadcasting, the ultra-high frequencies have been used experimentally for several years for broadcast purposes. But development in the ultra-highs, using conventional technique, has been employed for several years by 34 separate transmitters. During the last three years, however, the shift has been toward frequency modulation and a score of such stations have been authorized, several of them operating successfully.

Recently, two separate applications were made for commercial broadcast service in the ultra-highs, using frequency modulation—one for Alpine, N. J., to serve the New Jersey area, and the other for Mt. As内的ooki for the New England area, each with 40,000 kw. westward. Dr. J. W. End, president of Yankee Network and a leading experimenter with the Armstrong system, filed the application.

In addition to possible use of F-M for aural broadcasting, Dr. Armstrong and other proponents of the system have predicted its eventual use for television. Because of its claimed interference-free factors, it is believed that F-M would tend to overcome many of the obstacles confronting visual radio employing amplitude modulation, tenable on the ultra-h, the wide band requirements of both television and frequency modulation are viewed as deterrents in the development of such services to the observer.

As set out in the agenda, the FCC will seek to determine whether regular business can be conducted on the high frequencies should be permitted at all, and whether the need exists for such additional service, supplementing the conventional broadcast band. It will take into account the needs which may exist in the frequencies above 25,000 kc. for other services, such as aviation, ship, police, forestry, and related communications purposes which fall in the same life category. It will seek to ascertain whether the ultra-high frequencies are best suited for frequency modulation, amplitude modulation, or both, should it finally determine that broadcast operations should be permitted in the ultra-highs. However, that the methods are mutually exclusive and that it is a case of selecting one or the other.

Economic Aspects

Even after the Commission gathers the fundamental technical information, it will be confronted with other considerations, primarily economic. Because of the heavy investment of the public in receivers designed only for amplitude modulation, estimated roughly at about $3,000,000,000, the Commission is now closely weighing the public interest factor. If frequency modulation on a regular basis were to become a permanent norm, it would mean at this stage of development that listeners would be required to have two separate sets, or, at least, a single unit capable of receiving each method of transmission.

Particular interest has been evidenced within the FCC regarding new claims in connection with narrow band F-M, as opposed to wide band operation. Armstrong System requires a 200 kc. band, as against 40 kc., assigned for A-M and a possible similar channel with for narrow band F-M. The FCC is expected to encourage use of narrow-band experimentation so that

WOR-MUTUAL's latest hit to the wandering broadcaster, the "candy mike-miters" is demonstrated during the FCC's special features division as he interviews the young lady. Weighting but eight pounds, the baby transmitter contains a built-in mike. It uses the latest type of tubes, the new small batteries developed for the portable receivers and is crystal-controlled throughout. With 2/10th of a watt power, its range is five miles in the clear, and about 300 yards inside.

Agenda of Feb. 28 Hearing on Frequency Modulation . . .

NOTICE is hereby given of the informal hearing before the Commission at 10 A.M. on Dec. 28, 1940, for the purpose of proceeding as to extend the use of ultra-high frequencies to the aural broadcasting service, and for aural broadcasting stations operating on frequencies above 25,000 kc. or whether the Commission should recognize one of these forms of modulation as the official standard of comparative interference-free service and an equally wide, if not wider, service area.

In addition to the points upon the public, the FCC must determine

(Continued on page 54)

Hearing Ordered On Proposed New Television Rules

Part II of Committee Report Adopted; Revised Slightly

ADOPTING with minor modifications Part II of its Television Committee's report of last November (Broadcasting, Nov. 15, Dec. 1), the FCC Dec. 22 ordered a public hearing in Washington Jan. 15 on proposed new rules to govern the regulation of television broadcasting and related arts. All interested parties are instructed to give notice at least 60 days prior to the hearing. No charges "either direct or indirect" may be made for transmissions of either temporary or permanent programs by either Class I or Class II stations.

Service Standards

Class I stations are defined as those that "operate to conduct research and experimental work for the purpose of determining additional data for presentation at the hearing, operation not permissible under the rule that commercialization of television, unless authorized, is not permissible unless authorized by the Commission." No charges "either direct or indirect" may be made for transmissions of either temporary or permanent programs by either Class I or Class II stations.

Appearances by Feb. 1

Any party desiring to appear and testify shall file with the Commission a notice of intention to appear not later than Jan. 15, 1940. The number of witnesses that will appear, the topic each will discuss and the number of questions each witness will be permitted to ask, may be determined by the Commission. This information is necessary in order to settle a satisfactory hearing schedule.

If it is intended to submit written statements, drawings, etc., in connection with the hearing, it is required that ten copies of the same be submitted to the Commission on or before Feb. 28, 1940.
**Campana’s Ten Successful Radio Years**

**Nationwide Distribution Is Obtained Quickly Through Air Series**

By Paul Brines

THE lotion industry struggled along in a small way for many years, using conservative sales methods. As late as 1920 the whole industry spent only $100,000 for advertising in magazines. And along came radio. First to take the new medium seriously was Campana Sales Co., Illinois firm with distribution in 22 States. Using mainly a half-hour dramatic program, Campana has stayed reasonably near the top in listener ratings, without indulging in gaudy budgeting or garish programming.

Best of all, Campana has enjoyed a steady boom in sales, and its present new glass palace, built mainly by radio, will soon be joined by a neighboring edifice as impressive as the former.

31 season Campana had national distribution.

"And behind the modest beginning of Campana radio advertising is not only the story of Campana success, but the story of the rise of the hand lotion industry itself. In a brief few years after 1900, manufacturers of hand lotion had turned many store-made and hand-made, unbranded lotions into the beginnings of a national industry. In 1920 for example, the entire industry spent only about $100,000 on advertising in magazines. Contrast this, if you please, with 1939 when the hand lotion industry spent several million dollars in magazines and radio, of which more than 50% was expended for radio advertising. As for Campana’s growth, the firm’s factory in 1926 was a modest two-story building and there were about 50 employees.

Near Batavia, 36 miles west of Chicago, Campana recently dedicated a modern three-story “all glass” factory of 85,000 square feet, and a second unit of glass brick and terra cotta will be completed early in 1940. Today Campana has several hundred employees.

"I consider this new building and its modern all glass symbol of Campana’s success," says Mr. Wallace, “and no small part of it can be traced to the effectiveness of radio advertising. The pioneering Campana did in starting Nighter nearly 10 years ago has benefited the whole hand lotion industry. It lighted the fuse which blew off a modest industry and resulted in a phenomenal increase in the volume of advertised brands, at the expense of old-fashioned, unbranded preparations."

Strictly Clean

Before the offers and merchandising tie-ins used by Campana on its radio programs are discussed, the formula of the sponsor’s programs should be analyzed. The conservative good taste of the half-hour dramatic First Nighter can be found in the rules issued by the agency to aspiring writers. No problem plays of the divorce type will be used on the First Nighter. No mention of beer or liquors is made on the show. Slanted for high middle-class morality, First Nighter scripts never permit profanity; never carry implications of immorality.

Scripts for First Nighter are bought in the open market, often from young and inexperienced writers. Each script—a five to 12-page weekly—is passed on by a play jury which is composed of one professional writer, a Campana official, and two members of the agency. Every script submitted to the agency is criticized and many of them are returned to the author with suggestions for revision and rewriting. In the agency’s studio, the

Reading impression of the plays is checked against their listening impression. The three-act episodes of First Nighter are a writers’ $100 per play, and many an established radio writer owes his acclaim to scripts used on the program. Historical plays in modern idiom are broadcast on First Nighter about twice a year, and comedies are used in a series about every third week. In general, First Nighter alternates a light with a serious play.

According to Joseph T. Ainley, head of radio production of Aubrey, Moore & Wallace, the emphasis of First Nighter is on the dramatic production and not on the “name stars.” For example, from 1930 through 1936, Don Ameche was starred on the show with June Meredith and Betty Lou Gerson. When Les Tremayne and Barbara Luddy took the leads in 1937, the show’s high national rating continued to increase. Without a single change in the format of the show during its nine years on the air, First Nighter has maintained national ratings that have kept it constantly among the first five or six half-hours on the network.

A Test of Summer

In the summer of 1936, after being on the air 52 weeks each year since 1930, First Nighter was discontinued on its NBC-Red network to test the show’s actual summer time sales power. The actual sales effect (as opposed to audience rating) was found to be so effective that First Nighter returned to the air in September, 1936, and has remained 52 weeks per year ever since. The sponsor’s second radio show, Grand Hotel, is a twist on drama which went on the air in 1933 and

(Continued on page 51)

VIRTUALLY built by radio advertising was the recently dedicated home of Campana Sales Co., near Batavia, Ill. For the last nine years, the firm has spent 70% of its advertising appropriation on radio. Starting almost from scratch in a small frame building in 1926, the modern plant covers 85,000 square feet.
"Could I have said ‘dollar bill' instead of ‘photograph'?"

Jerry Smith, WHO's Yodeling Cowboy, puts the station on the air each weekday morning at 6 o'clock. Jerry's a right popular lad with ladies and gents alike, and he had a hunch that he had a pretty good audience even when he opened cold before the crack o' dawn.

T'other morning he casually announced that he had 1,000 photographs of himself that he would send to the first 1,000 listeners who asked for them.

The first mail brought more than 1,500 requests. That made WHO's commercial department perk up its ears, so two more announcements were authorized. Mind you, now—only three announcements were made—one each morning for three successive days.

The result? WHO mailed 6,491 pictures to 6,491 listeners—in thirty-eight states and Canada!

Just how many listeners to WHO's first program of the morning did not write, we don't know. But we do know that 6,491 of them attested to the "plus" value of WHO's "Iowa Plus" market.

Remember, this offer was made between 6 and 6:15 a.m., the opening broadcast on WHO—and that these 6,491 requests came from only three announcements, without previous buildup. . . . How'd you like for us to do something like that for you?

WHO + for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
Gen. Mills Again To Use Baseball
Nine Major League Cities on List; New York Uncertain

BASEBALL broadcasts again will form a major part of General Mills' summer advertising activities, although plans are still tentative. Cleveland, Cincinnati, Chicago, Detroit, Baltimore, Washington, Philadelphia, Pitts, and St. Louis have been listed as cities in which this company will probably broadcast baseball during the 1940 season, but this list is tentative and only a few contracts have been made.

Regarding New York, where execs of the three major league clubs held a conference recently to discuss the question whether or not they will allow their games to be broadcast next summer, General Mills spokesmen say the company is not definitely in or out, but is awaiting a resolution of the attitude of the baseball clubs before making its own decision.

Socony Continues
Socony Vacuum Oil Co., co-sponsor of a number of baseball broadcasts during the past several years, plans to do a similar type of work this summer, with the broadcasts, by number, to be announced in the near future. All programs are in New York, with the exception of one to be broadcast for the New York Giants, which will be held on 950 kc.

To In Washington
In Washington, it was announced by WJSV that Arch McDonald, veteran baseball announcer of that station was last summer, covered the Giants and Dodgers for WABC, New York, will return to WJSV to broadcast the Giants' games this summer, exclusive of the National League games which fall on Sundays and Saturdays. This program is presumably General Mills'.

Booth Controls WMBC
JOHN LORD BOOTH, son of the late John Booth, owner and president of WSYR, Syracuse, in a deal for which an approval application has been made to the FCC. Col. Wilder proposes to sell his 80% controlling interest in the local station, which operates on 1210 kc., to Gay E. Mason, formerly with the McGraw-Hill Publishing Co., who for the last six years has been assistant vice-president of the Provident Loan Society of New York. The purchase price is approximately $20,000. Charles Denny, manager of the station, owns the other 20%. He will remain in that capacity and no staff changes are contemplated.

Col. Wilder to Dispose Of His WJTN Holdings
WJTN, Jamestown, N. Y., will shortly be sold by its chief owner, Col. Harry C. Wilder, operator of WSYR, Syracuse, in a deal for which an approval application has been made to the FCC. Col. Wilder proposes to sell his 80% controlling interest in the local station, which operates on 1210 kc., to Gay E. Mason, formerly with the McGraw-Hill Publishing Co., who for the last six years has been assistant vice-president of the Provident Loan Society of New York. The purchase price is approximately $20,000. Charles Denny, manager of the station, owns the other 20%. He will remain in that capacity and no staff changes are contemplated.

LADY ESTHER Co., Chicago (承包 for the World evening, NBC Red broadcasts of Guy Lombardo's orchestra on Jan. 30, marking the first time since the 1938-39 season, the sponsor has not had at least one program a week on NBC. Series of Monday evening Lombardo broadcasts on CBS will continue. Agency is Ped- lar & Ryan, New York.

CUPID had a field day at WHK-WCLE, Cleveland, just before Christmas as these four fair damsels thrilled their troth. All of them secretaries to WJR President Les Bibel; Virginia Leininger, to Program Director W. R. Richmond; Lucile Sido, to General Manager H. K. Carpenter; Studio Manager L. W. Zimmerman. Since Nov. 1 a total of 12 WHK-WCLE employees have committed themselves matrimoni ally—Richard Dudek, Francis Pettay, Warren Miller, Walt Davis, Robert Elliott, Wayne West, Helen Stoker, and one other staff member whose engagement has not yet been announced.

New Station Is Granted
TAWERTOWN, S. D., on Former KWTN Facility
WATERTOWN, S. D., without a radio station since last October, when the FCC decided deleting KWTN for alleged violation of technical regulations [BROADCASTING, Nov. 1,] will have a new station with the same facilities as a result of an FCC decision Dec. 22.

In one of its last acts before adjournment for the year-end holiday, the Commission granted an application for the establishment of a new station in the vicinity of Midland National Life Insurance Co. for a 250-watt outlet on 1210 kc. Officers of the company are J. J. Bell, president; D. F. Jones, vice-president; F. L. Riebold, secretary-treasurer. Although the stockholders in the station were not named, it was stated that none would hold more than 10%. Call letters will be Kوات.

The old KWTN operated with 100 watts on 1210 kc. In May, 1938, it was ordered off the air, and its owners appealed. Meanwhile, F. Koren, owner of two-thirds interest, and M. W. Plowman, station manager, also applied for a new station with the same facilities. They will not be identified with the newly-granted station.

Analysis of CBS Accounts
FOUR-TY-seven advertisers are sponsoring 51 different programs on CBS this winter, the heaviest schedule on CBS history, according to a booklet distributed to the network's stockholders last month. Of these, 45 are reported as renewed contracts; 12 in their sixth solid year on CBS; 25 in their fifth year or more; 25 in their fourth year or more; 31 in their third year or more; 37 in their second year or more; and 10 are major advertisers of the last 12 months. The booklet lists all the accounts, their time schedules, number of stations and number of weeks on CBS.

CBS West Coast Billings Well Above 1939 Level
As Four Sponsors Sign
CBS Pacific network billings for the first quarter of 1940 "will be substantially in advance of 1939," Arthur J. Kemp, CBS West Coast sales manager announced in Hollywood Dec. 18 when he reported that four Pacific Coast stations took theAnswer Auction for time on the regional chain within two weeks, and others are expected soon.

Los Angeles Soap Co., Los Angeles, on Jan. 1 extends its Dealer in Dreams (White King Soap), to the same group of stations, Sunday, 2:30 p.m. through Erwin, Wasey & Co., Los Angeles. On Feb. 10 National Lead Co., San Francisco, starts the Answer Auction on 12 CBS West Coast stations, Saturday, 2:30 p.m. through Ram and Morgan, Hollywood, are for 52 weeks each. Both have been tested on KNX, Hollywood.

Alber Bros. Milling Co., Seattle (Friskeys Dog Food), on Jan. 14 extends its contract for a dramatic serial, Adventures of Dr. Dave, on 9 CBS Pacific Coast stations, Sunday, 4:15 p.m. through Erwin, Wasey & Co., Los Angeles. On Feb. 10 National Lead Co., San Francisco, starts the Answer Auction on 12 CBS West Coast stations, Saturday, 2:30 p.m. through Ram and Morgan, Hollywood, are for 52 weeks each. Both have been tested on KNX, Hollywood.

WCAR, Pontiac, Mich. Takes Air on 1100 kc.
BEARING call letters indicative of the nature of the community, the new WCAR, Pontiac, Mich., went on the air last month with 100 watts on 1100 kc. Authorized for construction last July and RCA equipped throughout, the station is a group effort of the Pontiac citizens headed by H. Y. Levinson, publisher of the weekly Enterprise (Mich.), who owns 50% of the stock and who will actively supervise its operation.

W. K. (Bill) Bailey, former commercial manager of KKFN, Shenandoah, Ia., is manager of the new station. J. W. Schults, formerly with WLAW, Lawrence, Mass., is program director. Clarence C. Wilson, also formerly with KKFN, is chief engineer. The staff includes Virginia Letts, program secretary and traffic director; Bill Gladden, Al Gordon, Hugh Danzer and Jack Habel, announcers; Monte Taylor and E. F. Goss, announcers, sales manager; Helen Fanning, continuity writer; George Stearns, Dave Stewart, Charles Kocher and Robert Steelman; Charles and Joan Pipe, administrative secretary.

WPAB are the call letters assigned to the new station on 1340 kc. authorized last month in Ponce, Puerto Rico [BROADCASTING, Dec. 15].

Page 22 • January 1, 1940 BROADCASTING • Broadcast Advertising
First On Your Memo Pad for 1940

WXYZ DETROIT
More Listeners
More Markets
More Sales

5,000 WATTS
DAYTIME
With Greatly Enlarged 1000 Watts Coverage at Night

KING-TRENDEL
BROADCASTING CORPORATION
Radio to Get Back Seat in Congress

Defense Bills Likely to Hold Legislative Spotlight

WITH THE world in a dither over war conditions, the new session of Congress is expected to be a busy one. It will not be disposed to consider new legislation affecting radio, unless some unforeseen emergency develops.

Nevertheless, it is expected that members of both houses probably will indulge in plain and fancy discussion of the possibility of the blowing-off-steam type.

Both Senator Wheeler (D-Mont.) and Rep. Lea (D-Calif.), respective chairman of the Senate and House committees charged with radio legislation, disclaim any present intention of fostering legislation to reorganize the FCC. Aside from the war situation and emergency legislation relating to it, which is likely to consume much of the time of the national legislature, the fact that 1940 will be a campaign year will tend to make consideration of any legislation not in the "must" category. Members of both houses will be anxious to get home to mend political fences and adjournment will be the objective—perhaps by mid-June.

Funds for FCC

The session is the second of the 76th Congress. Some 30 bills affecting broadcasting were passed last session [Broadcasting Aug. 15]. It is hardly expected that any of them will be taken up this time. New bills unquestionably will be introduced but only those having Administration endorsement are likely to get through Congress.

The Independent Offices Appropriation Bill expected to carry at least $2,100,000 for the FCC, an increase of $300,000 over the current fiscal year, probably will pass early in the session. Emphasis has been placed upon securing additional Government operations because of the widely expanded budgetary requirements for national defense. However, this bill is expected to experience great difficulty.

FCC will seek an extra appropriation for modernization of its field monitoring equipment and expansion of its operations, principally for national defense. It has no equipment capable of monitoring the ultra-highs in which espionage activities would most likely occur.

Senator Wheeler, as well as Rep. Lea, have more or less soured on the "ripper" bill to reorganize the FCC and reduce its membership from seven to three. The measure was sponsored by former Chairman Frank R. McNinch and received the support of President Roosevelt himself, who sent a letter to the committee chairman on it. It was praised largely on the desirability of the FCC as a more efficient regulatory body. It apparently has changed considerably.

Rep. Lea declared that, as he sees it, Congress will not be disposed to pass any legislation affecting radio matters at the new session.

He indicated that so far as his Committee was concerned, the measures shelved at the last session will continue in an inactive status.

Aside from the national defense items and the Western Union-Postal Telegraph merger proposition, the FCC has no present plans for recommendations to the new Congress. Eventually there will be a report, along with recommendations, on its long-storied concern with the "Witchcraft Inquiry," which ran over a six-month period beginning in November, 1938. A Network Monopoly Committee, however, is still in the process of drafting its report, and full Commission action will be necessary before anything in the nature of recommendations can go to Congress.

Rep. Lea observed that if the FCC should require any clarification of the Communications Act for immediate removal of inequities, his committee would be disposed to take up such recommendations, although no general revision of any portion of the Communications statute would be placed on the Committee program at the coming session.

Notes Improvement

Chairman Lea said he felt the FCC had shown improvement in its activities and its harmony under Chairman Fly. With these changed conditions, he declared there would be no disposition to revise the proposal to reorganize the FCC from a seven-man to a three-man board. He reiterated previously expressed views that the FCC can improve its regulatory activities through administrative action and after it builds upon experience in regulation the Commission in the future might make legislative recommendations which would be safer and more substantial when enacted.

Verbal pyrotechnics, of course, are expected from customary quarters. The NAB Self-Regulation Code probably will draw the fire of free speech advocates. Moreover, the campaign of publisher Frank E. Gannett to amend Section 606 of the Communications Act, which authorizes the President in a national emergency to commandeer all radio and communications, is expected to hit the floor of each House. Whether there will be a concert drive, however, to repeal or permit amendment of that section cannot yet be foretold.

Opposition to Clear Channels

While the Senate already has gone on record as opposed to power excess of 50,000 watts, and while Senator Wheeler has expressed his opposition to clear channels as bordering on monopoly, a crusade in favor of retention of clear channels and of power even beyond 500 kw. already has been started in the House. Rep. Sweep (D-O.) launched the effort at the last session and since that time has completed its own rural survey, which he proposes to use as a springboard in fostering new legislation removing the present 50 kw. power limit imposed by rules of the FCC and by the Wheeler resolution.

Copyright remains on the Senate agenda. Action on the proposed international copyright treaty, providing for automatic world copyright, which was vigorously opposed by broadcasting and other interests, was abandoned at the last session with the definite understanding it would be considered at the new session, along with legislation revising domestic copyright laws. How vigorous the fight will be for revision of the ante-dated copyright law, in the light of the changed world conditions, cannot be predicted. "Users" of copyrighted works, among them broadcasters, have repeatedly urged revision of the copyright statutes to remove or reduce the statute's minimum provision of $250 per innocent infringement. It is this provision, they have contended, which gives such combines as ASCAP a virtual life and death power over users.

Shortwave Query In Census Urged

But Proposal Is Thought to Have Only Slight Chance

EXTENSION of the 1940 Federal Housing Census to include data on the actual number of radio receivers in American homes and the number of sets capable of international shortwave reception was presented at an informal meeting of industry and Government officials held in mid-December in the Board of Governors' room of the Electrical & Radio Division of the Department of Commerce.

According to the suggestions for extending Census, as set up at present, a single radio question, "Is there a radio in this dwelling unit which has been included [Broadcasting, Dec. 15]."

Following the meeting recommendations were sent the Census Bureau that instead of the announced radio question there be substituted: "Are you or any family members present in this dwelling unit capable of listening directly to international shortwave broadcasts?"

Social Importance

In making the latter recommendation, the Government officials indicated the great social significance attending reception of foreign broadcasts. The possible incorporation of a count of automobile radios also was discussed at the conference, but this modification was not included in the recommendations.

Although Census Bureau officials have made no public comment on the recommendations, it is believed they were made at such a late date, when schedules for the Housing Census, to begin April 1, 1940, were generally completed, that they will not be included in the Census count. Previously the Census Bureau has emphasized the desirability of holding to a minimum questions of this type in order to secure workable schedules. At the time the present radio question was revealed, the Census Bureau's Housing Census schedule was virtually settled and that no additions, particularly for radio, would be made.

Attending the conference were Paul F. Peter for the NAB; Bond Geddes, executive vice-president; Robert R. Kane, Camden, N. J., and Meade Brunett, Harrison, N. J., for Radio Manufacturers Association; representatives of the FCC, State Department of Commerce, Bureau of Foreign & Domestic Commerce and U. S. Office of Education.

New Wrigley Series

WILLIAM WRIGLEY Jr. Co., Chicago (Doublemint gum), following an audition, on Jan. 7 starts a new radio program, Monday night at 11 p.m., which replaces the Gateway to Hollywood series on CBS. The pro- gram is produced by J. Kane and directed by Paul Thompson Co., Hollywood, will feature Gene Autry, singing cowboy star. The program, which was produced by Paul Ricken- backer and Bob Brewster. Carroll Hardy, announcer, who played for Eddie Heldrick wrote the script. New program will continue on 67 CBS stations, Sun., 6:30-7 p. m. (EST).
The research laboratories and the transmitter and special products division of the Farnsworth Television & Radio Corporation are now consolidated at the Farnsworth plant in Fort Wayne, Indiana. This plant is admirably adapted for the development and production of special apparatus and equipment in the electronic field. Its operations are independent of those at Farnsworth's plant in Marion, Indiana, which is now in full production, manufacturing Farnsworth radios, radio-phonograph combinations and television receiving sets.

LOOK TO FARNSWORTH when you have need for electronic apparatus—products essential to television (such as the Farnsworth image dissector tube that makes possible startlingly high-fidelity in film transmission), telecine projectors and cameras, photocell multiplier tubes, master timer and pulse generators, complete studio and radio transmitting equipment for both sight and sound.

Flexible manufacturing and unexcelled research facilities, full benefits of Farnsworth ideas and inventions and the knowledge that in the same organization there is available to you engineering counsel who have made television history—these are the factors which can give you confidence when you are confronted with television problems, when you LOOK TO FARNSWORTH FOR YOUR TELEVISION NEEDS.

Get in touch with Farnsworth.

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA
WHEN THE GRAF SPEE BLEW UP

NBC Observer, Bill Bowen, Called for the Air
And Got It, Scoring Year's Best Scoop

NBC's and probably radio's biggest beat of the year occurred on Dec. 17 when the network broadcast to the world the dramatic scenario of the Admiral Graf Spee in Montevideo harbor, where the Nazi battleship was taken refuge from the British battleships Ajax, Achilles and Exeter.

Immediately upon the ship's arrival in the harbor, Capt. H. A. Clark, RCA's representative in Buenos Aires, set up equipment, including microphone, telephone lines from NBC headquarters in New York and telephone wires on the pier at Montevideo, a suburb of Buenos Aires, in the harbor where the Graf Spee was awaiting orders from Hitler.

"Give Me the Air"

A friend of Clark's, Talbot G. Bowen, with Metro-Goldwyn-Mayer in Buenos Aires, was on service to handle the descriptions because he was one of the few English-speaking correspondents available. For two days, while the world waited for Germany's decision whether the ship was to be interned for the duration of the war, Bowen and Clark "stood by" and sked all activity aboard the German vessel.

On Dec. 17, at 5:55 p.m., while Bowen happened to be talking to the network's special events department in New York, the ship started to move out of the harbor. Suddenly interrupting his discussion of the setup for further broadcasts, Bowen shouted, "Give me the air! The ship has exploded!" And NBC, immediately clearing all wires, interrupted programs on its Blue and Red networks to present Bowen in a detailed report of the proceedings. NBC's shortwave stations also carried the broadcast, and later in the evening NBC relaxed its policy against broadcasting recordings to present a special transcription of Mr. Bowen's "scoop".

CBS encountered bad luck on the broadcast when a few moments before the Germans sent off the first bombs scuttling the Graf Spee, the CBS telephone line to Montevideo went dead. The network carried a full description later in the evening of the battleship's sinking and broadcast a special description of the situation and why Germany had decided to scuttle the cruiser.

WASHINGTON SPECIAL

WWJ, Detroit, carried its own special broadcast direct from Montevideo, Uruguay, describing the scene of the Admiral Graf Spee's refuge in the Montevideo harbor just before the German pocket battleship hoisted anchor to proceed to the world the dramatic tête-à-tête with the British ships. Talbot Bowen, Red networks announcer, spoke from his hotel room. He described the ship's tragedy in person and set the scene in the Baltic, the Arctic and the South Atlantic. He ended with the tragic news that the Graf Spee was scuttled.

WHBY in Appleton, Wis.
AUTHORIZED early in 1939 to move into Appleton, Wis., WHBY, one of the two stations operated commercially by the University of Wisconsin, will start its Appleton operations on or about Jan. 1, according to Father James A. Wagner, university director. Father Wagner will continue also to direct WTAQ in Green Bay. He has been planning the construction of the Appleton station. A new one-story studio and office building has been completed and equipped, a Collins console and a 250-watt outlet on 1200 kc., and will join the new Transcontinental network.

Christmas Broadcasts From Actual War Front Are Heard on Networks

CHRISTMAS in the trenches was the theme of two programs broadcast on Dec. 24 from Maginot and Siegfried lines on NBC-Blue. At 3 p.m. (EST), Max Joseph, NBC's representative in Europe, described Christmas Eve in the German trenches and later William Boyd of the New York Sun broadcast a Christmas Day program from a British soldier's position in the preliminary store where the soldiers were attending mass and singing carols. At Christmas Day, NBC broadcast a program from Helsinki, with Werner Irvin giving the latest news on Swedish soldiers singing Christmas songs.

Also on Dec. 24, CBS broadcast an evening half-hour from abroad, beginning with Big Ben striking midnight in London, after which E. R. McConnell, CBS chief in London, described the holiday scene in that city. The broadcast also included pickups from a chapel in a Maginot line trench and reports from British soldiers attended Christmas Mass, news of the Finnish-Russia front, a report on the White Sea from Finland, and a description of Christmas in the German capital by Russell Hill of the CBS staff in Berlin.

CBS on Christmas broadcast a four-way program. Jim Lanagan, Larry Lesueur, CBS representative on the Western front, spoke from the Royal Air Force headquarters; Eric Severs of NBC broadcast from Siegfried line, from the Maginot line, from the Finnish-Russia front; William L. Shimer, Berlin representative, described just what German submarines in the Baltic Sea, and William L. White from Finland's capital, Riga, reported on a Finnish Christmas in the Baltic.

Christmas morning MBS broadcast an hour of greetings from all parts of the British Empire to King George VI, concluding with the Christmas message of the King to his people, which was also broadcast by NBC and CBS.

Four American correspondents abroad held Christmas conversation directly to families in America via NBC during the broadcast on which John Lloyd of the AP, John O'Donnell of the New York Daily News, Bill Byrnes of the New York Sun, and William Hillman, European director of Collier's, from London, exchanged greetings with their wives and children, gathered in NBC studios in this country.

WHBY in Appleton, Wis.
Ordinarily, a Los Angeles budget concentrates its major selling effectiveness within the limits of the Los Angeles Metropolitan area. And that's fair enough.

But fairer still, the same budget on KNX gives our clients not only this wealthy Los Angeles City market—full and overflowing*—but also all Southern California ... and more!

By day, your KNX programs blanket Los Angeles and speed on—crisp and clear—over the rest of Southern California to 204,870 additional radio families outside the Metropolitan area, families whose annual retail purchases pile up to $271,147,000. And as extra bonus by night, KNX sends its programs with primary intensity to 262 more counties on the Pacific Slope, where 621,790 radio families live, shop and spend their money—$1,234,644,000 annually!

This whole wealthy market can be yours, without adding one penny to your regular Los Angeles City budget. Use KNX—the West Coast's greatest and most extensive (in results as well as coverage) selling force!

* Because KNX is first choice of Los Angeles listeners ... See any competent radio survey.

GIVE YOUR BUDGET A BREAK ON KNX

COLUMBIA'S STATION FOR SOUTHERN CALIFORNIA 50,000 WATTS
COLUMBIA SQUARE, LOS ANGELES • REPRESENTED BY RADIO SALES
EXUDING optimism over response to the industry-wide project for creation of a Dutch music foundation, President RVNNEVILLE MOLLIN launched the final drive in the $1,400,000,000 subscription campaign this month, con- 
vvinced that the $1 subscription deadline will be met.

Broadcast Music Inc. already has leased space in New York for head- 
quarter operations in the all-inclusive project designed to build for radio its own reservoir of music to combat ASCAP's monopoly and introduce competition into the copy- righted music market. The B.M.I. contracts expiring in exactly one year, preliminary plans already have been launched for the enterprise. It will be headquartered at 858 Fifth Ave., with provisions made for additional room in the same building if the need arises. Mr. MOLLIN, general counsel for Broadcast Music, who was primarily responsible for the broad-gauged plan, already has occupied the offices, along with Stuart M. Sprague, his chief assistant.

Good Showing Claimed

At the ten district meetings, sta- 
tions which have subscribed to stock in Broadcast Music represent approximately 60% of the broadcast- 
income in those areas. Roughly, it is estimated that for the country as a whole, the income base, exclusive of network revenue and after customary discounts, is in the neighborhood of $76,000,000. The ten N.A. districts have covered some $5,000,000 of that income figure, or 60% of the aggregate. Stock subscriptions from stations in each of the ten districts amount to an equivalent of a $300,000,000 base, or about 60% of the represented income.

Indeed, this showing was viewed as exceedingly gratifying by President MOLLIN and his board. Including the flat commitments by the networks of $400,000, it is roughly estimated that the pledged subscriptions to Broadcast Music already exceed the $600,000,000 goal. The figure, by Feb. 1, is $1,400,000.

A breakdown of the pledges made in the ten districts already covered indicates that approxi- 
mately 200 stations of the some 406 commercial operating stations in these districts have joined the project. Approximately the same num- 
er of stations—in round figures, 200—were represented at the ten meetings.

Based on the business figures by districts, the analysis indicated that Districts 1 (New England); 2 (Kansas and Oklahoma); and 3 (New York, Connecticut); and District 7 (New York) had subscriptions represent- 
ing more than 80% of the sta- 
tion income, while Districts 4 (District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Vir- 
ginia); 9 (Illinois and Wisconsin); and 11 (Minnesota, North Dakota, South Dakota, Wisconsin, and Michigan) had subscriptions represent- ing more than 70% of the station income. Districts 8 (Kentucky and Ohio); 10 (Iowa, Missouri, Nebraska) the figure was approximately 50%.

Under the B.M.I. plan, the minimum fund of $1,100,000 from stations, exclusive of the $400,000 committed by NBC and CBS, must be forthcoming by Feb. 1. In the event it is concluded by the board that the support is not sufficient to warrant undertaking the project, the stock subscription contributions, which represent one- 
fifth of the total contributions sought, would be returned. Presi- 
dent MOLLIN, however, indicated he felt the success of the campaign was al- 
ready assured and did not believe it would be necessary to face any such contingency.

Paid Executive

The assessments are based on 50% of station payments to ASCAP in 1937. The contributions for stock represent one-tenth of the amount stations paid ASCAP that year, or one-fifth of their expected contributions. The remaining four- 
fifths would be subject to call by Broadcast Music, on a staggered scale to cause least possible hard- 
ship on stations.

Ascap Shuns Radio

Contrary to expectations, the radio committee of ASCAP did not make a preliminary report of its findings to the December meeting of the Society's board of directors. Indeed, according to E. C. MILLS, chairman of the administrative committee, radio was not even mentioned at the meeting, which was devoted chiefly to authorization of dividends for the fourth quarter of 1939. Asked regarding ASCAP's income for the year, Mr. MILLS said that the books would be ready for auditing in March and that 1939 figures should be ready about the first of April. He declined to give any estimate of income at this time.

District meetings which remain to be held tentatively are as follows:

District 6 (Arkansas, Louisiana, Mississippi, Tennessee) at New Orleans, Jan. 3; District 3 (Texas) at Dallas, Jan. 5; District 3 (Delaware, New Jersey, Penn- sylvania) at Camden, Jan. 4; District 16 (Arizona, New Mexico, and Southern California) at Los Angeles, Jan. 9; District 15 (Northern California, Nevada and Hawaii) at San Francisco, Jan. 10; District 17 (Oregon, Washing- ton, Alaska) at Portland, Jan. 12; District 5 (Georgia and Alabama stations) at Columbus, Ga., Jan. 13, and Florida stations at Orlando, Jan. 19.

President MILLS will attend all but the Camden meeting. It is ex- 
pected Mr. KAYE will be the principal speaker there.

Mr. MILLS has explained at the various district meetings that se- 
lection of a paid executive for Broadcast Music must await ful-
fillment of the campaign fund com- 
mittments. A number of outstand- 
ing figures in the music field have been considered. He explained the appointment would be made by the Broadcast Music board, which he heads, as soon as the fund solicita- 
tion is completed—possibly early in February.

Totally aside from the ASCAP, Broadcast Music situation much in- 
terest has been evidenced at the district meetings in the union mu- 
sician situation, and in the phenome- 
non record manufacturing com- 
pany ban on performances. Presi- 
dent MILLLS has outlined to the meetings the present status of these situations.

Meetings Are Successful

Broadcasters generally indicated their intention to stick by their guns on the A.F.M. situation, even in the face of a threatened strike Jan. 17.

The last two district meetings— 
District 11 having Minneapolis Dec. 13 and District 3 in Washing- 
ton Dec. 16—were among the most successful held. At the Min- 
neapolis session, presided over by Earl H. Gammill, the central man- 
ger of WCCO, and the district director, there were 21 stations represented out of 36 in the dis- 

crit. Of the present Mr. Ga- 
mmill reported all except one 
gave an unqualified agreement to sign the license and subscribe to the stock. It was attend- 
ed by the largest gathering of broadcasters ever assembled in the three states—Minnesota, North Dakota and South Dakota.

At the Washington meeting, over
...and here's why!

Because it's radically different and better in design and performance. Because it's the first medium powered transmitter to bring you the famous Doherty Circuit combined with grid bias modulation. Because it gives you overload protection through magnetic circuit breakers—connections for cathode ray oscillograph tuning—and other features aplenty. Ask your engineer if these aren't reasons enough why the Western Electric 1 KW is going places! Get full details—ask Graybar for Bulletin T-1633.
Moving of KFNF
To Omaha Sought

World-Herald Would Acquire Holdings of Cowles Group

A DEAL for the transfer of KFNF, Shenandoah, la., to the Omaha World-Herald, conditional upon its removal to Omaha, has been made by the Des Moines Register & Tribune (Cowles) interests which last Saturday purchased 48.75% interest in the station and secured an option to purchase the remainder from Henry Field, the lienee. It is understood the Des Moines interests paid $150,000 for the minority stock and the pro posed complete partnership with the hope of moving the station into Des Moines in order to substitute it there for the Omaha ISQ. This project has been abandoned.

The deal to sell the station to the Omaha newspaper involves somewhere between $150,000 and $200,000. KFNF shortly will apply for full time operation in Omaha with 5,000 watts on its present wave length of 900 kc., which it shares with KUSD of the University of South Dakota at Vermillion. S. D. KUSD would relinquish the time sharing arrangement in favor of obtaining the facilities of the "World-Herald's" KOWH, which operates with 500 watts daytime on 660 kc.

Omaha Facility

Thus Omaha would secure a new fulltime 5,000-watt outlet on 890 kc., probably using the KOWH call letters, while the University of South Dakota would secure 500 watts daytime for its KUSD on 660 kc. It is understood the deal, which is being handled by Luther Hill, general manager of the Cowles stations, is satisfactory to the university, the Cowles interests agreeing to provide the university with any necessary new equipment.

The Omaha World-Herald bought the old WAAW in that city for approximately $60,000 in late 1938, and the FCC authorized the transfer on Feb. 21, 1939, though Commissioners McNinch and Walker dissented. Call letters were changed to KOWH and the station affiliated with NBC after KOIL had joined CBS.

BESIDE a repair booth (left) in the lobby of the Grant Bldg., KDKA, and other facilities maintained repair squads in a vacant store room during the big Pittsburgh campaign to salvage old sets and parts. The booth, named Santa's Radio Workshop, drew large crowds.

PITTSBURGH GETS OLD SETS
Four Stations Merge Efforts With Newspaper
And Collect 1,950 Old Receivers

FOUR Pittsburgh stations and the Pittsburgh Post-Gazette, following out the Radio Christmas idea advanced by the NAB, through their cooperative efforts with local radio servicemen, jobbers and distributors during the Dec. 16-23 week collected some 1,250 donated radio receivers from local citizens for distribution to underprivileged families.

In accordance with the Radio Christmas plan, the sets secured by the stations—KDKA, WWSW, WPG and KGV—were paid for, announcements and programs promoting the drive were handled under supervision of the servicemen's organization, with repair parts furnished by jobbers and distributors, who also helped pay the extra repairmen hired to handle the rushing business.

The original goal of 1,000 sets was reached four days ahead of schedule, on Dec. 18. Despite announcements that the quota had been reached, calls from persons offering to donate old radios continued to come in, and by Dec. 22 more than 1,250 sets had been received. Radio servicemen worked every night for several days until mid-Dec., repairing and supplementing the efforts of a new crew of 12 unemployed repairmen hired for daytime work.

Program Stunts

In the lobby of the Grant Bldg., one of Pittsburgh's well-known office buildings and location of KDKA, "Santa's Radio Workshop" was set up. From the scene the participating stations originated several special events, among them personal appearances of local radio personalities, who sang Christmas carols during the noon hour. These programs were carried on a special four-station hookup. On Dec. 14 KDKA devoted its half-hour Pittsburgh Speaks to the project, with a team of RCA representatives competing against a team representing the stations and newswomen in a quiz program, with questions slanted to develop information about Radio Christmas.

The campaign among participating men was to the effect that the promotion, beside providing a feeling of neighborliness, showed the tremendous potentialities for building goodwill as well as solidifying contact with the cooperating newspaper. In addition the idea has brought a wave of wholesome publicity to local servicemen, and provided an entree for the Post-Gazette through the canvassing for donations conducted by its circulation representatives. In taking all the old sets off the market, the plan has created potential customers for new sets, reflecting to the benefit of jobbers and distributors.

Besides, the promotion in the Pittsburgh were Frank Smith and Walter Sickles of the WWSW, John Lauz and Villela, KQV-WJAS; Jim Luntzel, Byron McGill, W. E. Jackson and General Manager S. J. Legare of KDKA; O. J. Keller, editor and Jules Dublin, promotion editor of Pittsburgh Post-Gazette, and Samuel Avins, general counsel, Radio Servicemen's Assn. of Pittsburgh.

New KORN, Fremont, Neb. Authorized for construction last Nov. 3, the new KORN, Fremont, Neb., local outlet on 1770 kc., went on the air Dec. 22 in what is believed to be a record for shortness of time between authorization and operation. Chief owner of the station is Clark Standiford, former co-owner of KGFW, Kearney, Neb., who will also be manager. Commercial manager is Randy Ryan, formerly manager of KMMJ, Grand Island, Neb. Larry Coke, also formerly of KMMJ, is program director, and E. A. Blackburn, former chief engineer of the old KWTN, Watertown, S. D., is chief engineer. The station is Gates equipped with a 179-foot Winchanger tower. Its transmitter house is the residence of two families of engineers. Standard Radio transcription library and UP news service are being used.

Ceamery Placing

BEATRICE CREAMERES, Chicago (Meadow Gold cheese), has renewed Keep Fit Plan With Wallace, daily quarter-hour physique culture program, on WGN, Chicago, for 52 weeks. It is understood KORN will also carry the program, which will be heard Saturday afternoons, 12:15 noon, and WRVA, Richmond, Saturday, 3:30 p.m. Agency is Barrett of New York.

OLSON RUG Co., Chicago, soon after Jan. 1 will start a varying schedule of 12 half-hour program shows on an undetermined list of stations. Freests, Fellers & Frish, Chicago, handles the account.

EXTENSIVE DRIVE FOR PRUNE SERIES

PRUNE GROWERS of California, planning a promotion drive (BROADCAST, Dec. 15) to selected stations for its twice-weekly transcribed Hollywood Ten-000, placed through London & Thayer, San Francisco. The list includes WNAC, Boston; WBWB, Chicago; WHO, Des Moines; KERN, Kansas City; WTMJ, Milwaukee; KSTP, Minneapolis; WEAJ, New York; a station in Canada, not decided upon at press time; WCAE, Pitts bury, KMOX, St. Louis. The drive is scheduled to be launched Jan. 9 and will be heard in most instances on Tuesdays and Thursdays.

An extensive merchandising and promotional campaign was to get under way at the rate of the New Year, with weekly newspaper ads appearing in all cities where stations are releasing the Prune Growers show; ads in a half-dozen or more newspapers; and dealer promotion material. Fifteen dealer servicemen have been put into the field, and extensive pieces of display material will be distributed to food dealers. In addition a publicity office has been set up by Lord & Thomas San Francisco office to handle a publicity campaign.

Good News Plans

GENERAL FOODS Corp., New York, despite denials to the contrary, is planning to cut its Thursdays, 11 a.m. show, "The Plain Truth" on WOR, New York, of 1940, for Maxwell House coffee on 85 NBC-Red stations to a half-hour schedule. It is understood the contemplated cut will take place in late January when the current quarter is closed. The Hollywood production division of Benton & Bowles, agency servicing the account, in mid-December cut a second show, "The News of the Week" for the proposed show which was sent to New York for sponsor consideration. "The News of the Week" is presented by Dick Toland and Fanny Brice. Meredith Willson directed the music and Halen Stanley composed the show which is a half-hour show, sent to New York several weeks ago for consideration, did not meet with the sponsor's approval [BROADCASTING, Dec. 15].

Richfield Adds 29

RICHFIELD OIL Corp., New York (gasoline, oil), which has been sponsoring Arthur Hale's Con fidential New York, New York, since October, Sundays, 9:30-9:45 p.m., on Jan. 6 is adding 25 MBS stations to the program, which will be heard Saturday afternoons, 7:30-8:30 p.m. Four other stations will carry the program via transcription, as cities--WTAG, Worcester, and WMS, Springfield. Mass. Saturday, 8 a.m. WDEV, Sunday, 12:15 noon, and WRVA, Richmond, Saturday, 3:30 p.m. Agency is Sherwood & Shryock, New York.

OLSON RUG Co., Chicago, soon after Jan. 1 will start a varying schedule of 12 half-hour program shows on an undetermined list of stations. Freests, Fellers & Frish, Chicago, handles the account.
We're not "crowing"—just "showing"

THE C.A.B. — 16.09

THE SHOW — "BEYOND REASONABLE DOUBT"

starring Nick Dawson

THE SPONSOR* — Vick Chemical Company

for Vick's Vapourub and Vick's Va-tro-nol

THE STATIONS — Sacramento, Stockton and Bakersfield, Calif.

THE PROOF —

...After only 15 episodes

RENEWED for another 13 weeks by Vick Chemical Company

*Also sponsored in the State of Texas by the Duncan Coffee Co.

"BEYOND REASONABLE DOUBT" will do the same job for your local or regional sponsor.
Revised Rules
On Discs Is Seen
Half-hour Announcement
Is Proposed by Committee

APPLICATION of rules governing announcement of mechanical re-
productions, involving suggestion that the distinguishing announce-
ment be eliminated altogether, has been under active consideration
at the FCC for several weeks, with some sort of revision expected
early next year.

The only recommended change made to the FCC by its Rules
Committee of department heads was for identification announcements at
half-hour intervals, instead of the 15-minute break required under exist-
ing rules. It held, however, that proposals to drop all differentiation be-
 tween "live" talent programs and broad transcription or recordings was
rejected. Similarly, suggestions that there be no distinction between the
existing transcription, requirement of ordinary phonograph records
also probably will not be adopted.

The recommendation of the Rules Committee, it is understood, was that identification announcements using clear phraseology as to work performed, the program continuity, the transcrip-
tion or a record, be made both before and after programs, as re-
quired at present, so that a continuous program need not be interrupted for such announce-
ments if the program continuity would suffer. If adopted, this
change would place recorded pro-
grams in the same category as other original programs and station break identification is
concerned.

Asks Repeal of Rule
A petition for repeal of the rule (5.39) requiring identification of mechanical reproductions as such, was filed with the FCC Dec. 13 by Gerald King, president of Radio
Transcription Producers Assn. of Hollywood Inc., and head of Stand-
ard Recording, through the Association's counsel, Ben S. Fisher. The petition asked that if the rule is found unfavorable for identification of transmissions at the beginning of each rendition be
eliminated.

The petition held that the exist-
ing requirement has grown obsolete and is of no value to the public.
The public is interested only in the substance and quality of the program, whether it comes from live or recorded transmission or by broad cast.

Technical perfection of tran-
scriptions make the quality of both types of programs equal and the effect upon the public would be "almost indistinguishable," the petition added. It pointed out that in the event the Commission feels the elimination of the rule would be inadequate, then the proposed amendment for identification, follow-
ing the rendition should be adopted. "There appears to be no good reason, the petitioners say, to notify the public in the begin-
ing of all transmissions to the effect that a mechanical reproduction has been transmitted or a transcribed program," it was added. "This places a handicap upon the broadcast programs that is unnecessary and works to the dis-
advantage of transcription over live talent for which there is no sound reason.

"The public has the privilege of listening to the program of its

WHEN Edgar Bergen was confined to St. Vincent's hospital, Los Ange-
les, Dec. 10 with an infected face, NBC Hollywood engineers proved
that when the show must go on against undreamed-of obstacles, it can be
done the easy way. Lines were quickly put into the hospital room and
Bergen with Charlie McCarthy were very much a part of the NBC-
Red Chase & Sanborn Hour. Left to right are James Bealle, publicity
director of J. Walter Thompson Co., agency servicing the Standard
Brands account; Mary Hanrahan, secretary to Mr. Bergen; Dick Mack;
Mr. Bergen; Joe Parker, NBC director, and Paul Green, NBC technician.

590 kc. Channel
Aligned by FCC

WEEI Given 5 kw. Power; WRTD Boost Is Favored

COMPLETION of realignment of the 590 kc. channel under the new
rules (see Broadcast, Dec. 5), was ef-
fected Dec. 19 by the FCC when it
authorized WEEI, Boston, to oper-
te at an elevated pattern and on the frequency. Simultaneously,
the FCC announced a proposed de-
cision on WRTD, Richmond, Va., to
change its assignment from 1500 kc. with 100 watts power unlimited time, to the 590 kc. chan-
el with 1,000 watts unlimited time.

Previously, the FCC had author-
ized WOW, Omaha, and KHQ, Spot-
kane, to operate with 5,000 watts fulltime, while WZKO, Kalamazoo,
was given fulltime in lieu of lim-
ited time operation on the fre-
quency.

Boon to Richmond

The proposed grant to WRTD specified a directional anten-
na at night. Pursuant to custom-
ary procedure, all parties have 20 days to request oral argument
or file exceptions to the proposed report. The authorization is one of a series awarded stations in Richmond over the last several years, which have given that city more improved facilities than perhaps any other metropolitan area in the country.

WEEI, CBS-operated station, was authorized to use 5,000 watts day and night on the 590 kc. application which permits it to em-
ploy its present directional pattern for both day and night oper-
ation.

At its meeting Dec. 19, the FCC authorized five more local stations to increase their night power to 250 watts, the new local limit. The stations are WFTM, Fort Myers, Fla.; KUTA, Salt Lake City; KLAH, Carlisle, N. M.; WTSP, St. Petersburg, Fla., and WISE, Madison, Wis. Grant of 50,000-watt, was granted renewal of its license for the regular period following the expiration of the license without renewal by virtue of the decision of the application of WHA, Wisconsin U. station at Madison, for renewal of its WMAQ, the scheduled hearing was cancelled.

Plans for New WKNY

STARTING date for the new WKNY, Kingston, N. Y., authorized
for construction last June to operate with 100 watts on 1500 kc.,
has been set for Jan. 10, according to John R. McKenna, Long Island City radio engineer who is pres-
ident of the licensee corporation and who will operate with and manage the engineer of the station. Leon Bernard has been appointed commer-
cial manager and Extra Mc-
Intosh, from Kansas City, RCA equipment and a 170-foot
Lehig tower have been installed. IQS Apparatus, World Pro-
gram Library have been ordered.

WTED, Philadelphia, has asked the FCC for a channel assignment in
WHAT in the same city on 1510 kc., and has applied for 100 watts fulltime on 1050 kc. recently add-
chased by the Bonwit Teller store in-
terests from the Weil family. It is
expected that WTED and WITE, will also thus get fulltime, remaining on 1510 kc.
Southern women know their food. Food advertisers know WRVA's strong influence in this rich market (over a half billion dollars in foods). That's why Virginia's only 50,000 watt radio station is their happy choice. Soup's on...come and get it! Food and related lines sold through grocery outlets are shown at the right.

C. T. LUCY, General Manager
PAUL H. RAYMER CO.
National Representative
NEW YORK  LOS ANGELES  CHICAGO  DETROIT  SAN FRANCISCO

WRVA 50,000 WATTS
Copyright Status May Be Changed

Death of Rep. Sirovich Leads to Committee Revisions

A CHANGED attitude on revision of copyright legislation in the House is foreseen as a result of the sudden death Dec. 17 of Rep. William J. Sirovich (D-N.Y.), chairman of the House Patent Committee, in which copyright legislation originates.

A staunch supporter of ASCAP, Rep. Sirovich several times prevented consideration of legislation to amend the 1909 copyright law, as advocated by broadcasters and other users of copyrighted works. While he has introduced legislation for revision of the copyright laws, he consistently has supported the ASCAP position.

Rep. Sirovich's death, the 125th MBS affiliate.

Mutual Southern

the 181st Whiteman program

a new nature

of a member

of ASCAP.

Mr. Sirovich, a forceful and militant advocate, was the chief proponent of ASCAP.

Rep. Lanham is already chairman of the Committee on Public Buildings & Grounds. Under House rules, a member can hold only one major committee chairmanship. Mr. Lanham can elect to take a spot on the patent committee.

Because of the war situation, it is not expected that any legislation other than that of an emergency nature will be considered at the new session. However, proponents of copyright reform may press for action at the session, particularly in the light of the pending expiration of the international copyright treaty, providing for world automatic copyright. Notice already has been served that Senate ratification of the treaty will be a test of the Senate'ssentiment, and changes should be made in the existing copyright statute.

Chesterfield on CBS

LIGGETT & MYERS TOBACCO Co., New York, on Jan. 2 will start a new thrice-weekly program for Chesterfield cigarettes featuring Glenn Miller's Orchestra.

Andrews Sisters, Marion Hutton and Ray Eberly, Tuesdays, Wednesdays and Thursdays 10-10:15 p.m. The company will discontinue the Whitey Wright program in the CBS Wednesday line-up beginning as of Dec. 27, when Glenn Miller will make a special appearance to introduce his new series. Agency is Newell-Emmett Co., New York.

WITH its shift from CBS to NBC supplemental Jan. 1, KOH, Reno, Nev., becomes the first NBS affiliate of the 181st on the outlet on the NBC networks.

WATL, Atlanta, will join MBS Jan. 21 as a member of the recently formed Mutual Southern Network. It will be the 125th MBS affiliate.

Source of Funds Behind Application Of WSAL Is Probed at FCC Hearing

CLIMAXED by conflicting facts in sworn testimony and a widening reach into the origin of a $10,000 bank deposit shown to have been made in April, 1937, the hearing in the case of the order of the FCC to revoke the license of WSAL, Salisbury, Md., ran through its opening stages Dec. 18-21, with Commissioner Thad H. Brown presiding.

The case, as developed by George D. Porter, FCC assistant general counsel, before adjournment to Jan. 3, 1940, presented both admissions and implications of misrepresentations centering chiefly about the original qualifications of the present licensee, Frank M. Stearns, and the source of an item of $10,000 in cash" represented in the application, which was shown to have been deposited before and withdrawn a few days after the hearing for construction permit on April 25, 1937.

Appearing as witnesses under subpoena of Mr. Porter during the opening days of the hearing were, in addition to Mr. Stearns, Glenn D. Gillett, Washington consulting engineer who, under an agreement with Mr. Stearns, actually provided the funds for construction of the station; James W. Vandoren, Washington attorney representing Mr. Stearns at the time of the original application and subsequently until several weeks ago; Hymen Taash, accountant who has audited the station's accounts since it started operation, and W. T. Vandoren, vice-president of the Liberty National Bank in Washington.

Aspects at Issue

Questioned by Mr. Porter, Mr. Stearns admitted portions of his financial status made in his application for the station in April, 1937, were not true, and that his true assets, rather than $10,000 in cash, consisted of $340 in joint account with his wife. Where the money alluded to in the application was to or actually went, Mr. Stearns also denied having caused Mr. Vandoren to sign in blank stock certificates of the station corporation, as alleged by Mr. Stearns.

Bookkeeping Data

Mr. Tash appeared briefly to identify portions of the books of WSAL including breakdown of the construction cost of the station, amounting to more than $18,000, as maintained in Mr. Stearn's testimony. He also described the disposition on the corporate books of the $25,000 mortgage on the station held by Mr. Gillett in payment for the construction costs advanced and the new station.

Mr. Vaderone, called by Mr. Porter after the hearing was started, identified original deposit slips by Mr. Stearns some time after the construction permit had been granted. At that time, he said, Mr. Stearns had told him he had no money to build the station. Previously Mr. Gillett had stated that on April 24 he had received from Mr. Stearns, his lawyer, and in pursuance of an agreement signed by Mr. Vandoren to hold in trust the funds to be used to construct the station, a sum of "$10,000 in cash," which he thereupon deposited in a special account in Liberty National Bank.

On April 25 after the hearing was concluded, he said he returned to Mr. Gut, at his request, the balance of $8,500 on this fund remaining after an intervening loan to Mr. Gut from his own personal funds of $1,500. At that time, Mr. Gillett declared, he received from Mr. Gut a $10,000 demand note and a receipt for $10,000 in cash, both signed by Mr. Stearns. Since then at some time both note and the receipt had been "lost, mislaid or stolen," and he could not produce it, Mr. Gillett stated.

Mr. Gut emphasized denied any knowledge of the case referred to by Mr. Gillett, maintaining that he acted in good faith on Mr. Stearns's representation to him. He declared that he never doubted Mr. Stearns' financial qualifications, and at the time of the application and until only recently he had had no reason to believe otherwise. Mr. Gut also denied having caused Mr. Stearns to sign in blank stock certificates of the station corporation, as alleged by Mr. Stearns.

STUDENT LISTENING SHOWN BY MUTUAL

A SURVEY of collegiate listening to the MBS broadcasts of the 1938 World Series, conducted by the network's research division and including 1,388 students in 2,000 classes in 28 states with students at six colleges, shows that 72.4% of the students listened to one or more of the games. Of those who listened 57.6% knew that the series was sponsored by Gillette Safety Razor Co. A sponsor recall figure was considered very high, as the survey was conducted two to three weeks after the broadcasts, whereas a special CAB study made in seven basic cities the day after each game showed sponsor recall at 42%.

Students at Amherst, Mississippi State, New York U, Notre Dame, Princeton and Yale were interviewed, with an even distribution of interviews among the four college league teams. Those teams were chosen because they are interested in athletics and therefore are likely listeners, because they are susceptible to advertising and have a purchasing power considerably higher than the average listener, and because they are just forming their listening habits.

Survey, which also covered listening habits of 3,100 students, tabulated under the direction of Wallace A. Walker, MBS statistician.

Standard Oil Co. of Ohio

Starts News Broadcasts

STANDARD Oil Co. of Ohio, Cleveland, has contracted with WTAM of that city for four news-broadcasts daily, with a 17,000 largest contract ever signed by the station. Beginning Jan. 1, the So- lar will be heard in a seven-minute summary at 7:45 a.m., a ten-minute summary at 1 p.m., another five-minute spot at 8:15 and a final ten minutes at 11 p.m. United Press news will be used, edited and prepared for broadcasting by Standard Oil, with the program headed by Bob Dailey. Albert Or- rick of NBC's New York news department is on the Cleveland to augment the regular WTAM staff.

Negotiations was negotiated by Al Sommers, account executive of McCann-Erickson, Cleveland, agency for the account, and Vernon Pribil, manager of WTAM, with the assistance of A. A. Schechter, NBC director of news and special events. Milton Berg, NBC New York news editor, is in Cleveland for the opening broadcast and will stay for several days.

WJBO, WAPO Improved

WJBO, Baton Rouge, La., on Dec. 22 was authorized by the FCC in a final order to increase its power from 600 to 1,000 watts fulltime on 1120 kc. On the same day the Commission ordered the temporary authorizing WAPO, Chattanooga, to change from 100 watts night and 250 days night to 500 watts night and 1,000 day on 1120 kc.
Have you ever looked **50,000 FACTS** in the face?

* An all-time record attendance of 50,000, proving that WKY's audience is something more than an intangible statistic, jammed Oklahoma City's huge municipal auditorium the week of November 13 last to view the first public demonstration of television in the Southwest.

Here was a flesh-and-blood demonstration of the way WKY gets action from its audience ... the kind of action radio sponsors want. Here were statistics you never find in a column of figures. Here was dramatic evidence of what happens when WKY speaks to its listeners.

For radio time buyers who like to look facts in the face herewith is a partial pictorial record of some 50,000 of them in the flesh. Yet this is still but a segment of the great mass of "facts" which listens to WKY every day of the year and makes things happen quickly and surely in Oklahoma's retail stores.

**WKY Oklahoma City**

*NBC AFFILIATE * 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: * THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES * THE FARMER-STOCKMAN * MISTLETOE EXPRESS * KVOR, COLORADO SPRINGS KLZ, DENVER (Under Affiliated Management) * REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Women's Council
To Review Child Programs Formed
Five Groups Represented on New Board of Criticism

FOLLOWING a year of preparatory research and organization, the formation of a Radio Council on Children's Radio Programs was announced Dec. 18 by Mrs. Harolf Kaltenborn, radio chairman of the General Federation of Women's Clubs and head of the council.

Five organizations compose the Council, of which Mrs. Nathaniel S. Simmons, radio director of the United Parents Associations, is executive secretary in charge of activities. These are the General Federation of Women's Clubs, United Parents Asso., American Library Assn., New England Colony of Women, and Junior Producers. Headquarters are at 45 Rockefeller Plaza, New York.

Basic Requirements
A list of eight attributes children's radio programs should have in order to be included in the recommended lists which the Council will distribute to affiliated organizations was also announced Dec. 18 by Mrs. Milligan at a luncheon meeting attended by members of the Council, representatives of the NAB and of the Junior Producers.

The eight-point formula states that children's programs should:
1. Be entertaining; be dramatic, with reasonable suspense, be expressed in correct English and diction; be of high artistic quality and integrity; appeal to the child's sense of humor; be within the scope of the child's imagination; stress human relations and their development, and, finally, stress intercultural understanding and appreciation. The formula was accepted by the NAB, according to Mrs. Milligan.

Following the presentation of the formula, members of the Council requested that the broadcasting representatives discuss the rules on how to go about making the Council's program most effective, these suggestions to be voted upon at the Council's annual meeting in New York on Jan. 4. Attending the Dec. 18 meeting were: Edward M. Kilbourn, president of the NAB; Margaret Cuthbert, director of women's activities of NBC; Gilson Gray, CBS consultant editor; Dr. A. T. Jerseid, CBS consultant psychologist; Jules Seebach, MBS program director, and members of the Council.

In a statement of policy for the Council, Mrs. Milligan said that the principal functions will form the basis of all Council activities: (1) To co-ordinate the programs proposed for broadcast by networks and stations for purposes of evaluation and criticism; (2) dissemination of information on the best children's radio programs through publication and distribution; (3) establishment of contacts to members of all affiliated groups of the Council, and (3) to bring about a standardization of air programs for children which will measure up to standards of the best in music and theater and stimulate ideals of democracy.

More on Daytime Serials
By John F. Pate, General Manager, WQAR, Cleveland

IT IS IRONICAL to recall that the script serials which now predominate the daytime hours of radio were introduced to enliven the same format of schedules so monotonous in the early days of radio. Then, music followed through the entire daytime schedule—vocals, quartets, choruses, orchestras—until an enterprising agency introduced a daytime serial story which swung the trend pendulum to the other extreme, and instead of a schedule equally balanced, sprinkled with music and drama, serial followed ad infinitum.

A period of music has been succeeded by the equally undesirable preponderance of talk, and for this I suggested to other broadcasters affiliated with CBS that an effort be made to emphasize daytime musical programs. This action was not undertaken as a "cruising" gesture, for the idea is original with me. Many times during the last year I have heard the same reaction expressed by broadcasters and listeners who complained that their programs are so completely saturated with serial stories. It was my desire to crystallize this sentiment in a way that the CBS programs concern, and to offer whatever expression of opinion might result to the contrary of this inaction.

In suggesting this emphasis on daytime musical programs, it is not my wish to disparage or deprecate daytime serials. The majority of them are excellent and productive of a large public, by their sheer numbers, their effectiveness might become progressively greater. However, when they assault the public by opening so many consecutive hours of talk, are tending to the independents where they are more sure of music. Nor do I suggest any less cooperation for script shows, but in the interest of the sponsor and the industry, to bring about a more varied schedule.

We are paying excessive fees to the American Federation of Musicians and ASCAP for staff orchestras. Any financial advantage we realize the greatest possible effectiveness from their use. House bands are supposed to hand by during the blanketed period of script shows. The encouragement of daytime musical programs will result in an increase in the usefulness of our musicians.

The reaction which I have received to date clearly indicates that broadcasters and the public are interested in the greater variety and less lemming of the entertainment offered during the daytime hours.

On this I hope the different schools of opinion will start the ball rolling. Any subsequent action must come from the networks, the agencies or organized groups within the industry.

Anthology of Meritorious Broadcasts During the Last Two Years Published

DESTINED to take its place as an annual anthology similar to those of The Year's Best Dramatic Field and Edward O'Brien's short story field, is Best Broadcasts of 1936-38, a 576-page volume published by Mc- Graw-Hill Book Co., New York ($3.50). The selections were made and the book was edited by Max Wylie, CBS director of script and continuity. There is a foreword by Neville Miller, president of NAB.

The book brings between two covers for the first time a collection of some of the finest of dramatic writing. The editor has gone over the entire field and chosen the best, with a complete listing of all rights. The book is arranged by broadcast networks, and will be an asset to any collection.

This is the first collection of radio work that has been put together on a complete basis, and includes the works of all the radio stars. The quality is so high that it is possible, in many instances, to read this anthology as a complete collection of some of the greatest radio writing of the past two years.

The book will be of interest to all radio listeners, and to students of radio. It is a complete record of the best of the best in radio writing, and is likely to become a classic in its field.

Mr. Wylie

Chicago U. Roundtable, broadcast of May 18, 1939, on NBC-Blue.


Best Comedy Show: Town Hall Tonight, with Tom Bergin, broadcast of Dec. 7, 1938, on NBC-Red.


Literature Award
Best English Literature Show: The Story of John Milton, from Advancement of Learning, produced by NBC-Blue, and Margaret Last; produced on NBC-Blue.

Best Children's Show (script): The Nuremberg Story, from Let's Pretend, by Nila Mack, on CBS.

Best Children's Educational Program: New Horizons, by Hans Christian Andersen National broadcast of April 28, 1939, on CBS American School of the Air.

Best Children's Show (script and music): Alice in Wonderland, from the fairy tale play: presented to Mrs. Mathers, broadcast on NBC Jan. 1, 1939.

Best Radio Play (prepared): The Twilight Show, by Milton Ferry, broadcast March 11, 1938, on Rudy Vallee Hour (NBC-Red), also Dec. 14, 1938, on Texaco Star Theatre (CBS).

Best Historical Drama: Peter Stuyvesant, produced by Constance Colford, on Cavalcade of America, reprinted by permission of Doubleday, Doran & Co., and BBDO.

Best Dramatic Monologue: The Secretary's Eulogies, by Frank Patten, on CBS.


Best Play (series): The Squalus disaster, by Jack Krell, on WEEL,Boston, over CBS May 23, 1938.

Best Occupational Show: Sand Hog, from American of Work, by Margaret P. Goodwin, on NBC-Blue.

Best Documentary Show: No Help Wanted, by William N. Robinson; produced for Brandon Broadcasting Corp. and broadcast in England, during the fall of 1938.


Best Verse Experiment: Sense Radio Is Here to Stay, by Norvin Co- win; produced on CBS by Columbia Workshop, April 24, 1939.


Best Original Creation: The Trojan Women, by Euripides; translated from the Greek by Edith Hamilton, read by Mary Karraker, radio sponsor; produced by Great Plays series on NBC-Blue, Oct. 16, 1938.

Standard Brands Spots
STANDARD BRANDS, New York, is starting its small spot campaigns for two of its products shortly before the first of the year, using two spots weekly on several Southern stations. The first spot campaign for Standard's Yeast, and the second for Standard's Yeast, will run for three weeks, with five-weekly participations in Marjorie Mills' program on the NBC-Eye and Ear Network, and in the Chadwick. No more details of the campaigns could be learned from J. W. Thompson Co., New York, the agency.
POWER... where it counts

50,000 WATTS AT 820 ON THE DIAL
SELLING A
$2,214,269,000 MARKET

BASIC CBS OUTLET
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY
The Courier-Journal THE LOUISVILLE TIMES
WHEN SALESMEN JUMP TO THEIR FEET AND CHEER

IT CAME LIKE A THUNDERCLAP IN THE MIDST OF OUR SALES MEETING. I HAD BEEN DESCRIBING THE ADVERTISING AND-

3
'THIS YEAR,' I ANNOUNCED, 'IN EVERY MAN'S TERRITORY OUR RADIO IS PLANNED TO FIT LOCAL NEEDS, LOCAL DRIVES, LOCAL APPEALS, LOCAL MERCHANDISING

'OURL BROADCASTING WILL BE SPOT RADIO!'

5
WHEN SALESMEN JUMP TO THEIR FEET AND CHEER LIKE THAT—WHAT A KICK A SALES MANAGER GETS!

6
THE ADDED VALUE OF ZIPPING UP EVERY SALESMAN—YOU JUST CAN'T ESTIMATE THAT. BUT HOW IT DOES SHOW IN THE SALES FIGURES!
Everything about SPOT RADIO is bought intentionally!

When you bring your salesmen and dealers into your broadcasting picture with SPOT RADIO, you make them a part of it. Their tingling enthusiasm shows what it means to them when you:

Handpick your stations—network affiliates or independents—one or a hundred—in the markets where you need added pressure, when you need it.

Handpick your time—choose the best available time in each city cross-country to find people at their sets.

Handpick your message—localize your announcements. Gear in your merchandising locally.

Handpick your cost—spend as much or as little as your budget indicates.

When salesmen cheer, they sell. When they sell, you can find the cheers in your balance sheet.

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to suggest a specially prepared outline.

EDWARD PETRY & COMPANY INCORPORATED
Representing leading Radio Stations throughout the United States—individually
Offices in: NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT · ST. LOUIS · LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers’ Ink Weekly, Advertising Age and Broadcasting.
Writers to Ballot on Script Rights

GUILD IN WEST SEES TO END SPECULATIVE CONTRACTS

MEASURES TO ELIMINATE THE PRACTICE OF "SPECULATIVE" WRITING AND THE SIGNING AWAY OF ALL RIGHTS TO STORY MATERIALS HAVE BEENroduced by the Western Division of Radio Writers Guild in its program of combating alleged industry injustices.

These measures will be discussed and voted upon at a special members' meeting in Hollywood on Jan. 3 when Forrest Barnes, western division president, presides. If adopted as a by-law by the Pacific Coast group, the proposed measures will become effective Jan. 1.

Walter Patrick

FORECASTING increased cooperation between Pacific Coast newspapers and radio, the Los Angeles Times and CBS-Hollywood announced on Dec. 20, following their successful joint promotion of the Salvation Army Christmas benefit party, that they would embark on a new cooperative endeavor. Arrangements were made by Donald H. Thornburgh, CBS Pacific Coast vice-president, and Norman Chandler, general manager of the Times.

As the first move in that direction, Bill Henry, Times columnist, who recently returned from three-month European service as a war correspondent for CBS, on Dec. 23 started a weekly quarter-hour commentary on international, national and local affairs over 14 CBS Pacific Coast stations. The program emanates from KNX, and is being heavily promoted by both the Times and network.

The first direct cooperative action between the two was evidenced in September of last year, when the Times and KNX began employing another medium for promotional purposes. Since then, the Times has promoted its new Mortimer Jerome Gould syndicate, which is being heavily promoted in the press. KNX has reciprocated by exploitation of its special events and outstanding sustaining shows with a full-time column, "World of Radio," in the Times, and sustaining shows with column advertisements designed by Robert Wildhack, noted illustrator. Throughout the month-long campaign preceding the Christmas benefit party, the Times, which has confirmed its radio news to logs since 1927, freely used pictures of participating talent and also news stories on the event, playing up the station call letters. KNX in turn gave daily courtesy announcement, drastically flooding the air a week prior to the party. In each announcement, the Times was mentioned.

Coast Cooperation

KNX and Newspaper Join

In Promotion

Mike Hollander Dead;
Fondren Is Successor

ELMER FONDREN, for the last four years with KGGM, Albuquerque, N. M., has been appointed acting general sales manager to succeed Mike Hollander, who died Dec. 13 at the age of 55 after several years of ill health. Fondren was formerly with KGNC, Amarillo, and KPDN, Pampa, Texas, where he was also associated with Mike Hollander. No other staff changes have been made either at KGGM or KVSF, Santa Fe, which is also controlled by A. R. Hebestreit and which was supervised by Mr. Hollander.

A veteran radio man, Mike Hollander served with various Texas stations before going to Albuquerque in 1935. He was well-known in theatrical circles throughout the Southwest. Born in Cincinnati, he formerly played with the Cincinnati Reds baseball club. He was buried in Amarillo Dec. 16. His wife and son, Mike Jr., survive.

Axtion-Fisher Plans

AXTON-FISHER TOBACCO CO., Louisville (Twenty Grand cigarettes), has appointed Malcolm & Weis, Chicago agency, to handle its account. For the time being, the agency will represent its products on WNEW, New York, and Captain Herme in the News on WGN, Chicago, in addition to its regular officals. News programs, sports shows and one-minute dramatized announcements are being used in 20 major market stations, according to Marvin Mann, time buyer of McDougall & Weis.

Oxo Buying Spots

OXO LTD., Boston, on Dec. 18 started Charles Stark's five-minute musical program Old Fashioned Favorites six times weekly on WABC, New York, and on Jan. 2, five spot announcements weekly on 12 stations in the interest of beef cubes and meat extracts. Platt-Finckes, New York, is agency in charge.

Crane & Crane Discs

Crane & Crane Clothes

New York (Mayo and Crane clothes), currently is using 44 stations throughout the West for its 24-second and one-minute transmitted announcements, a large increase over the former one. The campaign was first used by the company early in 1939. The transcriptions, featuring novelty jingles, are produced by Walter P. Roach, New York, who also places the account.

Yeastfoam Drive

Northwestern Yeast Co.

Chicago, has appointed Benson & Dall, Chicago agency, to handle its advertising for Yeastfoam tablets which are being distributed through Consolidated Drug Co., Chicago. A radio campaign of quarter-hour programs on an undetermined number of stations will get under way early in January, according to Roland Dooley, radio director of Benson & Dall.

El Paso on MBS

El Paso County Board of Development, El Paso, on Jan. 1 is sponsoring a program on 13 MBS stations, 12:30-1 p.m., describing the 1940 Southwestern Sun Carnival, heralding the Coronado Cuarto Centennial. Also featured is a description of "The Sun Parade," which is the climax of the seven-day pageant, before the Sun Bowl football game. Agency is Mithoff & White, El Paso.

KFI-Keca Operate in New Quarters

KFI-Keca, Los Angeles, owned and operated by Earle A. Anthony, Inc., on Dec. 26 moved its new headquarters at 141 N. Vermont Ave., which it formerly owned by Hearst Radio Inc., and occupied by the now non-existent KFI-Keca. The company remodeled a 3,000 square foot addition erected to house the technical, management, sales, and special events departments. Besides executive offices and four main studios, the new KFI-Keca plant includes an auditorium studio seating 300 persons and a special newscast studio. The new wing is built of structural steel so that a second story can be added to house the proposed television division.

The entire facilities, according to Harrison Holloway, general manager, represents a total investment of approximately $450,000. Of this sum, about $60,000 was expended for the non-existent KFI-Keca. Earle A. Anthony Inc. took over control last August when the FCC granted permission to purchase the Hearst Radio Inc. property and facilities. KFI-Keca for the past 17 years was known as KGME, later KFTU and Anthony Bldg. at 1000 S. Hope St. To celebrate the move, a one-hour radio program, which originated over 29 stations in the week preceding the Christmas campaign, was used.

Among the architectural innovations of the new studios is a color scheme designed by Anthony and Holloway. The color scheme was carried out in both name and painting of the four main studios: "B" for Blue; "D" for Diamond and "E" for Emerald studio. As an aid to visitors an unusual talent, a series of colored lines runs from the main lobby rotunda to the various studios and are harmoniously arranged along the corridor walls and lead directly to each studio.

Wander to MBS

WANDER CO., Chicago (Ovaltine), on Jan. 22 starts Carters of Elm Street and Orphan Annie on 85 radio stations, according to E. A. Winder, who is being shifted from seven NBC-Red stations and the latter from 17 NBC-Red stations. The five weekly shows on Carters of Elm Street will be aired on MBS during a quarter-hour period between 3 and 3:30, yet unselected. The five-weekly Orphan Annie will be aired from 3:30-4 p.m. on six NBC stations, according to the schedule, which originate at WGN, Chicago, Black-Sample-Hummert, Chicago, is agency.

General Foods Corp., New York (Grape Nuts), on Dec. 29 broadcast a new Elizabethan Centurian Fox film "Swanee River" on the Kate Smith Hour on CBS. Featured were the medley of picturesque numbers and a picture, Don Ameche, Al Jolson and the New York Philharmonic, conducted by Leopold Stokowski, for the occasion. Young & Rubicam, New York, has the account.

Bernardino Molinaro, Italian conductor and director of the Augusta concerts in Rome, on Dec. 23 arrived in New York via the new Italian ship "Libia" to conduct the broadcast concerts of the Brooklyn Philharmonic Orchestra Jan. 6 to Feb. 3.
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More stations advertise in 
**BROADCASTING** magazine 
than all other advertising 
trade publications combined 

"...the reason, **RESULTS**!"
The F-M Milestone

RADIO does move! Just a few years ago, engineers were poking about in the ultra-highs, predicting that some day this would become the haven of broadcasting. Today the problem appears to be at hand with all its expected weighty allocation problems, economic as well as technical.

The FCC has scheduled a hearing two months hence to probe the u. h. f. bands and determine whether to open them for regular broadcast service. The hottest development is Prof. E. H. Armstrong's frequency modulation system, which appears to afford almost miraculous fidelity of interference-free reception. But F-M requires more elbow room than the conventional amplitude modulation, now universally used.

For the broadcasting industry, charting off of this new etheral domain requires serious thought. Tremendous investments in standard broadcast equipment are involved, wholly aside from the public's enormous stake in receivers which will not pick up F-M. Against that must be weighed the demonstrated fact that remarkable improvement in reception would result.

A new milestone for radio is in the offing. The FCC, at the informal engineering hearing Feb. 28, will try to ferret out all possible information. The broadcasting industry and its associated entities should come fully prepared to impart all useful data, economic as well as technical, to insure thorough consideration of the subject. The stakes are big. On the outcome may depend the determination whether the ultra-high frequencies shall be used for regular commercial broadcasting, whether they should be given over to non-broadcast services, or whether there will be a dual system—the present structure in the conventional broadcast band and a parallel or even competitive service in the ultra-highs.

The Usual 'If'

NO RADIO year ever got away to a better start than 1940. Aided by the all-time records attained in 1939, an examination of business on the books shows a pronounced margin over the same period a year ago.

Normal business in radio—nets and sponsors—would justify utter abandon in estimating the potential 1940 profits. Unfortunately there are some ominous clouds on the horizon, and they aren't entirely war clouds.

Haunting broadcast movement are the threats of musician and talent strikes. These spectres have appeared before, and they have been survived. But never before have they appeared so ominous. And as always happens when labor and copyright troubles upset the industry, annoying repercussions are heard in agency and sponsor quarters.

Looking back, the industry can note with satisfaction that 1939 was the best year in radio history; that the summer months are more in demand every year; that daytime hours are assuming similar recognition; that the first war nervousness wore off quickly and advertisers began to buy time as usual, and more so; that in Canada, a country actually at war, the demand for radio time has soared and a further increase of 40 to 50% in 1940 is widely predicted.

It looks like a good year, if...
JAMES DITTO SHOUSE

“IT’S THE TOUGHEST job in radio,” they said two years ago when 36-year-old Jimmy Shouse stepped into a pair of over-sized brogans at WLW, Cincinnati. Today they readily admit he has all but performed miracles. So well, indeed, that his name is now synonymous with WLW and State and city notables, headed by Gov. John W. Bricker, joined to pay tribute to him Dec. 19 in a magnifi-
cent testimonial dinner.

When Jimmy Shouse took over WLW and its then ugly-ducking sister, WSAI, it was up to its ears in litigation. It was the superpower fight which he inherited—a battle of principle and policy as well as watts. He had to dig in on two fronts—Washington and Cincinnati—when either was a full-time assignment. But he dug, and while he was at it, he ran WLW into the black, into the black again and back into the black. He left WLW practical and serviceable.

Last March they sounded the funeral dirge for WLW’s 500,000 watts—the world’s first station to use that output. The courts sustained the FCC’s edict against power of more than 500,000 watts.

In Congress there had been outrages of monopoly and “the curse of bigness.” But instead of going into a tailspin, WLW continued its progressive strides and wound up the year with the biggest fourth quarter in dollar volume in the station’s history. Jimmy Shouse had his plans all made when the plug was pulled on his so-called “superpower,” and after five years of riding the crest of the 500,000-watt, he settled down to the normalcy of 50,000-watt operation.

When Jimmy took over as vice-

president of the Crosley Corp. in charge of WLW, WSAI and its other broadcast operations, on April 15, 1937, he left a berth as general manager of the CBS-owned 500,000-

watt KMOX at St. Louis. If he ig-

nored that running a 500,000-watt,

plus apparatuses, was just 10 times as tough as that of a 50-

milowatt, he certainly didn’t let his friends know it. Cincinnati

wasn’t foreign to him, because he had gone to school there, and, be-

sides, he was born in nearby Ken-

tucky. Moreover, he had handled the Procter & Gamble business for CBS out of the Chicago office dur-

ing the years he was crack sales-

man for that network.

The immediate superpower battle was lost; Jimmy’s first job was to cut WLW rates voluntarily by 10% from a base of $1,200 to $1,000 per hour. Along with his first assistant, Sales Manager Bob Dunville, he started building from scratch—selling results, service and time rather than lost watts. The formula worked, and so did Jimmy. He cut out to build an organization sur-

passing in efficiency and effective-

ness. He knew the men he wanted and hired them.

First came Bob Dunville, his power sales manager at KMOX, who was ensconced as general man-

ager of the rather neglected WSAI, then an optional alternate Red-

Blue outlet of NBC along with WLW and WCKY. Dewey Long, WLW sales manager in Nashville, followed later as WSAI general manager, when Bob moved next door to join Boss Jimmy as WLW sales manager. George Biggar was brought in from WLS as general program director, pri-

marily to get the Boone County Jamboree under way. Walter Callan-

han became sales service manager. Beulah S tr a w a y came from Kroger Grocery as merchandising director, Bill Oldham as promotion manager, and Cecil Carmichael, with CBS in Cincinnati, first as press relations director and then as Jimmy’s assistant.

WLW, of course, tended to dwarf other Crosley broadcast operations. But Jimmy not only found time to give WLW the needed hypodermic, but also set in motion experimental television, facsimile, shortwave and other operations. WLW’s interna-
tional broadcast unit, the 50,000-

watt WLWO, shortly begins com-

mercial operation with its program beamed toward South American markets. Television experimen-
tation goes forward in the Carew

Tower, highest structure in the area. A thousand research operations are carried on in the Crosley laboratories under the direction of R. V. Johnstone, technical super-

visor, Fritz Leydorf as chief re-

search engineer and Jerry Branch as technical assistant to Shouse.

You would figure that stocky, broad-shouldered, spring-stepping Jimmy Shause had athletic ante-

cedents. Because of his disparity in personality and charm, you would immediately spot him as an able and thorough salesman. But you would never guess that he taught school when a stripping of 21. More than that, he taught market research, a hobby which evidences itself in the elaborate survey and merchandis-

ing methods employed by the Crosley stations.

The biography of James Ditto Shouse begins in Newcastle, Henry County, Ky. (400 inhabitants), on July 28, 1903. His father, L. D. Shouse, was the city’s dentist. The family attended elementary school at Bel-

levue, Ky., and high school at Fort Thomas, just a short haul from Cincinnati.

He attended Antioch College, Union University at Oxford, O., he pro-

duced his master’s degree in econo-

mics at the University of Cinca-

nati. As an undergraduate he was so-
tended in his prowess as an athlete that his name was re-

flected in his accumulation of some 1,000 points, mostly on the pole vault and the 100-yard dash and as an ama-

teur pupilist. At 21, Jimmy Shouse began

teaching high school and branched off into market research at Toledo. After an apprenticeship in advertis-

ing with Liberty Magazine, he took over his father’s business and joined the CBS sales staff in Chi-

cago. He handled such early net-

work accounts as Blue Ribbon Mail, John E. Ford, Riker, KFRC, WQIK, and Andy Jergens, Procter and Gam-

ble, Cudahy Packing Co., Swift, Pen-

nax, Delmonico, Pril, and Acme Paint. He introduced many of them to radio.

Rounding out his experience, Jimmy Shouse then the Chicago post in 1936 to join Stack-Goble Adv.

Agency as account executive for Swift. A year later he rejoined CBS, but this time as manager of KMOX, in which post he remained until he accepted an offer from Axel Clason, owner of the Chicago Star, as president of the Crosley broadcast operations. His first year with Crosley—1938—the broadcasting departments set the biggest volume in history.

Jimmy married his childhood sweetheart, the for-

ever Helen Watson, two years earlier. They have two daughters and son, Luc-

yers, Lucy, 14, and Cynthia, 9. Aside from market research, which he re-

gards as a hobby, he spends his summers fishing. Jimmy was born 32-

foot Crius Craft, which he owns in partnership with Bob Dunville. He also enjoys hunting. His clubs are Queen City, Civier Press and Variety, and his church, should you ask, Baptist.

JOHN A. KENNEDY, operator of the West Virginia Network, which recently acquired the WCHN station, Huntington, W. Va., announces that he will be president and general man-

ager and will work alongside Leo Klein as commercial manager, Fred Born as program director and Glenn Chase as chief engineer.

DIXON BOARDMAN, director of CBS’s British Picture Corp. of Great Britain, is in America for an

indefinite stay on company business.

Glen Shouse took over the

operations of American television sets-

by Gaumont’s subsidiary, Tailor Tele-

vision.

OWEN H. BALCH, formerly com-

mercial manager of KCKN, Kansas

City, succeeds Merle H. Packer as gen-

eral manager of KNAL, Salina, ef-

fective Jan. 1.

MAURICE D. YODER, NBC manager of New York City spot sales, on Dec. 20 sailed on the Kungsholm for a South American vacation, and will return Jan. 6.

WILLIAM DOLPH, manager of WL, Washington, and Herbert L. Pease, manager of KSJN, St. Joseph, and their wives, left by car Dec. 22 for a fishing and hunting trip to St. John’s, Newfoundland, W. N.-F., and planned to return to Jan. 3.

LAWTON YODER, general manager of KOA, Denver, again has been in New York as a consultant in communica-

tions at Denver U.

WILLIAM RYAN, sales manager of KBO, Kigilo, Tex., on Dec. 24 married Mary Louise Pryor, for-

merly secretary at KNET, Palestine, Tex.

J. FRED HENRY, formerly vice-

president and advertising director of Dell Publishing Co., for 11 years, has left Ziff-Davis Publishing Co., Chi-
cago, as vice-president and a director.

C. G. PILLIPS, manager of KIDO, Boise, Idaho, has accepted the general manager’s post at the Boise Ad Club for a second term.

DWIGHT MALLON, European cor-

respondent for newspapers and press associa-

tions during the last several years, has joined G. B. Green, as news editor. Charles V. Lutz and Bill Welch, of the station's news staff, will work with Mallon.

ROBERT H. OWEN, assistant man-

ager of KOA, Denver, again has been in New York as a consultant in communica-

tions at Denver U.

CHARLES C. GREEN, former newspaperman and advertising agent, has resigned as director of promotion of the New York World's Fair to be-

come general manager of the Advertis-

ing Club of New York. Green suc-

ceeds Tom A. Burke, who has re-

signed to accept a special assignment with Ford.

WILLIAM C. ROUX has rejoined

NBC, New York, as assistant direc-

tor of operations and network new-

sm and o. stations. Formerly with NBC’s promotion staff, Roux left in 1937 to head the promotion office of Inter-

national Radio Sales and later was with CBS, returning to NBC Dec. 1.

WILLIAM EVANS, new to radio, has joined KGB, San Diego, Cal. as account executive.

J. FRED HENRY, assistant local sales manager of WFLA, Tampa, Fla., recently married Miss Clarine Drew, Paul Von Coshause and friends of WL-AK, Liver-

pool, and WPG, Atlantic City, has joined the WFLA sales staff.

J. F. BURKE, former sales manager of WSR, St. Louis, Mo., this year, has become manager of KMOD, San Diego, Cal.

ROBERT B. HART, Kao, Denver, Colo., has returned to KBS, Beaumont, Tex.

B. V. HAMMOND, commercial man-

ager of KIDCA, Kilepie, Tex., on Dec. 24 married Mary Louise Pryor, for-

merly secretary at KNET, Palestine, Tex.
ERNEST CHARLES, formerly in charge of the orchestra of the American Guild of Musical Artists, has been named temporary executive secretary of the New York State Federation, following the resignation of Leo Fischer. Fischer's position will be filled after the first of the year by an executive as yet unnamed. Mr. Fischer's resignation has been accepted.

MURRAY ARNOLD, public relations director and assistant program head of WFIL, Philadelphia, has resigned to become program director of the station, replacing James Allan, who resigned to assume similar position at WFL. Allan is the father of a boy born Dec. 18.

ADOLPHE LEFLER, of the NBC Hollywood traffic division, has been transferred to the transcription service. Harold Hakului, tour guide, has been promoted to the traffic division, taking over Lefler's post.

LAURENCE DISART, Arizona educator, has joined KOY, Phoenix, as relief announcer.

WILLIS WERNER, San Diego, Colo., consultant, has joined the Fact-o-graph program on KGB, Philadelphia, which has been assigned to密歇根州 1,000 free transcription mark remote. The conflict was between the Mar

JOHN BRADSHAW, formerly of WRAL, Columbus, Ga., and Jack Greenfield, formerly with WTVK, Kansas City, has joined KFRC, San Francisco, as announcing staff.

FRANK WOODRUFF, formerly J. Walter Thompson Co. Hollywood division manager, has resigned last July to join REO Radio Pictures, has been given his first important assignment will direct production of "Captain Call" starting Jan. 10.

WILLIE HENRY, Los Angeles Times columnist, was discharged in the over the World for extra service.

BILL HENRY, Los Angeles Times columnist, was discharged in the service. The reason for this discharge is not known, but is believed to be related to the "total recall program." The column is a daily Los Angeles Times column.

TULLY CLEMENT, for several years in radio on the West Coast, has been named program director of WHT, Charlotte, N. C.

BOB LEWIS, formerly of WDGY, Minneapolis, has joined WTVK, Detroit, as chief announcer. David Rhodes, formerly of WGO and Para
time, has joined the station as chief news announcer, as third entry for the ABC affiliate. Rhodes has served as publicity director of Beloit College. Beloit, Wis., has been named publicity director of WDGY.

KENNETH AITKEN has been appointed production manager of KSB, Springfield, Ill. The station, has returned to the engineering department.

EDDIE DAVIS and Matt Brooks, Hollywood and New York gag writers, were scheduled to join the writing staff of the new radio show with Joe Penner on Jan. 1.

EMILY KOLLENBORN, new to radio, is now an announcer for WHBQ, Memphis.

MURPHY DAVIS, of the NBC Hollywood traffic division, has been appointed production and program director of the station. Miss Behlke worked with NBC and CBS before joining the NBC Broadcasting System in New York before coming to Texas in March, 1950, as program director. She has been a student at the University of Minnesota, Miss Behlke wrote and presented the bridge club for two years over WCCO and WTCN.

JAMES ALLEN has been named program director of WIBD, Philadelphia, with Fred Dodge, his predecessor, appointed to General Manager Rossenthal has been named.

MELBA TOOMBES, recently of Stanford, U., has joined the production staff of KFRC, San Francisco.

JULIE JUNKER, female lead of the Fireflydale dramatic series on WFIL, Philadelphia, has been married to Daniel Pratt Man
tzz, III, author.

ALAN FLICHEL has withdrawn as producer of the NBC T P Top Show, featuring Joe Penner, and returns to full time radio. His next program will be KFI-RECA, Los Angeles. Larry Hol
comb of Sherman Associates, Los Angeles, will manage the Ward Baking Co., sponsor of the program, has taken over production of the program. Henry Heisch has been appointed.

TOM McKNIGHT, Hollywood producer of the NBC Adventures of the Sun, has been added to the NBC staff, sponsored by Guideveld, formerly with WKZO, Kal
amazoo, Mich., as announcers.

MARK GOODSON, general radio manager, has joined the announcing staff of WNBC, New York.

FRANK GRASSO, musical director of WFLA, Tampa, Fla., is the father of a boy born Dec. 18. Patry Kent, who handles women's programs on the station, has announced her engagement to Ed Salvatore, connected with Bow
ey's Inc., Brooklyn, N. Y. Wedding is to be sometime in January.

JULIE JUNKER, female lead of the Fireflydale dramatic series on WFIL, Philadelphia, has been married to Daniel Pratt Man
tzz, III, author.
Frequent Air Traveler

A FREQUENT air traveler, Allen C. Anthony, chief announcer of KWK, St. Louis, finds Monday his busiest day. Commuting by air to his Monday night post as M.C. of Dr. I. Q. on NBC-Red, Anthony recently estimated he has traveled 15,000 miles—three times around the world—just getting to and from a job that requires but a half-hour of actual announcing each week. Since last summer, when the show left St. Louis, the company has played 21 weeks in Chicago, 6 weeks in Pittsburgh, 8 weeks in Philadelphia, and now is in Denver—and Anthony makes the trip for each program.

Brockington's Post

LEONARD W. BROCKINGTON, K. C., Winnipeg lawyer who till Oct. 31 had been chairman for three years of the board of governors of the Canadian Broadcasting Corp. has been appointed by Prime Minister W. L. Mackenzie King as “Recorder of Canada's War Effort.” Mr. Brockington will be attached to the Prime Minister's office and is “to act in an advisory capacity to the war committee of the cabinet in the recording and interpretation of Canada’s war effort”; to advise and assist the government in providing accurate and essential information in these respects to the people of Canada and to the government of the United Kingdom, and to assist the Prime Minister in keeping a chronicle and other essential records of the progress of Canada's war effort.”

WLW Expands Bookings

WILLIAM (Bill) McCluskey, for the last two years booking representative for the Renfro Valley Barn Dance and formerly with the WLS Artists Bureau, Chicago, has been appointed executive of Gen- Program Service Inc., which directs bookings for special appearances of artists of WLW, Cincinnati. James D. Shoos, Crosley vice-president in charge of broadcasting, stated the appointment marks expansion of WLW's talent booking activities, particularly for the Boone County Jamboree.

The only full time station in Ohio's third largest market

WFMY

(250 watts)

Youngstown
Ohio


ON JANUARY 1 Barney Oldfield, Lincoln Sunday Journal & Star motion picture columnist, takes to the air for his 65thd consecutive broadcast, nightly except Sunday, on KFQK, Lincoln, Neb. For several years Mr. Oldfield has been selected motion picturedom's busiest reviewer—he has clocked about 500 screen classics per year for the last three years. Since starting his radio series, he has appeared for the same sponsor, Lincoln Theaters Corp., which has sponsored the longest period of consecutive theatre time in the history of Lincoln radio.

Western Canada Group Holds Calgary Session

THIRTY-TWO station managers, production managers and commercial managers of the Western Canada stations operated by the Taylor-Pearson-Carson group, held a convention at the Palliser Hotel, Calgary, Alberta, Dec. 16-18, to discuss such mutual problems as the management of news, local talent, better station statistics and data, increased programming. Presided over by H. R. Carson, CFAC, Calgary, the managers heard talks on a variety of subjects by officials of the Taylor-Pearson-Carson group and All-Canada Radio Facilities, the group's station representatives.

Other subjects included script shows, exchange of program and sales ideas, transcribed spots, exchange of sales reports, planned selling and graphic display, contacting agency men and accounts, World and Thesaurus program services, exhibition plans of the various stations, religious broadcasts, merchandising, chain breaks. Stations represented were CKY, Winnipeg; CKCK, Regina; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CJAT, Trail, B. C.; CKOV, Kelowna. Guy F. Herbert, eastern Canadian representative of All-Canada Radio Facilities, flew from Toronto to attend.

De Sousa New RCA V-P

GEORGE S. De SOUSA, treasurer of RCA since its formation in 1919, and previously an officer of the Marconi Wireless Telegraph Co. of America, predecessor company to RCA, has been elected vice-president and treasurer of the company.

ARCH OBOLER, NBC producer of dramatic series now in Hollywood, has been signed by M-G-M to write a treatment of Francois Crouzet's A Woman's Face. He continues his radio activities.

JOHN BENEFF Jr., 39, counsel for the Mason City Globe-Gazette and its station, KGLO, died in Mason City Christmas Eve of a heart attack. He was a member of the Federal Communications Bar Assn.
Merchandising & Promotion

Video Explained—Cleveland Methods-Compasses—

Beer in Wicker—Mountain Cooperation

Merchandising Story

OUTLINING the stations' merchandising program, WIK-WELE, Cleveland, has published a ring-bound booklet incorporating, in addition to the 13-step specimen merchandising procedure, a list of current WKH-WCLE advertisers and testimonial ads of advertisers and agencies. The step-by-step merchandising story, printed on blue-bordered pages, is illustrated with photographs taken by Robert Greenberg, merchandising manager of the station—originally drawn as sketches for use of the illustrator, but so cleverly executed they were finally chosen for the book.

Free Compass

DURING a recent airing of Joe O'Byrne's Hunting & Fishing Club on KYW, Philadelphia, an offer of a free compass was made to all sportmen requesting one by mail during the next 24-hour period. Within the time limit, in response to the surprise announcement, more than 2,500 requests were received from 262 towns in six states. The compass is similar to the army military instrument, with a mirror on the reverse side, and is attached to a chain so it may be worn in the breast pocket.

At Service Stations

TO PROMOTE its weekly half-hour modernized programs on CBS Pacific Coast network, Union Oil Corp., Los Angeles, has erected huge three-color posters at more than 1,400 of its service stations. Lithographed in peach, blue and green, the posters feature simple copy theme "Something New in Radio—Thursday, 9:30 p.m. CBS" with an abstracted drawing of a feminine vocalist and microphone.

Coast Television

DON LEE Broadcasting System, Los Angeles, upon written request, is sending free copies of a seven-page, descriptive methods of television production and the history of the program, is deciding on the West Coast. The material, assembled by Thomas Conrad Sawyer, television producer and off-interest to writers, businessmen and school teachers. Don Lee Broadcasting System owns and operates the television station WEXO, Los Angeles.

Giant postcard was sent to Tom Dailey and his Korner Kwiz on KVOO, Tulsa, by fans in Bixby, Okla. The card is 5 1/2 feet long, weighs nine pounds, carries $4.50 in postage, bears the picture of Mr. Tom Dailey, is at left with mike at his Korner Kwiz sidewalk stand, and Vick (Billy Bump) White, KVOO page, holds up the card, not at all amazed.

Theatre Tieup

TO PROMOTE its merchandise station clients as well as NBC network advertisers, KOA, Denver, has continued its long term tieup with Fox Inter-Mountain Theatres. Screen trailers, featuring KOA talent, and that from network programs are run three times daily in the 12 Denver theatres operated by the chain. No product materials are used by major names appear on the trailers, but names and pictures of talent, with date of broadcast. In addition, occasional trailers appear on the screens of 97 other Fox Inter-Mountain theatres, in Cleveland, Albuquerque, Phoenix, Los Angeles, New Mexico, Wyoming, Nebraska, Montana and Utah.

To celebrate and announce the affiliation KOA, a KOA talent on Dec. 14 staged special performances at the Denver Theatre, with Lloyd E. Yoder, station manager and Harry Huffman, president of the theatre firm participating, Clarence C. Moore, KOA program director, was emcee. Mr. Huffman, at the inaugural program, stated that this is a per- manent association of friendship between KOA and these theatres which are "so glad to bring to Denver the best in entertainment and talent!"

Store's Cakes

AS PROMOTION for various food sponsored shows, NBC Hollywood press department made a tie in with Ralph Grocery Co. (chain), and the Hollywood Citizen-News, during November and December, whereby name was appeared in the weekly classes of Ralph's Cooking School as guest entertainers. The celebrities and the participating artists were run daily in the news sections of the Citizens News. Similar programs were used in all advertising of the Ralph Grocery Co., which operates a chain of Southern California stores.

Crisco Offer

CURRENT promotion by Procter & Gamble Co., Cincinnati, through Compton Adv., New York, is a special recipe offer for the Sabin Crisco on the three network programs, Vic & Sade on NBC-Red, This Day Is Ours on NBC-Blue, and Right to Happiness on NBC-Blue. The offer, which distributes to consumers free of charge a Sable Crisco Cake through Crisco dealers, is also promoted on the local stations carrying the following programs through electrical transmissions: The Gospel Singer, Vic & Sade, This Day Is Ours, The Goldberg's, and The Right to Happiness.

Wesson Recipes

WEISSON OIL and WDDRIFT SALES Corp. is currently offering a free recipe for Wesson Oil Fruit Cake during its weekly dramatic serial "Snow Drift," which is on NBC and Pacific Coast NBC Red network. The recipe may be obtained from Wesson Oil Co. in San Francisco office.

N E W "irregular" publication—half house organ and half fan sheet—titled "So Watt" has been started by WMRB, St. Louis, in cooperation with its daily Musical Clock program. The four-page tabloid provides participating sponsors and lampons talent heard on the program.
NEW YEAR'S BABIES
Esso Marketers Offer Cash
For Jan. 1 Arrivals

ESSO MARKETERS, as part of its campaign to launch two new gasolines, is offering bonus savings accounts to parents of children born on New Year's Day on the Esso Reporter radio programs, heard four days prior to 34 stations. Parents in 18 States from Maine to Louisiana are eligible for the Esso prizes, which include a $10 bank account for each baby born Jan. 1, $200 each for twins, $20 each for triplets, and $5,000 each for quintuplets, the only stipulation being that the parent must take a copy of the birth certificate to the nearest savings bank.

In addition to promotion of the offer on the news broadcasts, direct mail pieces have been sent to 35,000 physicians, 4,000 bankers and 3,500 hospitals in the 18 States, according to Marschak & Pratt, New York, the agency in charge of the account, while many of the stations which carry the Esso Reporter are conducting the special promotion on the campaign. WBZ, Boston, is presenting a special program Jan. 1 featuring the leading hospitals in the Boston area; WGY, Schenectady, is presenting a program with the first baby born Jan. 1, 1938, in the area as guest of honor, and WDRC, Hartford, is offering an additional award to babies with a program featuring all the proud fathers of Jan. 1.

The two new gasolines which the baby prize offer is promoting are Esso regular gas, formerly called Eso, and a new premium gas, Esso Extra. Affiliate companies which form Esso Marketers are Standard Oil Co. of New Jersey, Standard Oil Co. of Pennsylvania, Standard Oil Co. of Louisiana and Colonial Beacon Oil Co.

Pads of Costs
NOVEL promotional idea, designed to call attention to KSTP, St. Paul, and its new 30 kw. transmitter, has been developed by Ray Jenkins, general sales manager. Time cost estimate sheets, with KSTP heading the "station" column, have been printed and are being sent in pads to agencies and time buyers.

BROCHURES
KTVU, Tulsa, Okla.—Eight-page fine paper brochure folded to letter-size, carrying pictures of Tulsa buildings and businesses along with coverage map and market data figures.
NFC—Illustrated color folder promoting Bill Stern's NBC Blue sports broadcasts, featuring his All-American football team selections.
WCAI, Philadelphia—Two-color folder, "Hope Hardy Hasn't Gone Right," built around a survey of Philadelphia early morning listening.
MISSOURI-ILLINOIS Broadcasting System, St. Louis, includes a brochure presenting covering map and market analysis data for the two-state loop, which includes K登山, St. Louis, KWOS, Jefferson City, Mo., WITC, Springfield, and WSGY, Decatur, Ill.
WOR, Newark—Booklet, "How Christmas Came To Mr. Whittle," telling in whimsical fashion how 185 papers list WOR programs daily in 18 cities in 12 states. Typography, layout and pictures match the mood of the text.

Frank Lane Heads Staff Of WSPB in Sarasota
FORMAL dedication of the new WSPB, Sarasota, Fla., local outlet on 1420 kc. authorized last July by the FCC, was scheduled for Jan. 1, although the station began operating Dec. 7. Addresses by State notables were heard from both the studios in Sarasota and Bradenton. The station is managed by Frank S. Lane, former manager of WDOD, Chattanooga. Jack Daub is program director and announcer. Other announcers are Bill Wilson, formerly of WDOD; Fred Reiter, formerly of WICA, Ash- tabula, O., and Bill Berry, of Bradenton. The engineering staff includes J. A. Buning, A. L. Austin and Robert Minor. In the commercial department is J. B. Browning, formerly with the Sarasota Herald Tribune. The station, owned by a group of Chattanooga businessmen, is RCA equipped with a 175-foot Truscott tower. It is located on Sarasota Bay in its own building of semi-tropical design.

FOREIGN LANGUAGE MARKET
FOR-JOE & Co., New York, representatives specializing in the foreign language field, has sent time buyers a report on the foreign language market which points out, among other data, that there are 88,727,603 persons of foreign birth or parentage in the United States of which 67% live and do business in the large urban areas. This is, according to the report, 6,219,707 persons of the metropolitan populations, the report states 67% of which speak one foreign language — German, Italian, Polish and Scandinavian.

OPTICAL ALLUSION
A COMBINATION letter opener, ruler and magnifying glass has been sent to the trade by WIL, St. Louis, carrying the message "Magnify your sales with WIL".

BOSTON'S Mayor Maurice J. Tobin officiated at the broadcast ceremonies early in December of the sealing of the cornerstone for the new 50,000-watt WBZ transmitter at Hull, Mass. On the outside of the new tower, as he does mor- mor- mtor with the trowel, stands D. A. Myer, plant manager of WBZ (left) and John A. Holman, New England general manager of NBC.

ONE GAME
Everybody Plays In
THE BRIGHT SPOT!

WOWOairea

It's a work hard—play hard audience — in Indiana's Bright Spot — an audience blend-ed of small town, city and farm — responsible for all your products — reached completely at lowest cost through WOWO.

WESTINGHOUSE RADIO STATIONS INC.
NBC BASIC BLUE NETWORK
AMERICAN WESTERLY 1,900 wc.

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

INDIANA'S MOST POWERFUL RADIO STATION

Broadcasting • Broadcast Advertising
January 1, 1940 • Page 47
Dept. Store Users

LITTLE ROCK'S Main Street is pointing the way to the radio advertising fraternity, so far as department store advertising is concerned. Using KARK, both for institutional and sales purposes, are all of the city's big stores, including the Gus Blass Co., largest in Arkansas, which does a $600,000 turnover annually. Devoting big portions of their KARK advertising budgets to radio are also the Pfeifer Bros. Store, Kopen's, M. M. Cohen and Sterling Dept. Store, not to mention a dozen or more smaller merchandisers.

KATZ DRUG Co., Kansas City, on Dec. 26 started the quarter-hour three-times-weekly transcribed series Adventures of Pinocchio on KMBC, that city, to promote various features for sale in the store. Other new sponsors of the program, produced by Radio Attractions, New York, include the John Godby Co., Memphis department store, on WMC, Memphis; and the Dairy Fresh Creamery Co., Minneapolois, on WTOP, through D. S. Minson Adv. Agency, that city. Latest sponsors of the series, also distributed by Radio Attractions, are the Dodge Dealers of Baltimore on WFBR and the Columbus Dispatch on WBNS, Columbus, to promote its "carrier boy" routes.

WALLACE GALLUP, formerly publisher of the Coronado (Cal.) Journal, has been made assistant advertising manager for Bixler's Inc., Hollywood (beverages).

INDEPENDENT PACKING Co., St. Louis, (meats), through Gardner Adv. Co., that city, has purchased 225 quarter-hour episodes of the transcribed mystery serial, Black Flames of the Amazon, for release on KWK, St. Louis, and KWOS, Jefferson City. Mo. Started airing on the Aero gram Studios, Hollywood.

UNION BISCUIT Co., St. Louis (crackers), after a two-month test campaign, has renewed the transcribed family series, The In-Laws, on WRIC, Richmond, Va.; on WABC, New York; WGBS, Evansville, Ind., and in St. Louis on KLOA. Transcribed and produced by Don Berger, the series was cut and sold by Aerogram Corp., Hollywood, Gardner Adv. Co., St. Louis, has the account.

DR. HISS FOOT CLINIC, Los Angeles, on Jan. 1 starts for 52 weeks Flying Feet, commentary program, on 2 California Don Lee network stations (KHJ KFRC), Monduy and Friday, 11-13 30 a. m. (PST). Agency is Ruth Hamilton Associates, Los Angeles.
Two and a half million people within 150 mile radius of Shreveport eagerly await your advertising messages in 1940 over—

KWKH
SHREVEPORT, LA.
50,000 Watts
A Shreveport Times Station
Represented by
The Branham Company

A Happy New Year
to Everyone

...we're happy, too!
For you have made
WSAI's past year of 1939
the most prosperous in our history.

*CINCINNATI'S
OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES
New York -- Chicago -- Los Angeles -- San Francisco

Renault Drive

L. N. RENNAULT & Sons, Egg Harbor, N. J. (domestic wines and pink champagne), has been promoting its products for the past three months with a campaign of spot announcements varying from 5 to 30 weekly in 15 cities. The campaign will be continued next year, according to the company, and additional territories will be included as distribution warrants it—White-Lowell, New York, is agency.

CANADA DRY GINGER ALE, New York, in December added three more Canadian stations to the list of four which have been carrying transcribed versions of the company's NBC-Blue program Information Please. New stations are CJOR, Vancouver; CJRC, Winnipeg; and CKCO, Ottawa. NBC Transcription Service produces the disc. J. M. Mathes, New York, is the agency.

MORTON MILLING Co., Dallas (Cotton White Flour), placing direct, on Dec. 24 started for 52 weeks the weekly half-hour transcribed Sunday Players series on WFAA, KPRC and KWTH, South Western Public Service, Amarillo, Tex., on Dec. 24 started sponsoring the series weekly on KGKC and KPOD. Contract is for 52 weeks. Transcribed series was produced by Mertens & Price, Los Angeles.

CHICAGO MOTOR CLUB on Jan. 1 will start the Show of the Week on WGN, Chicago, as one of the cooperative sponsors of the MBS program, heard Sundays, 9-10 p.m.

MILLER PACKING Co., San Francisco (meat), on Jan. 9 will start weekly sponsorship of Cook Book Quiz for 52 weeks on KFRC, San Francisco. Account was placed through Long Adr. Service, San Francisco.

STORIES out of the colorful past of Arizona and the Southwest will continue on KTAR, Phoenix, for the fourth consecutive year under sponsorship of the local First Federal Savings & Loan Assn. The financial firm recently signed its fourth 52-week contract to sponsor the Sunday quarter-hour Arizona Cavalcade of Builders on that station. During the last three years the firm has shown phenomenal growth—jumping from assets of $18,135.96 on Oct. 31, 1935, to $2,548,089.17 in December, 1939. Placing his John Henry on the dotted line here is Joseph G. Rice, president of the firm; Elizabeth Toochey, former Arizona State historian and writer of the series, watches it (at right) along with C. Austin Nelson, account executive of First Federal, and Cecil Jackson, account executive and representative of KTAR (standing 1 to r).

Peter Paul Placements

PETER PAUL, Naugatuck, Conn., on Dec. 24 started Gabriel Heather in behalf of Mounds candy on WOR, Newark, Sundays, 7:45-8 p.m., and will start participation on Uncle Dom's program Jan. 8 in the interest of Walnute candy, Mondays through Fridays, 6-6:30 p.m., with the "dominant" commercial on Tuesday. Platt-Forbes, New York, is the agency.

Basketball Sponsors

FOUR of the five "basketball packages" offered by WGL, Fort Wayne, Ind., for the 1939-40 season were sold during December. Perfection Biscuit Co. will sponsor broadcasts of the Allen County and State sectional tournament at Fort Wayne; Peter Eckrich & Sons Packing Co., the state final and semi-final tournaments, the former at Indianapolis and the latter at Muncie. Johnny Hackett and Neil Searies will handle all the broadcasts.

HARLAN WARE has written a new juvenile serial, The Story of Bud Barton, which started Dec. 25 on NBC-Blue, Mondays through Fridays, 5:30-5:45 p.m. (EST), originating in the Chicago studios.

Send Sales Up in the Knoxville Market!

WNOX
SCRIPPS-HOWARD RADIO, INC.
5000 W. DAY
1000 W. NIGHT
Represented by
The Branham Company

LOCAL SPONSORSHIP OF BREAKFAST CLUB

DEPARTING from its former policy of not having one announced that its NBC Breakfast Club is now offered to Blue network stations for local sponsorship, NBC continues to offer the program for local sponsorship.

According to William S. Hedges, NBC vice-president in charge of the stations department, "it is primarily an experiment, but we feel sure of its success because of the excellent response we have had from local stations, even though the plan was submitted to them only a few weeks ago. The value of this program lies in the fact that it hands stations throughout the country a program of network caliber which they can offer to local merchants at remarkably low cost. In the five years the program has been on the air, it has jumped from 28th place among the 100 ranked by listeners in 1934 to the sixth most popular variety show on the air, day or night, in 1939."

John H. Norton Jr., assistant to the vice-president in charge of stations, has been appointed coordinator of the Breakfast Club sponsor- ship plan and will clear details.

Under the plan, local stations may sell 15, 30, 45 or 60 minutes a day in whatever weekly frequency may be desired. Stations are given a concession in that they may group periods into longer blocks in order to secure better rates. Thus, two succeeding 15-minute periods could be sold as one 30-minute block, with a half-hour charge on the half-hour evening rate instead of the 15-minute rate.

The plan does not extend to other NBC sustaining programs.
Campana's Ten Radio Years
(Continued from page 20)

was broadcast 26 weeks or more each year until 1939. It will start again Jan. 7 on 39 CBS stations to
introduce the new Campana Hand Cream.

Fairmont Nights

ONLY station in a community of its size ever to go on a 24-hour basis, is WMNN, Fairmont, W. Va., which
inaugurated the round-the-clock service Dec. 20-21. For 11 years from the day it started operating, Dec. 22,
1929, midnight to 6 a.m. program is titled Night Owls, consisting largely of recordings, news flashes, weather
reports, emergency calls, etc. Bob Kent and Herb Goddard will do the all-night stint.

promoted by Campana is the "gift package." Each year the firm offers an attractive "package" for Christmas in a
colorful sleeve-package. This merchandising practice was started about 1933. During 1933 Campana
brought out a new skin invigorator and ran a $15,000 prize contest for a name. To enter the contest listen-
ners had to buy a bottle of the new product, then return the empty bottle in a plain carton on which they wrote
their product name suggestions. Weekly winners were announced on both First Nighter and Grand Ho-
etel, and a $3,000 grand prize was awarded Jan. 7, 1934. This contest proved extremely popular and
opened national distribution for the product. The winning name was Driskin.

Merchandising Success

Should you ask Mr. Wallace how effectively individual stations have merchandised Campana's programs
he will show you stacks of newspaper publicity, courtesy announcements, and other such items schedules. "The effective mer-
chandising cooperation afforded by the various stations of the network is one very good reason why Campana
continues to spend the largest percentage of its advertising appropriation for radio," he concludes.

Australian Record Co.
Names Directing Board

AUSTRALIAN RECORD Co. Pty. Ltd., Sydney, has been completely reorganized with a reconstituted
directing board of five persons. F. W. Daniell, one-time executive director of Macquarie Network, has
been elected chairman with a board including Murray H. Stevenson, chief executive of 2UE; Oswald
Anderson, general manager of 2UE; H. G. Hooper, acting general manager of Macquarie Network
and Charles H. Gendle, technical director of ARC. James Joyce, new commercial manager, will direct
administration and production. He will also supervise overseas work.

British Australian Programs Pty. Ltd., Sydney, has appointed Gordon Marsh, managing director of
3UZ, Melbourne, as general sales manager. While preserving its own identity, BAP will work closely
with ARC in production. It will also act as sales agent for its own and ARC transmissions to inde-
pendent stations, while Macquarie does the same for the network.

George Matthews continues as managing director of BAP. Dr. Ralph L. Power, Los Angeles, has
been elected a managing director of BAP. Dr. Ralph L. Power, Los Angeles, has
been elected a managing director of BAP. Dr. Ralph L. Power, Los Angeles, has
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been elected a managing director of BAP. Dr. Ralph L. Power, Los Angeles, has
been elected a managing director of BAP.
McCANN-ERICKSON, Chicago, announces the following personnel changes: G. Victor Lowries has been appointed director of media and markets to direct time and space buying. John H. Jameson, director of copy of the Chicago office, has been elected vice-president of the agency. E. H. Benedict has been promoted to manager of media, C. J. Perrizo, formerly of the advertising department of U. S. Gypsum Co. Chicago, has joined the agency as an assistant in the automobile group.

FRANK R. STEEL & ASSOCIATES, Chicago, has opened offices at 360 N. Michigan Ave., phone, State 3138. Bernard E. Steinman, formerly of Lord & Thomas, Chicago, and more recently of Kirkland-Engel Co., has been named space buyer.

CARLTON L. SPIER, Fred B. Manche and Leslie S. Pearl have been elected vice-presidents of BBDO, New York.

MILDRED ELM, of the radio department of Schwimmer & Scott, Chicago agency, was married Dec. 23 to Henry Rosenbauer, writer.

AVAILABLE for SPONSORSHIP
RAYMOND TOMPKINS
Top Flight Commentator
7:30 P. M.—Mon., Wed. & Fri.
A popular program with an enthusiastic following. Talent cost: $100 (net) weekly.

WFB R
Baltimore, MD.

GOING over a script for Union Oil Co.'s current radio show, Union Oil Program, heard Thursday evenings on the CBS Pacific Coast hookup, are Tom McAvity, Lord & Thomas producer in charge, Dave Taylor, director, and Jon Slott, writer. The program features condensed versions of the world's outstanding operatic works.


SAVINGTON CUMPSTON, formerly on the editorial staff of Fortune Magazine and previously radio director of Wm. Esty & Co., New York, has joined Perry-Hanby Co., New York, as vice-president and copy chief.

HARRY DODSWORTH, formerly of J. Sterling Gerchell, New York, has joined Austin & Specter, New York, as director of the plans department and copy chief. The company recently added Robert Ewart and James Lehman to its research department, and also has appointed Philip Kaplan assistant production manager.


MILTON WEINBERG Adv. Co., Los Angeles, headed by Milton and Bernard Weinberg, gave all employees a 76% bonus of their year's salary as Christmas gifts.

METROPOLITAN ADV. CO., New York, has created an export advertising division with the appointment of Harry L. Kopin, formerly of the Export Adv. Agency, Chicago and New York.

FISCHER-WILLIAMS Adv. Co., a new advertising agency, has been formed by Jack Fischer and Samuel Williams with offices at 19 West 34th St., New York. Telephone is Chicker 4-0104.

THURSTON G. McGUFFIEK, space buyer and media analyst of McCann-Erickson, Inc., San Francisco, recently resigned to join Pacific Outdoor Adv. Co., Los Angeles. John A. Nelson, with the agency for the past ten years, has succeeded McGuffiek. He will be assisted by Phihps Rasmussen on spot radio.

SOME MARKETS STILL OPEN
SMILIN' ED McCONNELL
IN HYMN TIME
Now 88 Transcribed Programs Supplied by PRESS-RADIO FEATURES, INC. 360 N. Michigan Avenue, Chicago

Radio Xmas 'Card'
BEST Christmas stunt in Chicago radio was pulled by Jack Laemmle, of the radio time department of Blackett-Sample-Hummont. Jack bought a spot on WIN the evening of Dec. 24, and took the air personally to wish all his friends a Merry Christmas. He mailed cards to his friends telling time and station.


Milton Weinberg Adv. Co., Los Angeles, headed by Milton and Bernard Weinberg, gave all employees a 76% bonus of their year's salary as Christmas gifts.


Fischer-Williams Adv. Co., a new advertising agency, has been formed by Jack Fischer and Samuel Williams with offices at 19 West 34th St., New York. Telephone is Chicker 4-0104.

Thurston G. McguffieK, space buyer and media analyst of McCann-Erickson, Inc., San Francisco, recently resigned to join Pacific Outdoor Adv. Co., Los Angeles. John A. Nelson, with the agency for the past ten years, has succeeded McguffieK. He will be assisted by Phihps Rasmussen on spot radio.
McCLATCHY BOOSTS AWARD BY FCC

TWO stations of the McClatchy newspaper group on Dec. 21 were authorized by the FCC to improve their facilities by changing frequencies and increasing their powers. KOH, Reno, was changed from 500 watts on 1380 kc. to 1,000 watts on 60 kc., operating fulltime with directional antenna at night. KERN, Bakersfield, Cal., was shifted from 100 watts on 1370 kc. to 1,000 watts on 1380 kc. Both stations will change their transmitter sites and install new equipment.

In announcing proposed findings on these applications last Oct. 19, the FCC tentatively denied both applications on the grounds that the proposed new facilities for KOH would cut down the range of KFI, Los Angeles, operating on 640 kc. It was decided, however, that KOH, being the only station in Nevada rendering primary service to Reno and surrounding area, warranted the decision that "additional benefits will outweigh the detriments resulting."

In the case of KERN, its shift to the old wavelength of KOH was conditional upon granting of the KOH application. KOH will shift from CBS to NBC Jan. 1.

**McIlroy-One**

SO Mild was mid-December in Minneapolis that golfers crowded the fairways. Russell Woodward, sales manager of the New York office of Free & Peters, outbid the unexpected when he made a hole-in-one Dec. 11 at the Minneapolis Country Club. Witnesses to the short iron shot that plunked into the cup were P. J. (Phil) Meyer, chief owner of KFYR, Bismarck, and Clarence T. (Swanee) Hajman, general manager of WTCN, Minneapolis.

KSF0-KROW Shifts

PHILIP G. LASKY, veteran radio executive who for the last five years has managed KSF0, San Francisco, after ten years as manager of KDYL Salt Lake City, will retire from KSF0 Feb. 1 to devote full time to the management of KROW, Oakland, Cal. Mr. Lasky is associated with Mr. Wesley L. Dunn, owner of KSF0, in the ownership of KROW, which they purchased last September. He has been managing both stations since then, but now plans to devote all time to the station in which he has a substantial interest. Lincoln Dyer, now manager of WBT, Charlotte, will take over the KSF0 post Feb. 1.

**Agency-AFRA Agree**

GLASSER ADV. AGENCY, Los Angeles, has been taken off the unfair list of AFRA, upon satisfactorily adjusting its difficulties. Specific charges against the agency involved the marking of transcriptions for commercial auditions for a fee to the artists less than the minimum prescribed by AFRA for such purposes. The scale rate has now been straightened out with the agency paying the balance due the artists.

**NEWS!**

Serving listeners with six daily newscasts, supplied by seven world-wide newsgathering agencies.

**CJOR**

Vancouver, B. C.
National Representatives:
Joseph Hershey McGilvra

1939

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<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
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1940

It's on the UP and UP

When You Time Buyers say so in Virginia's Biggest Market

IT MAY BE TRUE when we say WATAR is a "must" buy to effectively reach the rich Norfolk-Tidewater Virginia Market (ranking first in Virginia), but—

IT MUST BE TRUE when you say so! Here's what happened to WATAR's national spot volume as compared to the same months of 1938:

<table>
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<tr>
<th>Month</th>
<th>Dollar volume</th>
<th>No. of accounts</th>
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<td>August</td>
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<tr>
<td>September</td>
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<tr>
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<td>52%</td>
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</tr>
<tr>
<td>December</td>
<td>58%</td>
<td>47%</td>
</tr>
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Our advertisers' success tells the 1939 story for us! Thank you—and, in return, we pledge 1940 to be an even bigger and better New Year for you on WATAR.*

*Add only 20% to your WATAR time contract and receive identical service on WRTD in Richmond—two stations almost for the price of one.

National Representatives: EDWARD PETRY & COMPANY

Broadcasting - Broadcast Advertising

Owned and Operated by Norfolk Newspapers, Incorporated

January 1, 1940 - Page 53
Radios in Canada

THERE were 1,230,506 licensed radio receivers in operation in Canada as of Nov. 30, 1938, according to the latest tabulation of the Canadian Dept. of Transport's radio division. This includes 5,326 owned by the blind, hospitals, charitable institutions and crystal sets—not required to pay the $2 annual license fee. By provinces the licenses issued numbered: Prince Edward Island, 4,742; Nova Scotia, 59,557; New Brunswick, 34,723; Quebec, 296,416; Ontario, 485,513; Manitoba, 83,405; Saskatchewan, 81,366; Alberta, 90,099; British Columbia, 105,525; Yukon and Northwest Territory, 160.

BEN FARMER, former partner in WGTW, Wilton, N. C., now manager of Chattanooga Radio Supply Co., with W. Beall Taylor, electrical dealer, is applicant for a new 250-watt station on 1420 kc in Chattanooga. Mr. Taylor is 74.5% stockholder in the applicant corporation, Mr. Farmer 25%.

For A Big Chunk of Illinois—Use WSOY

WSOY
Serves the World's Soybean Center—Central Illinois
532,000,000 Soybeans
Great Corn and Livestock Manufacturing. Pop. area 1.5 million. Retail business up 12 to 17%.

WSOY Decatur, Ill.
250 W. 18 hours daily

DISCUSSION of present narcotic laws by Albert C. Fritz, Indianapolis, president of the National Ass'n of Retail Druggists, was featured in the second broadcast of the new 1,000 Years of Pharmacy series started on WRC, Cincinnati, in cooperation with local drug retailers. Gathered in the studio at the time of the broadcast are (1 to r) Hubert Taft Jr., new WRC general manager; Mr. Fritz; Hays Hammond, executive secretary of Ohio Valley Druggists Ass'n, and Herman E. Fast, WRC sales manager. The station also presents a weekly feature, "Kitchen Quiz," for Cincinnati Retail Grocers Ass'n, slated to aid local retail grocers.

FCC Probes Frequency Modulation (Continued from page 19)

the effect upon existing broadcast services. It has been estimated that within the industry that a transition of five to 10 years might be required to introduce frequency modulation aural transmission and reception on a national scale.

Change in Policy

Following its Engineering Department's recommendations and after several weeks of discussion, the Commission announced, coincident with the call for the hearing, that it would grant applications for permission to carry out programs of fundamental research not authorized in the past and which show satisfactory promise of being able to introduce substantially toward the development of aural broadcast service and that it would permit licensees to experiment above 25,000 kc, provided the request to operate additional stations "involves a program of experimentation directly related to the existing station."

It was stated that prior to establishment of a permanent policy with respect to either aural or frequency modulation in the ultrahighs for regular broadcast service, studies and investigations must be made regarding the relative values of the systems, the general patent situation, the frequency needs of all related services, and whether amplitude or frequency modulation, or both, should be recognized for other services as well as broadcasting.

The hearing was called in the belief that the time had come for the Government to think seriously about aural broadcasting in the ultrahighs and that only an analysis from scratch could supply the information. The principal claim in favor of F-M as opposed to A-M transmission is the "static-free" factor. In the case of P-M, however, a band five times as wide as A-M appears to be required. Recent developments, however, indicate the possibility of narrow band F-M transmission as against wide band, a subject which the FCC proposes to investigate thoroughly.

While Maj. Armstrong is largely responsible for the growing interest in F-M, it was indicated that competitive patent claims exist. Among others said to be interested, in addition to Armstrong, are General Electric, RCA, and John Hays Hammond, inventor. Thus the FCC, as part of its study, proposes to investigate thoroughly the patent structure and priority of claims.

It has already been ascertained that the ultra-highs appear well fitted for metropolitan area coverage. Based on experiments now being conducted, sufficient data has been accumulated to indicate that F-M signals may be procured in a 100-mile area with about 40,000 watts.

On Armstrong's testimony before the FCC in June, 1936, extolled the advantages of his system. On the basis of testimony of experts that and after studies made by the FCC's Engineering Department and the Interdepartment Radio Advisory Committee, made up of government radio experts, a permanent allocations policy was established above 25,000 kilocycles for Government and non-Government services. However, the non-Government services were all established on a strictly experimental basis.

The FCC listed the claimed advantages of the two methods of transmission as follows:

Amplitude Modulation:

1. Amplitude modulation utilizes a much narrower band of frequencies, i.e., about one-fifth of the frequency band required for wide band frequency modulated signals of equal fidelity.

2. Amplitude modulation may be used on all frequencies throughout the radio spectrum, whereas frequency modulation has proven useful only in the very high frequency bands.

3. Amplitude modulation is the only system which has been used successfully for the frequencies allocated by the Commission for television service.

Frequency Modulation:

1. Frequency modulation possesses characteristics whereby it is possible to reduce the effects of all kinds of disturbances including atmospheric static, electrical noises, and background.

2. A frequency modulated broadcast station employing one carrier will provide greater service than a similar station using amplitude modulation. However, if the powers of the two stations are substantially increased the percentage increase in service area of the frequency modulated station will be materially reduced.

3. A frequency modulated receiver will accept one carrier and all of the strong signal or noise as the case may be when the ratio of the desired to undesired signal strength is approximately 2 to 1.

4. Frequency modulation has definite advantages over amplitude modulation in the matter of power services such as forestry, police, aircraft, etc. In such cases each system is under the control of one licensee who can plan for the purchase, installation and operation of the entire transmitting and receiving system.
Three-Way Pickup

For its Basket Fund Drive this year, WDAY, Fargo, used its two mobile units and carried a novel three-way broadcast series. With the studio announcer acting as dispatcher and telling mobile unit drivers where to go, donors called the station, the trucks were directed alternately to each address, and the mobile unit announcers carried interviews with the donors at home, meantime picking up the donations. During the program listeners could hear either the studio announcer or the mobile unit announcers, individually or at the same time, depending on the circumstances.

Hour of Gold

KASR, Santa Rosa, Cal., recently launched The Golden Hour, a composite of drama, music, news and variety presented in package form with a definite format to attract listeners. The Golden Hour opens with a 15-minute transcribed dramatic sequence—"The Family Doctor"—three days alternating the "Studio Mystery" two days. A quarter-hour of transcribed classic music follows. Then comes a quarter-hour news period and the closing piece consists of variety entertainment or interviews with personalities of unusual interest to the listening area.

Cop at Mike

NOVEL sustainer, Things 'n Stuff, started receiving in WXY, Cleveland, features 15 minutes of interviews and songs by Lace Floyd, who was voted "Cleveland's most personable cop," and who on duty handles traffic at Cleveland's busiest downtown intersection. Heard on the show every Sunday, Floyd is assisted by Jack Russell, of Humphrey-Prentice Adv. Agency, Cleveland.

Adolescent Days

BOYHOOD and the characteristic of any normal American youth are the subject of The Story of Bud Barton, new juvenile serial on NBC-Blue, Monday through Friday at 5:30 p.m.

WDRY

THE ADVERTISING TEST IN THE ADVERTISING TEST CITY

HARTFORD, CONN.

NEW YEAR'S RESOLUTION

Make every dollar you spend in a week and market it double duty this year. Cover Metropolitan Hartford and the entire Hartford shopping area, at one low cost on WDRY.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

PAUL H. RAYNER COMPANY

REALISTIC background for an Americans at Work broadcast was given Margaret Leverth, CBS script writer, by U. S. Marine Corps flyers. Here Major General Louis McCarty Little (left), Quan- tico, N. J., and Maj. Gen. M. Harrington explain a power dive bomb maneuver staged for her benefit.

Holiday Records

DURING a three-week vacation in the Southwest and Mexico, Nancy Grey is continuing via transcription her daily What's New program on WTMJ, Milwaukee. Using her own portable transcription equipment, Miss Grey describes highlights of her visits to interesting places, which include spots in Mexico, Walt Disney's Hollywood studios, the Rose Bowl game in Pasadena, and various Western cities. The transcriptions are sent to the station each day by special delivery air mail.

Fodder for the Major

WHEC, Rochester, New York, has been granted special privileges by Major Bowes to conduct local "Major Bowes Auditions" each week from the s and of K.B. Palace Theatre, Rochester. Program is transcribed by WHEC, and broadcast at 10 a.m., with winning receiving cash prizes of $15 and $10. Winning acts are sent to Major Bowes via recording and if accepted by him for his regular Chrysler Corp. program on CBS, the amateurs are sent to New York with all expenses paid by the station.

Forum of a City


Studio Talk

SCIENTIFIC analysis of the speech used by members of the studio audience feature Where Are You From?, a weekly program that started Dec. 21 on WQXR, New York. Dr. Henry Lee Smith, lecturer in English at Columbia University, conducts the analysis, with Maurice C. Dreicer as m.c.
WLVA, Lynchburg, Va., and WBTM, Danville, from Jan. 1 will establish a wire hookup to form a “Bi-City Group” in central Virginia. Edward A. Allen, president of the Lynchburg Broadcasting Corp., in announcing plans for the combined setup, stated that each station will feed the other between three and four hours each broadcast day. Six transcription services will form the basis of the exchange, and a special public events department is being formed to assure complete broadcast coverage of local events. Both stations will eliminate recordings entirely. Managerial control of WBTM recently was acquired by Lynchburg Broadcasting Corp., with James L. Howe, formerly sales manager of WVTM, as resident manager at WBTM. Philip P. Allen, general manager of both stations, will remain in Lynchburg.

The K TAR Community Chorus, choral organization sponsored by K TAR, Phoenix, Ariz., made its first broadcast Christmas Eve under direction of Paul Henri Giroux. The chorus, organized in October, has a membership of 70 voices. about 35 of which participated in the Christmas vespers broadcast. Mr. Giroux joined the K TAR staff in the spring, coming from Arizona State Teachers College. Flagstaff, where he was well-known for his musical work.

KGBK, Tyler, Tex., arranged a special hookup with three other stations-KRBA, Lufkin; KNST, Palestine; KGK Ltd., to broadcast the high school bi-district championship football game last month. The hookup was called for the suburban town’s first high school football game entirely. The game was sponsored by the Football Network, and the game was broadcast over the four stations by Interstate Stations, one of the country’s best stations this season. The deal was handled by M. E. Daniel, manager of KGBK, and the play-by-play account was handled by Jack Kretzinger, KGKB sportscaster.

Station Break

Being an employee of WTR, Norfolk, Va., came in handy for Shirley Enright, commercial traffic manager, when her car was stolen recently. Several announcement men were immediately on guard after discovery of the theft. Helped bring to apprehension of the thief.®)

WOC, Davenport, la., in covering the dedication ceremonies of the new million dollar airport at Moline, III., on Dec. 16, will broadcast the Sky Blasters program sponsored by Continental Baking Co., on CBS and WOC. All dedication ceremonies and interviews with local and national dignitaries were picked direct from the airport. The station also received telegrams from Philip Lord, producer of Sky Blasters, Roscoe Turner and a number of well-known fliers to tie in with special event with the network show.

ABOUT 350 children of employees of the Westminster Radio Division received gifts at a big party given Dec. 17 at the Gwynn’s Falls Junior High School, Baltimore, through the efforts of the Westminster management; Local No. 130 of United Electrical, Radio & Machine Workers, Radio II, and the Warner Bros. management. The event was attended by about 1,200 persons.

WFLA, Tampa, Fla., has installed complete United Press wire service, used on six network leads daily.

STAFFS of both NBC and CBS in San Francisco held their respective Christmas parties Dec. 22. NBC held its for the employees, with Al Nelson, manager of KOPO-KGO, as host. CBS held a party in the studios, with Dick Aurandt and his orchestra presenting a program of music.

ON ALTERNATE Tuesdays from Jan. 9 to April 30, MBS will present a series of 16 concerts by the San Francisco Symphony, the Conservatory of Music, and the Montreal Orchestra, through the facilities of the NBC and CBS.

KED, St. Louis, is carrying a series of daily programs, conducted by Program Director Frank Eschen, in connection with the anti-smoke campaign sponsored earlier this winter by a St. Louis Post-Dispatch editorial. The daily feature reports on the progress of the campaign resulting from the Post-Dispatch proposal for solving the city’s smoke problem. Mayor Dickman, who has appointed a civic committee to act on the problem, was guest speaker on a recent broadcast.

WOC Studio Notes

WMBD, Peoria, Ill., has completed a year of successful broadcasting of religious services under its new policy of refusing paid sponsorship and giving free time instead. Facilities of the station are moved from church to church, both Protestant and Catholic, each month, and the Sunday morning services are made a part of the public service of the station. Prior to 1939 time was sold for religious services and one church had used the Sunday morning period for five consecutive years.

The new policy was adopted in order to give listeners a truer section of religious thought of the community. Community response has been almost unanimous in favor of the new policy.

CHRISTMAS in Aunt Susan’s Kitchen. Found Mrs. Max Anderson, WKMY’s homemaker, adopting a new idea and putting in her own ideas even. She plans a dinner to be served at a station’s expense, along the lines of the Christmas turkey, which furnished the main course of the annual WKMY dinner in Oklahoma City on Christmas Eve, held after all staff members had been given cash bonuses.

USING portable and mobile equipment, WGBW-C, a regular remote pickup facilities, WSB and WAGA, Atlanta, provided interactive coverage of the festivities held in that city in connection with the world premiere of the motion picture version of “Gone With the Wind.” Starting with the spot description of the arrival of various stars and distinguished guests, the station’s activities also included descriptions of the various parades and parties during the several days of civic celebration, part of which were carried over ABC.

WHP, Harrisburg, Pa., in mid-December carried a remote broadcast from Mercersburg, Pa., 75 miles away, from the 11th annual Candlelight Dinner of Mercersburg Academy. In addition to the fall closing, the Academy presented the broadcast included the annual Carol selection on the Mercersburg carillon.

KNET, Palestine, Tex., on Dec. 14 moved into its remodeled and reequipped studios in Maier Building, with all new and modern equipment, following a fire in the former studios Oct. 20. The composite transmitter and control equipment of the station was constructed by John B. Shepard, KNET engineer.

A SCHEDULE of “big name stars” has been started by WGN, Chicago, with the proceeds being sent to MBS, Grace Moore was signed for a special Christmas night program. During the Mondays, WGN will broadcast special musical programs featuring popular operatic and motion picture tenor; Attilio Baggioni, operatic tenor; Martin Eggerth, operatic soprano, and Allan Jones, tenor, of motion picture and musical comedy fame. The concluding concert was sung by Mr. Jones on New Year’s Eve. It is understood that WGN will continue a similar series during 1940 and that many new shows will be aired. The station also announced that the new WGN, Outstanding dramatic and comedy shows will be included, according to officials of WGN.

WLS, Chicago, practically made possible the Veterans of Foreign Wars Home in Bloomington, Ill. Proceeds from the first WLS Home Talent show made a down payment on the home, a second paid for the decorating and the third bought a new electric stove. The WLS Home Talent show was patterned after the station’s National Barn Dance, with local entertainers doing impersonations of popular stars.

TOMMY ANDERSON, whose wife is Helen Peters, radio editor of the Berkeley (Cal.) Gazette, recently acquired a half interest in the newly-gave away magazine, distributed throughout Northern California and in which radio is featured.

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FOR the second consecutive year, mayors of San Francisco and Los Angeles will participate in the Help Thy Neighbor Week, in recognition of services rendered by Hal Styles’ weekly half-hour job finding program, sponsored by Sunset Oil Co., Los Angeles, and Southern California Box Lith St. network stations. Weekend designated was Dec. 18 to 22 inclusive, and a proclamation by Mayor Hower of Los Angeles urged “cooperate with Hal Styles, conductor of the Help Thy Neighbor program by devising ways and means of putting deserving job seekers to work,” to which their dependents will enjoy a greater measure of economic security in which all persons can share.” The proclamation pointed out that the program has been responsible for placing approximately 18,000 persons in “grateful employment during the past three years.”

WBBM, Chicago, has started a new early morning round-up of European news, heard daily at 6:55 a.m. J. Oren Weaver, WBBM-CBS news editor, checks a regular schedule of European shortwave broadcasts from 4 p.m. to 4 a.m. each day, covering both news and propaganda programs in English, French and Italian, and edits the reports for the program. His contacts include London, Paris, Italy, Germany, Mexico, Madrid and Prague on a daily basis, with other sources for occasional listening. The new service is supplementing the regular CBS foreign news round-up heard on the station at 7 a.m.

TWO members of the staff of KDO, Boise, Idaho, recently won two second prizes in two separate contests—Roy Civille for the best radio program of the year, and Clete Lee for winning the best radio pick-up in the merchandise window contest staged by Gillette Safety Razor Co.

DESPITE the fact that Mary Jane Wianosky of the KOY, Phoenix, staff is in the hospital for an indefinite period, she participated in the station’s Christmas party. Station engineers ran a two-way remote line into her hospital room. She celebrated with fellow staff members almost as well as if she were at the party. The station’s party was held in a studio bristling with microphones and proceedings were broadcast on a ad lib, impromptu and unrehearsed.

SPECIAL programs were broadcast by NBC, CBS, and MBS in connection with the one-week session of the American Assn. for the Advancement of Science which was held Dec. 27 in Columbus, O. NBC broadcast the address of Dr. Jesse Mitchell, retiring president, on Dec. 27 and on Dec. 28 presented roundtable discussion on science. CBS broadcast a preview of the meeting on Dec. 26, and on Dec. 29 a program of interviews with leading scientists. MBS on Dec. 28 broadcast a speech by Prof. T. H. Parks of the department of physics at Ohio State University.

WHBY, recently moved from Green Bay to Appleton, Ws., is planning special Dietary Supervisors in connection with the opening of the new studio shortly after Jan. 1, 1940. Meanwhile WHBY is operating with studios in both cities, with transmitter located at the Drake Hotel. Appleton studios and transmitter are nearly completed.

THE technical staff of KPO-KGO, San Francisco, in the Sir Penny Drake Hotel in San Francisco recently gave a dinner in honor of Al Nelson, new general manager, and their friends.

WLAW, Lawrence, Mass., celebrated its second anniversary the week of Dec. 17, on the day during which presenting special guest speakers, drawn locally and from surrounding towns, each of whom paid tribute to the station for its services in various categories. Commercial sponsors also responded to the event by devoting portions of their programs to the anniversary recognition.

KQW, San Jose, recently dedicated its new transmitter house at Alvico on the southern tip of San Francisco Bay just north of San Jose. The West’s oldest station, owned by Ralph R. Brunton and managed by C. L. McCarthy, now uses a directional antenna with Bethlehem towers. Cost of building and property was $75,000, with 5 kw. WE transmitter.

FACTORY in New Jersey Is Acquired by Finch

ACQUISITION of a new factory at Fourth & Virginia Streets, Pas- saic, N. J., to be occupied Jan. 15, 1940, has been announced by W. G. Finch, president of Finch Telecommunications Inc., New York, manufacturer of facsimile apparatus. The firm maintains offices at 1819 Broadway and 37 E. 57th St., New York, and operates W2XBF and W2XWF.

The three-story brick building in Passaic contains more than 20,000 square feet of floor space. Plans of the company call for the addition of 60 more mechanics to fill backlog orders. At Bendix, N. J., the Finch organization now operates a plant developing the use of facsimile for commercial, military and naval aviation.

Seek Cleveland Outlet

THE Fort Industry Co., operating broadcast stations in Ohio and West Virginia, has applied for a new daytime 1,000 watt station on 810 kc. in Cleveland, the FCC announced Dec. 19. Previously, the FCC had erroneously announced the application was for a station, using the same facilities, in Toledo, where Fort Industry already operates WSPD.

WSPD-TOLERTO, OHIO, NOW NBC BASIC RED

Yes, sir, WSPD has been selected by NBC as a basic Red outlet which is convincing proof of the importance of this old established station in America’s 32nd market.

Represented nationally by THE KATZ AGENCY
Modernization Program Is Projected by WNEW

WNEW, New York, will spend approximately $100,000 in a modernization program which includes replacement of all studio control equipment and erection of a new control room at the station. Work on the new control room, to be 270 feet long and 35 feet wide, will be started immediately there by improving the unusually high man-made noise levels in the metropolitan area.

NBC has located its new studio control room near the present facility. Is Modernization visualization spirit of Cinderella, starring William Murphy, chief engineer, was the previous evening's turn-on of Cinderella, the Christmas program with its first Christmas broadcast of the season. The offering follows:

The offering follows:

(a) Quarterly reports shall be made to the Commission by Class I television stations of the charges and costs as well as of all pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a service to the public.

(b) The offering by any person of the facilities of any television broadcast station on a commercial basis is prohibited. The limited commercialization permitted under subsection (b) above shall not take precedence over the experimental service, but shall in fact be subordinated to it.

Cartoon Strip Features

The network plans to present other strips in five-day series, as syndicated by the network. The strips are The Gumps and Terry and the Pirates.VIC CONNORS, executive secretary of the San Francisco Chapter of the American Federation of Radio Artists, is conducting an active membership campaign to enroll stations in Northern California and Oregon.

Covers a continuous market of more than 300,000 population. 25th City of the U. S. 1000 watts 680 Kilocycles

Clash of Video Signals Leads to Time-Sharing Pact By CBS, Philco

INTERFERENCE of television signals between New York and Philadelphia has brought about a tentative agreement between W3XE, operated by Philco Radio & Television Corp., in Philadelphia, and W2XAK, CBS visual transmitter in New York. The agreement—first time-sharing arrangement in television's history—was announced in mid-December.

The FCC television allocation standards call for 180 to 190 mile separation of signals from the same frequencies, as do W3XE and W2XAK—56—56 mc.—while the actual distance between the two cities is only about 90 miles. Time-sharing arrangements are under the rules if interference results according to the FCC.

Under the new arrangement W2XAK will permit W3XE to broadcast a half-hour program between midnight and noon daily, and on Wednesday, Friday and Sunday evenings after 7 p.m. W2XAK will carry its own program schedule to the remaining hours. The agreement was developed by Harry H. C. Allison, vice president in charge of the engineering laboratories, and A. M. L. C. Connors, director of public relations.

On Dec. 16 Philco filed a petition with the FCC to change the proposed allocation of visual channels to allocate Channel No. 2 to W3XE. W3XE operates at present on Channel No. 2 in the Philadelphia area and W2XAK operates on Channel No. 1. Signals from W3XE are being received regularly by W2XAK.

According to Philco officials, W3XE has confined its transmission to Channel No. 2 to avoid interference with W2XAK, NBC television transmitter atop the Empire State Building in New York, which operates on Channel No. 1. Signals from W2XAK are being received by W3XE.

Mackay Dickering

NEGOTIATIONS for a new agreement between Mackay Radar and Communications Assn., GIO union which now holds a closed shop contract with Mackay, are scheduled to begin Jan. 4. Union is asking for a minimum of $200 a month for all operators on an equal basis in place of the present $150 to $192.50 a month according to the classification of the operator, and for a 40-hour week made up of five consecutive days.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night. A Sales Message over KFRU Covers the Heart of Missouri
Music Fund Drive
(Continued from page 28)

which District Director John A. Kennedy, president of West Virginia Network, presided, the results were equally inspiring. There were 36 stations present out of 59 in the district, of which 32 actually signed agreements. Two of the remaining four indicated their intention of signing but preferred to report the matter to their headquaters offices.

At 4th District Meeting

Attending from the Fourth District were:

District of Columbia—William D. Murdock, Lloyd W. Dennis, Harry Butter, WBBW; Kenneth Berkeley, WRC-WMAL; William B. Dolph, WOL; Frank M. Russe, NBC.

Maryland—L. H. Milburn, Seymour O'Brien, Warters-Milburn, WCIO; John Elmer, WCBM; H. R. Batchelder, WKBW; Frank V. Becker, WBTO.

Virginia—Don Ellis, WWGC; Lincoln Dollar, WBT; Earl W. BOC; J. E. medium, WDNJ; A. T. Hawkins, V. G. Herington Jr., WGBP; Edney Ridge, WBIG; K. R. Bash, WWPT; A. A. Fletcher, GIL/Morris; Bob Dules, WMBT; H. W. Wilson, WOTM; N. L. O'Dell, WODP.

South Carolina—John A. Kennedy (proxy), WBBB; Kenneth Strick, WBB; John D. Smith, WNNR; Ruby L. Warner, WTAG; WJBA.

At 11th District Meeting

Attending from the Eleventh District were:

Minnesota—E. L. Hayes, KATE; A. H. Flaten, KDAL; W. C. Bridge, WBWE; WBBW, WMGO; Roy Schwartz, KYSM; K. H. Mammens, John McCormick, WCCO; Walco's. Stone, WBOC; Charles T. Harrell, WLI; C. T. Hagman, WTN; George Schilpp, WDDW; George B. Bailey, KFAM; Stanley Rub- bard, Kenneth Hawk, Bay, KKFI.

North Dakota—P. J. Meyer, F. E. Sprin- morns, KFTR; Earl Reiman, WCCO; John Kennedy, John Elmer, KECO; George Smith, WCCO; George Smith, KFRA.

South Dakota—A. A. F. Kay, KAB; Robert Smith, KGRS; D. D. Bruton, KOHR; Joseph Henkin, Morton Henkin, E. H. Kind, KELO; KEGO; Bob Tinker, WNAX.

ALEX REID, of St. Lambert, Que., on Dec. 22 was declared reelected Canadian general manager of the American Radio Relay League, national association of amateur radio operators. James Shelton, Daytona Beach, Fla., was elected director of the Southeastern Section, succeeding to K. B. Walter, secretary of the League.

JOHNNY'S NEMESIS

Video Voice Haunts Speaker—Despite Dialing

DIALING his monitoring loud-speaker of a recent evening, G. W. Johnstone, director of publicity and special features of WOR, discovered that no matter what station he tuned in he heard the same voice, a mysterious voice that did not belong to any of the frequencies dialed.

When repairmen came in the morning, however, they could find nothing wrong with the apparatus. Several recurrences of this strange phenomenon had Johnny thinking that either he was hearing things or the maintenance crew was crazy when it was discovered that what he was getting was the voice of NBC's television announcer, coming on an ultra-high frequency band from the Empire State Tower, a few blocks down the street from WOR's studios, and seeping into the speaker's circuit, which was so balanced as to make a perfect receiver for this particular frequency.

WEVD-IBEW Dickers

NEGOTIATIONS between WEVD, New York, and the International Brotherhood of Electrical Workers, AFL union, for a renewal of the current contract for the station's technicians are progressing satisfactorily and the new contract probably will be ready for signing within a week or so, according to Henry Greenfield, station manager.

LEWIS A. PAULSEN

Lewls A. Paulsen, 35, chief transmitter engineer of WBBM, Chicago, died suddenly Dec. 27 of a heart attack. Well-known in the Midwest as a construction engineer, Mr. Paulsen, a native of Ohio, began his radio career with WDAG, Amarillo, Tex., in 1924, continuing there as chief engineer until 1927 when he joined WBAP, Fort Worth. He left WBAP in 1929 to join WBBM, where he remained as chief transmitter engineer until his death. Active in civic affairs, he was president of the school board and Lion's Club of Glenview, Ill., and was a Shriner. He is survived by his parents, his wife, and a son and daughter. Funeral services were held Dec. 30.

"STOP THE BROADCASTS!"

Says This Advertiser

"WE'RE SWamped With Orders"

Yes, that is in effect was what Mr. Paul Stern of the Alwain Upholstering Co. told us. "The results obtained", he says, "have been greater than we anticipated and although we have added extra employees and increased our working hours, we have been unable to keep up with the demand. We expect to continue on with our radio advertising as soon as possible after we get the present situation adjusted."

And think of it! All this as the result of only five minutes broadcast daily—in the morning.

 Doesn't that give you an idea of what WFBL would do for your client? Wouldn't you like to hear him say, "Stop—too many orders?"

For station rates and time available, write WFBL or Free & Peters, Inc.

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1940 Radio Business Prospects in Review...

LOS ANGELES

(Continued from page 18)

eastern placement fell flat during fall, the first quarter of 1940 will see much new radio being placed from Los Angeles and San Francisco.

During the last six months, practically every major station representative in the United States had established a Los Angeles office. Besides concentrating on established accounts, they are making new business from advertisers who have never before used radio. Several of these accounts, representatives say, are now planning conservative spot campaigns for 1940. Although many are in the nature of tests, some will be national as well as regional.

Holiday Season

A re-check with station managers and operators in the Los Angeles area verified the report contained in Nov. 1, 1939, concerning that pre-Christmas advertising among retailers was much higher in 1939 than 1938. The same increase by retail in that last quarter is also reported for the Christmas holiday season, and included all types of business, with department stores using the heaviest schedule in their history.

Many stations already have commitments for more new sponsored shows that will take them through the first quarter of 1940. A great many of them are renewals. Others are advertisers who have used radio spasmodically over a period of years. Several advertisers will be using their first radio in a local test before going regional, with either spot or network.

While there is no trend, station operators and agency time-buyers reiterate that new accounts and partiality toward spot, both live and transcribed; time signals, transcribed; local commercials; and news broadcasts, as well as audience participation programs. Some are interested in participation programs where they can get in a spot announcement or two on a quarter or half-hour show.

Foresee Good Start

With present advertisers continuing their schedules, many new ones being signed up and others inquiring into the business of broadcasting, Pacific Coast advertising agencies have their local and those from networks as well look to 1940 with good feeling. Time buyers in several Los Angeles agencies expressed the belief that new business will start on a gradual scale. They predict nothing phenomenal, at least for the first quarter of 1940, but they think radio will get off to a much better start than in 1939.

Much depends upon conditions that may arise. The world economic factors are of primary importance. Practically all stated that when advertising and servicing will continue their present schedules and in some cases increase advertising appropriations. Many frankly admit that they are waiting for approval and go-ahead on recommendations that are designed to make radio to radio for regional network use, either California or coastwise.

Few Expirations

Several accounts placing from Los Angeles, which formerly devoted their entire radio appropriation to spot in past years, will go regional network starting in early January. A few are scheduled to start by mid-February and are on a 52-week contract basis. A couple of these in addition will continue with spot radio in territories outside the Pacific Coast region. Sponsors, local and regional, are cognizant of the fact that radio can and is doing an effective sales job. They plan to make the most of it.

Agency men contacted were reluctant to discuss the current cut-rate network package plan, declaring it was too early to make predictions. They all believe it will have an effect on network methods as well as time buying. Many frankly admitted they didn't know enough about it to discuss the plan intelligently.

Network executives in Hollywood report very few year-end expirations or terminations. To the contrary, they declare that there will be a greater number of commercial programs emanating from the West Coast than ever before. They stated there will be more radio, but fewer big-name programs, pointing out that listeners want good entertainment, not the sensational. They also predict that the day of the one-hour network show is on the wane, and point to the Chase & Sanborn Hour, sponsored by Standards Brands on NBC-Red and reported cutting of the NBC Good News of 1940, sponsored by General Foods Corp., to back their statements.

There are presently some important developments of a nature which will fivesidentify Hollywood and the West Coast as a field of primary importance, both in radio and television. Don Lee Broadcasting System, Los Angeles, will move its television division to Hollywood, and is scheduled to start erecting its new $1,000,000 plant by early spring. CBS is spending around $200,000 in erecting two new studios adjacent to its Columbia Square building in Hollywood. NBC, it is understood, also plans expansions on the West Coast during 1940, in San Francisco as well as Hollywood. KFWB, Hollywood, the West Coast origin point for the new Transcontinental Broadcasting System, also has expansion plans for 1940. All this has naturally increased the importance of the film capital in the national radio field.

While the West Coast contributed nothing new to radio this past year, name talent appearing on network programs are becoming more common in the type of sponsor they will represent. Artists today, it was pointed out, are looking into what they are selling to radio audiences before committing their time. They, too, have become market conscious. Today prestige is as important to them as the paying customers involved. Talent agents are checking on the sponsor's radio advertising budget and commodity as well before allowing contractors to go on network programs. That is one of the reasons given for Hollywood radio names leveling off.

Decline in Disc

While transcription business on the West Coast has, to a great degree, always reflected the trend of general radio business, right now it is at a very low ebb, due principally to rise in price of raw materials and production costs. With dramatic talent and musicians demanding higher prices, costs of production units and transcription concerns have more than doubled, it was said. Sales have not kept pace with these increases. Loss of foreign markets due to the war and stringent legislation are cited.

SAN FRANCISCO

(Continued from page 18)

many potential advertisers and the combined efforts of stations in this region are making them more radio conscious. As I see it San Francisco has tremendous possibilities.

The introduction of new advertisers on one network or another, major accomplishments during the next 12 months, according to Lind- sley Spight, Pacific Coast manager of John Blair & Co. He stated that his office has more inquiries regarding radio than it has ever had, from advertisers that have never used radio and from accounts that have never been the off air for years, than at any time in his history. It has taken him, a definite upturn, he added, and recorded announcements for spot campaigns including dramatic and music, even the 15-second transcription, probably will reach an all-time high for this area.

Several agencies maintaining ra- dio departments reported that 1939 was a banner year and that the coming season from every indication, will even be better. San Francisco, market conservative, has been slow to jump on the radio bandwagon in some opinions, but now it is awakening to the benefits of this medium.

Ward Ingrum, Northern Californi- a sales manager for the Mutual program, was "bullish" on the prospects for the New Year. 1940 looks the best yet, he averred. The past year surpassed 1938, as KFRC, Mutual station here, was concerned but for several months the other stations. As soon as the Golden Gate International Exposi- tion closed, there was a definite up- turn, he said. Intermittent strikes in San Francisco during the past 12 months likely decided the inclination of a majority of local business. Despite this handicap one of the loc- als, KJBS, showed a 25% increase in 1939.

A number of factors enter into the radio picture in the Golden Gate Area, the general increase and the prospects for a bigger 1940.

Radio-Minded

In the opinion of some there is more interest on the part of radio and an increasing awareness of radio as an advertising medium. Another major point is the fact that there are more large business organizations, potential clients.

The fact that the big networks, particularly NBC, have gone after more local business in the past sea- son, letting down the bars to per- mit playing of transcriptions and acceptance of spot announcements and station breaks, has driven the others more competition, which is proving better for all.

Many felt that with the birth of Transcontinental Broadcasting Sys- tem, new coast-to-coast network, there would be added competition, making business still healthier for all.

Not a few radio men, some on competing networks, would like to see NBC's Mr. Nelson, who literally broke the ice in press-radio rela- tions in the Bay Area, effectually. Now more consciousness on the part of the public and advertiser than had been felt since the newspaper-produced radio news like a hot potato 18 months ago.
By JAMES MONTAGNES

THE wave of war and radio advertising mix well, at least in Canada, where the broadcasting industry looks forward to its best year in 1940. Advertising agency executives, station representatives, and broadcasters agree that 1939 was a good year, but that contracts already signed and in the ofing will boost 1940 radio advertising to new highs. The war is not curtailing broadcast advertising; rather it is stimulating it, and many new advertisers, both local and national, are to be heard on the air in the new year.

While business looks exceedingly good for 1940, all in the industry agree that since the start of the war there has been a tendency by advertisers to hold off their plans till the last minute. War uncertainty, especially in regard to Government action on certain commodities, has left many radio advertising plans unsettled till just before the campaign was to go on the air, with the result that there is a frantic scrambling for time and many changes have been made to accommodate last-minute network shows.

There is no lack of spot or network business and there are many inquiries for time. A noticeable increase in the number of advertisers desiring to put on Canadian originating network shows has been noted. These advertisers feel that Canadian originating shows playing more to a Canadian audience can be put on as well in the Dominion as in the United States, with the exception of variety shows starring big names. At the year end negotiations were underway for a number of new network programs for advertisers who had never been on Canadian networks before. Spot business has in some cases expanded to network.

A News Boom

Newscaasts are in great demand for sponsorship. The broadcasting of news has shown a marked improvement. As one broadcaster pointed out, censorship regulations have resulted in newscaasts being more accurate and non-essential news is no longer broadcast. The result has been a boom in sponsored newscaasts and at present there is no let-up in sight of advertisers who want newscaasts. The newscaasts have also increased the listening time of every station’s audience, so that many advertisers are finding radio a better buy than before the war.

There has been a great interest since September of spot announcement campaigns in both local as well as local advertisers, although there has been no curtailment in quarter-hour spot advertising. As one station representative explained there has been a limited development in the amount of time taken by various advertisers, such as an advertiser who before the war broadcast five times weekly with a 15-minute program now uses three quarter-hours and a half-hour weekly.

Government war expenditures will go a long way to making 1940 a banner year for broadcast advertising. The Doe Fund itself is spending $1,000,000 a day to pay for the war, most of it spent in Canada. In addition Great Britain and France have orders for munitions, planes, foods, and ships in Canada, which will help cut down on unemployment. Since the start of the war there has already been an improvement in the number of employed, and relief rolls are rapidly diminishing. And Canada is looking for a boom in the tourist business this winter as well as next summer, with American exchange in favor of the visitor by 10% and European tourist areas out-of-bounds for most Americans.

While considerable time is being cleared by advertisers, the Canadian Broadcasting Corp., on its national network for “must” talks from Ottawa by members of the Government from the Prime Minister through Cabinet members down to official spokesmen and authors, the war has otherwise not affected program ideas greatly. There has been a revival of old songs, but folk songs and war music is expected to continue. Quiz programs are still popular and are expected to remain so for at least the first half of 1940, several new quiz programs being scheduled to start soon. Dramatic plays are growing in number. A development of the past year has been the sponsorship of a number of sustaining CBC shows, variety and musical.

Came the War!

Immediately after declaration of war Sept. 3 there was a temporary slump in fall bookings, but there have been no can-cancellations of planned campaigns to speak of. One or two advertisers whose output is now largely taken care of by Government orders have not gone through with the campaigns planned, but these are exceptions. As one station representative reported, station time bookings on the group of stations represented by his firm have increased by 50% for the 1939-40 season. An advertising agency executive reported that he expects to see a 40% increase in 1940 in the business placed on radio from his agency.

Transcription firms hope that the exchange situation, with United States funds at a premium of 11% in Canada, will mean more business for them in the new year. Most recorded shows still come from the United States, although there is an increase in the amount of records made from master discs imported, which is likely to increase.

So much time has been signed in daytime hours by national spot and spot announcement campaigns that some broadcasters believe local advertisers will place business in evening time, if any can be found.

There is no figure available on the total broadcasting business in 1939, and estimates are unreliable. Broadcasters in Canada hold that the less said about their total bookings the better, and point to United States situations such as ASCAP, musicians and artists unions, recording company fees, as examples of what would happen in Canada if information was given. How much total business was placed on Canadian broadcasting stations.

Note: Except the entire Canadian broadcasting industry is of the opinion that 1939 was better than 1938, and that business in 1940 will be on the upgrade.

EDWARD McHUGH, noted as The Gospel Singer formerly under sponsorship of Procter & Gamble Co., Cincinnati, both live and via transcription, on Dec. 18 returned to NBC-Red with his songs on a quarter-hour sustaining program, after an absence from the network of almost six months.

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FTC Reports Growing Activity in 1939
In Its Scrutiny of Broadcast Scripts

OF THE 643,796 commercial radio communications examined by the Radio & Periodical Division of the Federal Trade Commission during the fiscal year ended June 30, 1939, or about 5% of the scripts were marked for further study to check for possible representations that might be false or misleading, according to the FTC Annual Report made public Dec. 29. The Division had reported in its annual report that of 600 stipulations approved during the fiscal year, 329 had to do with misleading advertisements in either publications or radio broadcasts.

During the same period the FTC through the Radio & Periodical Division, received 626,393 copies of commercial radio continuities, amounting to 1,384,383 pages of typewritten script, and including 860,908 pages of individual station script from 616 stations, and 523,640 pages from national and regional networks. Reading an average of 4,539 pages each working day, the Division read and examined a total of 1,384,383 pages during the 12-month period.

Products Involved
Classified advertisements to products, the questioned advertising culled by the Division indicated that drug products accounted for 42.4% of the questionable representations; cosmetics and toiletries, 10.4%; food products and beverages, 7.9%; health devices, 4.1%; commodity sales promotion plans, 6.8%; automobile, radio, refrigerator and other equipment lines, 6.3%; correspondence courses, 3.3%; and other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc., 21.9%.

Drug preparations, cosmetics, health devices, and contrivances and food products accounted for 62.7% of the advertised articles given legal review during the fiscal year, the report showed. The report also stated that since a substantial portion of the advertising relating to drug preparations contained flagrant misrepresentations or representations which disclosed possible injurious results to the public, this category was given preferred attention. During the year the Radio & Periodicals Division sent questionnaires to advertisers in cases and to advertising agencies in 44 cases, negotiated 236 stipulations accepted and was decreed by the Commission for discontinuance of misleading representations, and settled or closed by its various methods of procedure 394 such cases. These were not broken down in the report as between radio and publications. In 26 cases the issuance of complaint was recommended by the Division, and failure to stipulate and eight without giving the advertiser an opportunity to correct a misrepresentation of deceptive or dangerous to the public involved in the practice. In 15 cases previously settled by stipulation complaints were recommended for violation of the terms of those stipulations. In 135 cases the Division recommended filing the assembled data and closing the cases without prejudice. Four cases were closed because the Post Office Department had issued fraud orders against the advertisers and 11 because the Post Office Department had accepted affidavits of discontinuance of business from the parties concerned. In other cases, prior to the FTC contact, the advertisers had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims. Prior to June 30, 1939, the Division had approved 743 cases, compared with 414 on July 1, 1938, according to the report.

Radio's Response
In its examination of advertising, the report stated the FTC's only purpose is to prevent false and misleading advertisements and it does not undertake to dictate what an advertiser shall say, indicating rather what he may not say under the law. It commented also that the FTC believes its work has contributed substantially to the improvement that has been evident in recent years in the character of all advertising generally and that with the increased facilities and personnel provided by the Radio & Periodical Division, together with a gradual increase in the extent of its survey over the advertising field, such gains as have been made will not only be maintained but continually increased.

In reviewing radio advertising copies the FTC, through the Radio & Periodical Division, issues calls to individual radio stations generally four times annually, although frequency of calls to individual broadcasters is varied from time to time, dependent principally upon the needs of the area, and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews. National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein hookups are involved, or more station by station. National newspaper advertising is included but not systematically surveyed. The Division has been able to handle such advertising largely through informal conferences with the station operators.

In the report the FTC stated that the combined radio material received by the Division furnishes "representative and specific information on the character of current broadcast advertising which is proving of great value in the efforts to prevent false and misleading representations."

FTC surveillance of commercial radio scripts started in 1934, but an expanded review technique was developed with establishment of the Radio & Periodical Division in October, 1938, under direction of P.G. B. Morehouse. The Division superseded the Special Board of Investigation which previously had conducted this type of work, and was established to conduct preliminary investigations in discharging the additional duties devolving upon the FTC with enactment of the Wheeler-Lea Act, amending and expanding the Federal Trade Commission Act.

PROXY for Father Goose is H. J. Quilliam, manager of KIRO, Seattle, as he presents Christmas gifts to Children's Orthopedic Hospital, which Mrs. H. J. Cowell, hospital board chairman, accepts for the youngsters. Father Goose programs are declared to be excellent goodwill builders for KIRO.
Year of Service
(Continued from page 14)

repeats itself, the pendulum will swing too far and overproduction will result."

Frequency modulated broadcasting "points the way to a greatly improved service for the consumer," Dr. Baker stated. "This system of broadcasting has three distinct advantages—high fidelity, considerable reduction in static, and extension of the service area of ultrahigh frequency transmission. When frequency modulated wave service is available on a national basis, it may be expected that the present type of broadcast receiver will gradually be replaced by equipment capable of receiving both amplitude and frequency modulated wave transmissions."

Broadcasting's 'Greatest Year'

Neville Miller, NAB president, called 1940 American broadcasting's 'greatest year.' "Its service to church, to school and to home has never been more needed, nor better conceived," he said. "Its promotion of tolerance and understanding; stressed the need for cooperative living in a world elsewhere torn apart by racial and religious intolerance. It has kept its listeners abreast of every important development at home and abroad, candidly and fairly. It has cooperated with the press to make the American people what President Roosevelt has described as the best informed people in the world." The economic base has been fortified. It has enjoyed an expansion of business in the past year and faces a New Year of still further expansion. Yet competitive activity within the industry has never been more vigorous or as varied: competition for listeners, competition for business, keynote of the American System of Broadcasting.

"It has embarked upon a democratic plan of voluntary self-regulation and has earned a greater degree of public confidence thereby. It has proven it can itself shoulder its social obligations in a manner responsive to the call and changing conditions."

HUGH OKESON, engineer of WHK-
WCLA, Cleveland, recently found a pearl in an oyster served at his home during a family dinner. The pearl, although about one-third inch in diameter, was not of high value because of imperfections.

James Roosevelt Group
Asks California Charter

ARTICLES of incorporation for Globe Productions Inc., Hollywood, have been filed in Sacramento, Cal., James Roosevelt, son of the President; J. F. T. O'Connor, former Federal Comptroller of the Currency, and Frances H. Hope, an employee in the latter's Los Angeles law office, are listed as incorporators.

Anticipating future use of films in television, the corporation was organized to "lease or otherwise acquire theaters and broadcasting stations," and to "manufacture, buy or sell any kind of still or motion pictures". The firm, it is understood, is financed by groups in Chicago and New York which are reputed to have pooled better than $7,500,000 as a starter. Globe Productions will concentrate on motion picture production for the present, according to representatives. No immediate activity in radio or television is contemplated.

Olympic Knitwear Starts
OLYMPIC KNITWEAR, New York, on Jan. 8 will start daily spot announcements on WMCA, New York, promoting its special promotional tie-in for Tish-U-Knit sweaters with the new Metro-Goldwyn-Mayer picture "With the Wind." According to Hicks Adv. Agency, New York, handling the account, Olympic has secured exclusive rights with M-G-M for the names of the characters and the picture in connection with the sweater and has been asked by M-G-M to be added to the campaign later in January.

Musico Technique Cleared

TECHNIQUE of Musico, musical contest program on WGN, Chicago, under sponsorship of National Knitwear Co., was further cleared Christmas week when a complaint filed with Chicago's Better Business Bureau was dropped. Details of the complaint were not made public, but after checking with Musico, with H. W. Kastor & Sons Adv. Co., Chicago agency handling the account, the Bureau discontinued its investigation.

LEWIS-HOWE Co., St. Louis (Tune) starting Jan. 3 will give a 1940 Willys Speedway sedan each week for 10 weeks on its Quiz program, Tuesdays on NBC-Blue, to listeners sending in best sets of Five Star Final riddles. Agency is H. W. Kastor & Sons, Chicago.

PRE-CHRISTMAS reduction in the sale price of DuMont television sets to one-third their price an estimate by buying the budget sets that the company is continuing the price reduction for a longer period. It is understood that other television companies are planning similar reductions.

CLARK "The
PHONOGRAPH
RECORD CO.
Newark, N. J.
216 High St.
Humboldt 2-0880

Factories Humming,
Everyone Buying!
in PONTIAC MICHIGAN
where
WCAR has won instant public approval!
1000 Streamlined Watts!

Current BROADCASTING • Broadcast Advertising

Recent Progress
Of the Consumer Movement
Shown
(Continued from page 15)

SLITTLEST days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.

For drugs, cosmetics, and a number of other luxury items are impossible and impracticable. Grade labels involve the setting of Government standards, and the labeling of products in terms of those standards. For example, the Government might set up a number of grades, A, B, C, D, etc., for a food product. A manufacturer, selling a particular food product, would have to state on his label whether that particular product is A, B, C, etc. standard. The objections voiced to this plan are: It is impracticable; it would lead to undesirable standardization; and the same practical effect is being achieved today by the use of nationally advertised brands. Perhaps this idea involves a possible threat to advertising, since it might reduce the value of advertising as a medium of telling the consumer why a particular product is the one she wants. This is open to debate, and there are some who believe that this system might be worked out, ultimately, without interference with the present system of brands and the advertisement thereof.

Seeks the Truth

Other than this, the consumer movement appears to want the truth, so far as possible, about the products the consumer has to buy. The likelihood of legislation establishing grade labels appears to be rather remote at present, though a bill pending in Congress would establish grade standards for products, excluding foods, drugs, and cosmetics, and such a bill might be voted by Congress in the new Food, Drug, & Cosmetic Act and the Wheeler-Lea amendments to the Federal Trade Commission Act.

The fight for grade labels probably will be continued, but the real chance for constructive action, from the standpoint of all concerned, appears at the present writing to lie in cooperation between the conflicting forces to bring about better mutual understanding and respect, and a meeting-of-the-minds. After all, business and advertising might be able to learn a lot from this type of cooperation with responsible consumer leaders, and on the converse, it is entirely possible that consumers might learn something from business and advertising.

This might be a polynanna-ish approach, or an oversimplification; but it might be preferred to the ostrich policy of denying the existence of the consumer movement as a powerful force in the present democratic set-up, or it might be preferable to the policy of trying to disintegrate the movement by such expedients as the Dies Committee report.
Again, at WLS it's "Christmas Neighbor Time"

WLS and Prairie Farmer are again busy with their annual, mutually sponsored Christmas Neighbors Club.

Each year since 1935, we have conducted this project as a means by which listeners might contribute to the purchase of wheel chairs and radios for childrens' hospitals and other like institutions.

In four holiday seasons, more than $20,000 has been raised for this purpose, and 353 wheel chairs and 287 radio sets purchased and delivered. Last Christmas alone, $6,500 was contributed for this use.

WLS is proud to use its facilities for this purpose—and to help somewhat in making Christmas a happier one for both the givers and the recipients.

We wish you a happy Christmas too.
Rapid Progress in Educational Radio Claimed in Report by Dr. Studebaker

NOTEWORTHY progress in the advancement of both American radio and education has been made by the Federal Radio Education Committee since its formation four years ago under the mandate of the FCC, Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the committee of 40, declared in a report to the FCC dated Dec. 19.

Declaring that the committee was formed as a practical step toward solving the problems of education through radio in democratic America, Dr. Studebaker said [he felt the committee had more than justified its creation and has charted definite future course. He praised the American system of broadcasting and commended the cooperation of the industry as a whole. Asserting there is a mutual necessity that broadcasters and educators work together for the solution of the problems of education through radio, he declared there can be no basic conflict between the two elements, which is the proper concept of the American way.

Publications Planned
Dr. Studebaker described the various programs undertaken by FREC with the $250,500 fund established for it. The broadcasting industry voted to contribute $83,000 toward the fund, and, in turn, won the Rockefeller and Carnegie Foundations providing the balance. Aside from more than 100 projects, educational Script Exchange was established and more recently a Department of Postsecondary Programs was set up.

As a result of the research projects undertaken, a series of publications, to be made available to educators and broadcasters, will be issued during 1940. Supplementing "Forms On the Air" and "Public Service Broadcasting" issued in December, 11 other reports of studies are slated for publication during the year. Projected are "Radio Workshops", "Teacher Training And College Courses in Radio", "What Can Radio Do for Educational Broadcasting", "A Study of Listening Groups", "Use of Educational Commissions", "Station Schools of the Air", "Radio in the Kentucky Mountains", "Civic Radio in Small Communities", "Evaluation of School Broadcasts", and "A Manual on Script Writing".

In his conclusions, Dr. Studebaker stressed the parallel between radio and education. Broadcasters, he asserted, represent that small group of body politic which has sought and found self-expression through administration and administration of radio. "According to their lights," he said, "they have administered this public trust in the public interest and there is nothing in the American philosophy which forbids that they should receive rewards of the kind that other citizens who find opportunities for self-expression through other commercial or industrial channels. This is basic and undeniable if we are to adhere to the American system of living.

"The main essence of this system — a system of freedom of expression which demands free communication of ideas — is that radio must take the responsibility of maintaining the American system of free expression in print than with any other force in our scheme of living. Public education is supported and controlled by the public; yet education must make possible freedom to learn if democracy is to be nurtured and defended. Radio, whatever its character, must be regulated by the Government, but radio must provide freedom of communication if the instrument of human influence, is to strengthen and not stifle the processes of democracy."

The Educational Side
Pointing out that radio differs from other enterprises in the economic structure, Dr. Studebaker pointed out that the business enterprise, with its profit motive, is set to merchandize. He emphasized, however, that this does not detract from the work since this is a part of the current normal spoken word upon the radio listener achieves education of some kind in some degree. The other side of the picture, he said, are those projects which represent public service, into which category education falls.

If these two might be assumed, he declared that any program aimed at achieving education, as that word is popularly understood, is an educational program and that other programs fall beyond the pale. Such a definition, he said, would be inadequate. A program sponsored by a toothpaste manufacturer, he pointed out, might promote good dental habits. Such an endeavor would have considerable influence toward commendable objectives of public health, yet it would not be considered as being educational because the advertising features involved.

Citing other instances, Dr. Studebaker said that one of the most important responsibilities which FREC must ultimately be able to discharge will be that of formulating a standard for the classification of programs. Recognizing the limitations of present definitions, the thought arises regarding the purpose of and need for FREC. Among the questions are: How far the broadcaster should go in education? What are the limits of his responsibility? What activities of an educational nature should he undertake? What should he try to teach and how?

MORE THAN 200,000 copies of the National Art Society's color reproductions of famous paintings, in connection with the NBC-Red weekly Art For Your Sake, have been purchased by listeners since the program started on Oct. 7, 1939. Each of the radio programs, in which all pictures discussed during the season, contains 16 prints suitable for framing, on display, $5 for the set of four.

Thomas and Kaltenborn Lead in 'Fortune' Survey
LOWELL THOMAS and H. V. Kaltenborn led the field of radio commentators listed as favorites by persons expressing a choice on the question, "Who is your favorite radio news commentator?", according to the results of a 'Fortune' Survey announced in the January issue of 'Fortune' Magazine. With 38.1% of the test group stating no preference and another 7.1% answering "don't know", among the remaining 54.8% actually making a choice 24.8% named Thomas and 20.9% Kaltenborn. These two were rated well ahead of Edwin C. Hill, with 9.3%; Walter Winchell, 8.6%; Dr. Alan Page, 5%; Raymond Gram Swing 3.8%; Elmer Davis, 3.9% and others, 25%.

According to the 'Fortune' interpretation of these results, Kaltenborn is the favorite of the upper two brackets of the 54.8%, and of executive, professional, production, and business proprietors, while Thomas pleases all the other best. "On public radio affairs the opinions of their followers do not seem to differ so much as those of (newspaper) columnists and advertisers," pointed out the magazine. According to the magazine, "There is nothing of a definite editorial policy as are the newspapers which subscribe to syndicated daily observations," the magazine commented.
CBS TO ORGANIZE EDUCATION BOARD

"TO ADAPT CBS' educational programs better to local needs everywhere and to enable additional thousands of schools to incorporate them in their 1940 curricula," Sterling Fisher, CBS director of education, is planning a nationwide organization of more than 600 educational consultants, to be worked out in cooperation with the National Education Assn.

The board of consultants will include a national committee of six members named by the NEA, and local committees of six members each, appointed by CBS educational directors in important populations centers throughout the country.

These local groups "will have a threefold function," Mr. Fisher stated: "To readjust school schedules to permit maximum classroom use of the CBS American School of the Air programs; to cooperate in selecting student groups for weekly local participation in broadcasting, as on the Friday program "This Living World," during which local stations may insert their own local student forums; and finally, to obtain reports from teachers on pupils' reactions to the broadcasts and make yearly recommendations to CBS.

This development of local participation programs on the American School of the Air during 1939 was one of the points mentioned by Mr. Fisher in his summary of the more important educational developments of the network in the past year. Also included was the increase in classrooms using the program from 50,000 to 150,000, and the official adoption of the school programs by the NEA, six State boards of education and numerous city boards.

ACA-WCAU Contract

AMERICAN Communications Assn., CIO union, and WCAU, Philadelphia, have negotiated a new contract covering the engineers employed at the station, succeeding the previous contract which expired Oct. 15, 1939. New terms include a 5% increase for the 19 engineers and a rearrangement of the wage scale, raising the average wage to $87. Other conditions are a union shop, sick leave with pay, holiday and overtime pay, 40-hour five-day week, seniority and extra remuneration for master control assignments.

Sustainers Rebroadcast

WEVD, New York, on Jan. 5 starts a new series, Public Service Program of the Week, recorded rebroadcasts of the best non-commercial program broadcast each week by any New York station. Leonard Carlson, radio editor of the New York Post, and Jo Runson, radio editor of the "Brooklyn Eagle," will assist George Field, program director of WEVD, in selecting the programs from advance listings.

RUDOLPH GANZ, noted composer-pianist, conductor and president of Chicago Musical College, has been appointed director of the New York Philharmonic-Symphony Orchestra's Young People's Concerts on CBS, succeeding the late Ernest Schelling. Two concert broadcasts that Schelling was to have conducted, Dec. 11 and 23, have been postponed until the end of the season.

NEGRO LISTENING

Chicago Station Makes Study Of Audience Habits

RESULTS of a survey of listening and buying habits of a portion of Chicago's 325,000 colored population are revealed in a brochure published recently by WSBC, Chicago, which in conjunction with its regular operation maintains special studio for its expanding schedule of all-Negro programs. The studios, located in the heart of the Negro district in Chicago's South Side and directed by Jack L. Cooper, are dedicated solely to these programs and are staffed by colored personnel exclusively. The station's first all-Negro programs were carried in November, 1928, and since then the schedule has increased to 5 hours a week.

According to the WSBC brochure, with figures based on a telephone survey conducted on through cooperation of the B. Michelson Co., large clothing and furniture firm catering to the colored trade, 97% of the

The BUY-WAY to more than 1,231,890 HOMES

WIBW "The Voice of Kansas"

Ben Ludy, General Manager
Represented by CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

BROADCASTING • Broadcast Advertising
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Mexico Ratifies
(Continued from page 12)
operative, the treaty had been rati-
fied by Cuba Dec. 22, 1937; the United States, June 15, 1938; Can-
ada, Nov. 29, 1938. Mexico had been the last to sign, pending the station situation apparently the cause despite eager efforts on the part of responsible Mexican broad-
casting officials to assist a well-established country to secure adherence for the good of the technical structure of radio as such.

Federal officials in Washington identified with radio were first ap-
prieved of the ratification by Broad-
casting officials in the United States, who expressed deep gratification. Comdr. T. A. M. Craven, member of the FCC, who headed the American delegation to Havana for the treaty-making conferences Nov. 1-Dec. 13, 1937, and who played a leading role in drawing up the accord, said he was delighted. It culminates years of chaotic interference among broadcasting stations on the North American continent, and will result in improved service throughout North America. It will also permit stabilization of the whole Latin American broadcasting structure and, with technical sta-
Bills and the FCC.

May Be Reservations
Comdr. Craven and other officials said they had not been officially notifi-
ed of Mexico's ratification, but that they would wait the officials' documents with deep interest, par-
ticularly since these might contain some reservations. If reser-
vations are included, they must first be studied and this Government's position as to their acceptability deter-
ing. The U. S. has consistently refused to accept any proposed reservations favorable to Mexican-licensed high-power stations along the North American border with American capital and operating obviously to reach U. S. listeners. The FCC has stated it is not expected that it will now deviate from its firm stand against such operations.

Assuming that the treaty is ac-
ceptable, and with the four majorarcy principles, the FCC must next fix an effective date for the realloca-
tions. Six to eight months was the best guess, though the treaty it-
self provides for one year's time for all countries to place their broadcasting structures under its provisions.

Applications Held Up
Many applications to the Com-
mission for change in facilities, in-
cluding frequency shifts and power increases, have been held up along with some applications for new stations, because they conflict with the technical provisions of the treaty, which affects all present domestic allocations. However, the Commission and its engineers under A. D. King, assist-
ant to the chief of the bureau, who was a technical advisor at Ha-
vana, have already laid the ground-
work for adherence to the treaty by including all technical require-
ments except changes in frequen-
cies in their recently promulgated rules and regulations.

The commission expects few pro-
tests against the new assignments, although perhaps a dozen station opera-
tors who claim they will be adversely affected will oppose the assign-
ments. It is expected that the American official, the FCC, will apprise them of changes he is to be heard, it was indi-
cated. The basic provisions, how-
er, particularly the wave and power standards, must prevail since the treaty has the force of law.

TUESDAY'S PEAK 8:30-9 p. m. Period Draws
Maximum Audience

RADIO Reports by C. E. Hooper, New York, currently show that a bi-
terally higher percentage of radio sets are in use on Tuesday evenings be-
tween 8:30 and 9 p.m. (EST) than at any other time. This week Jack Benny's and Jack Benny's programs on \( \text{CBS} \) and Major Bowes collectively created radio audiences aver-
ging above 50% of total sets.

The increasing use during Tuesday evening period, the company re-
ports, is due to \( \text{Information Please} \), \( \text{CBS} \) Day Cinger Ale's program, the Lewis-Howe Medicine Co. pro-
gam \( \text{Pot O'Gold} \), and Quaker Oats Co.'s "\text{Tuesday Night Party}, all on \( \text{NBC} \).

Sets-in-use have been on the in-
crease since Labor Day, about 2 per-
centage points of increase being registered in the Hooper index each month. During the \( \text{Pot O'Gold} \) pro-
gam, an average of about 5 1/2 per-
cent points a month, or 2 1/2 times the average, and when the program was used in place of the \( \text{CBS} \) program the actual listening audience to the program ranks sixteenth among programs and has been held at a standing start, in October, 1938, less than four months ago.

APPLICATION for a shift to the 710 kc. frequency, on which \( \text{WOR} \) is the dominant station, has been filed with the \( \text{FCC} \) by \( \text{W咨询服务} \), \( \text{SDS} \), now on 1110 kc.

Merchandising Clinic To Test Drug Products Is Established by WLW
A DRUG merchandising clinic has been established by \( \text{WLW} \), Cincin-
nati, to test WLW campaigns of WLW-advertised products, it was revealed Dec. 27 by James D. Shouse, Crosley vice-president in charge of broadcasting. The clinic is founded on a group of six drug stores with each unit being recognized as an individual laboratory for the testing of various phases of modern retail merchan-
dise. The display, their location, price appeal, companion items, etc.
The establishments will be

Schudt to CBS Recording
WILLIAM A. SCHUDT Jr., for-
mer head of \( \text{WRC} \), Cincin-
nati, recently sold by CBS to the Cincinnati Times- Star, has joined Columbia Recording Corp., \( \text{CBS} \) subsidiary, in charge of its trans-
cription division. Studies are being established in New York and Chicago and will shortly be equipt to handle all types of transcription business.

Mr. Schudt is primarily engaged in the production of phonograph records, but now proposes to enter the radio transcription field. Whether they will reproduce in transcription library has not been divulged.

Welch Shifts to Spot
WELCH GRAPE JUICE CO., Westfield, N. Y., has shifted from network to spot on 16 Southern sta-
tions of its 58-station NBC-Blue network for \( \text{Irene Rich}, \) aired Sun-
days, 9:30-10 p.m., the 15 Southern stations formerly carrying the network show now are airing the dramatic program, a spot only for the NBC-Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Flemoy added Spots
ALKINE LABORATORIES, New Brunswick, N. J. (Flemoy cough remedy) is starting schedules of advertisers weekly to \( \text{WMCA} \) and \( \text{WHN} \), New York; \( \text{WILL} \), Philadelphia; \( \text{WCAE} \), Pitts-
bury. It is already using \( \text{WNEW} \), \( \text{WMAC} \), \( \text{WNAC} \). Philadel-

NEW YEAR'S Day game between Missouri and Georgia Tech in the Orange Bowl at Miami was to be handled over \( \text{CBS} \) by Ted Husing, with Gillette Safety Razor Co. spon-
sor the broadcast.
Large-Screen Television Will Be Shown by RCA

LARGE-SCREEN television, suitable for use in theaters, with the images projected in movie fashion rather than viewed directly from the end of the receiving tube or from a mirror in the top of the receiver as at home, will be demonstrated by RCA in the near future, probably before the end of January, it has been announced.

This will be the first such demonstration in American manufacture, although Baird Television Ltd., an English company, installed its television receivers in a number of London theatres last year for the reception of the Derby and other major sporting events, and also set up a model set in its New York headquarters to demonstrate the system in this country [Broadcasting, July 1].

NORTHWEST SURVEY CONDUCTED AT FAIR

A STUDY of the early morning and late evening listening habits of the Northwest, based on interviews with 5,074 visitors at the Minnesota State Fair last summer, has been published by WCCO, Minneapolis, for whom the survey was conducted by Dr. Kenneth H. Baker, professor of psychology, Minnesota U.

Tabulations of answers made by the 4,945 respondents living within a 200-mile radius of the Twin Cities reveal that of all sets, 11.1% are in operation as early as 6 a.m., 24.3% are turned on by 6:30, 56.9% by 7, 65.2% by 7:30 and 69.8% by 8. In the evening hours, 81.6% of those interviewed said that their sets were on at 9 p.m., 75.1% at 10, 68.2% at 10:30, 53.8% at 11, 15.5% at 11:30 and 10.1% at midnight. WCCO led in station mentions by listeners in both the early morning and late evening hours.

Visitors, interviewed at random, were 56% women. Of all respondents, 29% owned either cars or telephones, 64% owned both and only 7% neither. Respondents represent every county in Minnesota and nearly every county within 200 miles of the Twin Cities, 62% live in cities of 10,000 or over, 29% in rural communities of 2,500 or less, and 19% in towns of 1,000 to 2,500. The survey was made to supplement the facts shown by coincidental telephone surveys for listening between 8 a.m. and 10 p.m.

BIG DIVIDENDS FROM PROMOTION

WFLI Gives 500 Radio Sets to Listeners

And Gets Unexpectedly Large Return

BY ROGER W. CLIPP
Marketing Manager, WFIL, Philadelphia

WHEN news of WFIL’s promotion campaign, the give-away of 500 radio sets, first appeared in the press, we were swamped with inquiries from station managers all over the country, queries that consistently asked, “How can you do it? Isn’t it a costly proposition?”

Our answer is, “Most emphatically, No!” At this writing, WFIL is in the third month of its campaign. Already more than 400 sets have been awarded to Philadelphia listeners and we have completed plans for the indefinite extension of the promotion by purchasing 500 more sets. Information known as WFIL Radio Awards, is writing broadcasting history in Philadelphia.

And How It Pays!

It has materially increased WFIL’s circulation; produced public interest in the station in quantities that far exceed our fondest expectations; generated sales of picture tubes, tins, dealers, and listeners and in many specific cases produced a sales effect that could be ascribed to the advantage of sponsors all over our program schedule. For the first six months, our circulation rate of $7 per set—is a mere pittance, an investment that is paying WFIL far above 12% interest on its investment of 6% in intangible dividends. We have turned down at least six offers from sponsors, and it is our intention to keep the idea “secret” as long as we can operate it.

WFIL Radio Awards are not catching on in the pan, “get rich quick in circulation” promotion. Behind it are months of planning, research and preparation; it presents lots of hard work, research on the part of our legal and promotion departments, innumerable conferences between sales, executive, program, and promotion departments.

We went to work on our Radio Awards back in July. Our first problem was to find a program that would be sensational enough to capture the public fancy, yet be sufficiently conservative to meet all legal requirements. After months of research it was discovered that it was perfectly all right to make a gift and that there were few things that were more needed—so to the methods a donor might make in selecting the donees. Just so long as the listener was not required to do anything to participate, the laws governing the elec- torate’s choice were held not to be violated.

Possession of this knowledge gave birth to the first half of WFIL Radio Awards—give-away of radio sets and broadcast tickets by telephone, the winner of radio sets chosen at random from the Philadelphia and Philadelphia Suburban Telephone Directories by the spinning of a huge carnival wheel.

You notice that we say radios and broadcast tickets. That is important. To call numbers promiscuously and give radios to all listeners who answer the phone wouldn’t help accomplish our purpose, namely, the building of circulation. As previously mentioned, there are no restrictions on a donor’s selection of a donor’s selection of radio sets to WFIL listeners. The broadcast tickets are awarded to subscribers of radio sets to WFIL or to their radio at all. There are no blanks, as every number selected by the wheel either receives an offer, a mere piece of paper or a broadcast emanating from the WFIL Studios.

To serve those without telephones we have a tried and true mail puller, the Melody Man song contest.

Mr. Clipp

Mr. Clipp

We started the program Oct. 5 for 15 minutes daily at noon and within a month had increased this initial daily period to three, adding programs at 7:45 a.m. and 3:30 p.m. due to audience popularity.

Spin the wheel and dial our numbers on the public board. Listeners hear the whole process, our office cameras watch as the donors choose to whom the tickets are directed. Our listeners are given the option of choosing tickets to one of the stations of the WFL network. WFIL Studios.

A Quick Start

The promotion was well exploited and publicized at the start with 5,000 lines of display advertising in three newspapers, 1,000 window cards in radio stores, 25 50-foot painted billboards and 500 dash cards in the local trolley for a month’s period, and the program’s growth was amazing.

The boom audience that goes with each Radio Awards program is carefully cultivated by a system of station sponsorship—by taking over 75% of the sponsorship on behalf of our own features, entertainment, service, and otherwise. Our continuing department spends as much cash as the station spends on a six-week strip commercial. The material is short, colorful, and the public tries to see more than one show or feature on a broadcast. It has become an out- standing 500 to 1000, for launching new commercial series, calling attention to contests, sponsors’ offers, etc.—any place where a little extra support is needed to produce representative response. Even the radio dealers have become more friendly toward WFIL as a result of this promotion, contrary to original expectations.

In conclusion, we can only add that the $5,600 that Radio Awards has cost us so far is the best money we’ve ever bought. All of the offsprings from the plan have been profitable, and we are planning a new promotion for the summer of 1940.
Rep. Sweeney Plans to Renew Superpower Drive in Congress

Issues New Breakdown of Clear Channel Survey

To Show Day, Night Choice of Rural Audience

SYNCHRONIZED with the convening of the new Congress, a second plan in favor of superpower and clear channels was launched yesterday 30 by Rep. Martin L. Sweeney (D-O.) in a new analysis of listener preference based upon a 14-State survey.

Supplementing his initial announcement Oct. 26 [Broadcasting, Nov. 16, p. 26] in which he released the results of a post-card survey of rural listeners, Mr. Sweeney’s new breakdown was designed to depict daytime, nighttime, and combined day and night station preferences of rural listeners in the 14 States covered, and is a fundamentally research effort, that the survey covered only 50,000 clear channel stations and did not include other classes of stations the States affected.

Plans Legislation

Rep. Sweeney already has announced he proposes to introduce legislation, probably at the next session, to protect clear channels and to license superpower stations in the interest of rural listeners. In addressing the House last fall, the Congressman lashed out against Mountain States holders of clear channel licenses using high power and declared they were winnowing out the rural audiences because of the anti-superpower policy of the FCC.

Because the Sweeney survey covers only one States and the returns were analyzed only in respect to clear channel stations, industry economists feel it could not be extended to the entire audience material. Rep. Sweeney, however, pointed out that his poll compares favorably with the FCC’s rural surveys of 1935 and 1937 when WLW was ranked first in 13 States and WLS held second place. The survey employed a technique used by the FCC. He said he received a 10% return or some 2,500 cards in response to a mailing of 25,000 postcards to rural box-holders. The States covered were Louisiana, Kentucky, Michigan, West Virginia, North Carolina, Virginia, Mississippi, Florida, Indiana, Ohio, Alabama, Missouri, Kansas and Arkansas.

Rep. Sweeney pointed out that in his new breakdowns he had separated first, second, third and fourth choices in such fashion as to arrive at a final figure which indicates a given station’s total number of mentions on the 2,500 cards returned. He said it was his plan to base a speech on the results of the survey, plus developments in allocations since the last session, shortly after Congress convenes this month. That new breakdowns, he declared, would be placed in the Congressional Record.

Results of Survey

Daytime breakdown of the Sweeney survey in order of % choice of listeners in all 14 States combined (clear channel stations only):

<table>
<thead>
<tr>
<th>Station</th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
<th>Fourth Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW</td>
<td>25.6</td>
<td>20.5</td>
<td>15.8</td>
<td>12.8</td>
</tr>
<tr>
<td>WOR</td>
<td>14.0</td>
<td>11.2</td>
<td>10.4</td>
<td>10.1</td>
</tr>
<tr>
<td>WBBM</td>
<td>9.8</td>
<td>8.6</td>
<td>8.0</td>
<td>7.9</td>
</tr>
<tr>
<td>WBZ</td>
<td>5.2</td>
<td>4.8</td>
<td>4.4</td>
<td>4.2</td>
</tr>
<tr>
<td>WOR</td>
<td>2.0</td>
<td>1.6</td>
<td>1.4</td>
<td>1.2</td>
</tr>
<tr>
<td>WBBM</td>
<td>1.6</td>
<td>1.2</td>
<td>1.0</td>
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<tr>
<td>WBBM</td>
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</tr>
<tr>
<td>WBBM</td>
<td>0.8</td>
<td>0.6</td>
<td>0.4</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Nighttime breakdown of order of % choice of listeners in all 14 States combined (clear channel stations only):

<table>
<thead>
<tr>
<th>Station</th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
<th>Fourth Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW</td>
<td>22.7</td>
<td>18.4</td>
<td>14.2</td>
<td>12.6</td>
</tr>
<tr>
<td>WOR</td>
<td>13.7</td>
<td>10.8</td>
<td>9.6</td>
<td>8.4</td>
</tr>
<tr>
<td>WBBM</td>
<td>6.2</td>
<td>5.2</td>
<td>4.8</td>
<td>4.2</td>
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<tr>
<td>WBBM</td>
<td>3.2</td>
<td>2.8</td>
<td>2.4</td>
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<td>WBBM</td>
<td>1.2</td>
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<td>0.8</td>
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</tr>
</tbody>
</table>

The Other Fellow’s VIEWPOINT

EDITOR, BROADCASTING:

As a reader of BROADCASTING for the past five years, I believe you may be interested in this correction of a factual error which appeared in the Dec. 1 issue.

Bill Brown and John T. Beeston asked me to write a paragraph on the District of Columbia, and beyond that, on the problems that beset the Superpower football squad every winter. After consulting with a cabinet with 22 electric lights, 22 small black cylinders, or a typical member of an entire football squad may be placed and the cylinders turned into proper position as substitutions are made.

The idea is at least six years old. I used it at WXYZ in 1933. A Detroit actor named Bill Gregory invented it. Then, in South Bend, engineer Herb Cole, of WSBT, improved upon it, and I’ve been using it on my NBC football broadcasts ever since. In 1935 I showed it to Ted Husing, who commented on the decision of the Superpower football squad to depict over his own method of spotting. Dutch Reagan, then WHO sports- commentator, has used it (Bill Brown may have succeeded), also saw it. Ty Tyson, of WJW, had it copied. So did Dick Gray, of WLS, and WSAL. Far from being an Iowa ingenuity—it’s in wide use, for Cole and I made no attempt to copyright or patent it.

There’s a good chance that Bill Gregory even borrowed the idea from someone who devised it prior to 1933. But if it did originate with him, I think he and Cole, of WSBT, deserve credit.

Brown and Beeston may have considered the announcer origi- nation, but because it looked solid. But plots have been duplicated in the world of fiction in the same accident, WAT.

Please don’t misinterpret my motive in writing. I have no axe to grind. More than the Bill Gregory and Herb Cole both worked extremely hard to develop the idea. I could kick myself for not having tried it. But I’ve published credit with it ere now.

Like thousands of others, I’ve always admired BROADCASTING. It’s by far the newest radio publication on the market.

Jim Barr
Yankee Network, Boston.
Dec. 12, 1939

Cosmetic Firm’s Plans

AMERICAN distribution rights to a major Japanese cosmetics line have been acquired by Don Ross, who plans to promote sales on quarter-hour programs of romantic songs, like those now being used in New England radio stations. First of the series will start Jan. 15 on WTHT, Hartford, followed by stations in Providence and Worcester next in line. Merchandising offers on the programs will be a “free scientific treatment in return for new and women readers,” who will be called upon by Mr. Ross’ sales representatives working in a large number of cities. Dr. Hideto, who has been ordered by the FTC to cease and desist from alleged misleading representations for Johnson’s Lio- xene, skin preparation.

Ftc Stipulations

STIPULATIONS to cease alleged misleading representations in their advertising, including radio con- tinuities, have been received since Dec. 15 by the Federal Trade Com- mission from Kroger Grocery & Baking Co., Cincinnati, for Kro- ger’s Hot Dated Coffee; Bost Tooth Paste Corp., Indianapolis, for Bost Tooth Paste, and Lever Bros. Co., Cambridge, Mass., for Rinso. The FTC has issued complaints against D.D. Corp., Batavia, Ill., for al- leged misleading advertising claims for D.D. Corp., Cincinnati, should any other humorous item be used, then one of the girls mentioned in the story by Don Ross, who plans to promote sales on quarter-hour programs of romantic songs, like those now being used in New England radio stations. First of the series will start Jan. 15 on WTHT, Hartford, followed by stations in Providence and Worcester next in line. Merchandising offers on the programs will be a “free scientific treatment in return for new and women readers,” who will be called upon by Mr. Ross’ sales representatives working in a large number of cities. Dr. Hideto, who has been ordered by the FTC to cease and desist from alleged misleading representations for Johnson’s Lio- xene, skin preparation.

AMONG broadcasters vacationing in Miami during the holiday period are L. C. Luntz, ABC, Cincinnati; S. D. Gregory, KDRA, Dallas; Sam K. C. Smith, CBS and WRCA, New York; K. G. Marshall, WBRC, Birmingham; H. A. LaFont, Bulova stations. Don Shaw, WMCA, is in Palm Beach.
STUDIOS of WGM, Wilson, N. C., looked like something from the Liliputian world of "Gulliver's Travels" when 21-year-old Robert Wadlow, world-famous Alton, Ill., giant, visited Wilson during a tour for Peter's Shoe Co. No midget by far is five-foot-four Hal Wilson, WGTM, president, although he appears small enough as he interviews young Mr. Wadlow—all 8 feet 91/2 inches and 491 pounds of him. The Wadlow programs, incidentally, ate size 37.

**Lever Bros. in Canada**

LEVER BROS. is replacing in Canada two shows which are understood to be going off the CBS network in the United States. The Tuesday Night Party for Lifebuoy is being replaced by The Family Man starting Dec. 19, 8:30-9 p.m., and is being produced in Toronto. The daytime serial Life & Love of Dr. Susan for Lux flasks and soap, is continuing in Canada Monday through Friday but is being produced in Toronto. While no official reason is given for the retention of these Lever Bros. shows in Canada, it is unofficially understood that Lever Bros. hopes to keep these two stations on the Canadian Broadcasting Corp. network. It is understood the producer for the two shows has been brought to Canada from the United States.

Borden Bingo

BORDEN CO., New York, on Jan. 1 will start a thrice-weekly series of quarter-hour programs in the interests of its farm products division on WEAF, New York. Program, titled Your Hollywood Neighbor, features Stella Unger interviewing guest stars, with a weekly "Kitchen Bingo" game in which winners receive cash prizes of varying amounts. BBDO, New York, is the agency.

**ANNUAL MOTOR BOAT SHOW**

which starts Jan. 4 at the Grand Central Palace, New York, will be greeted from Jan. 5-12 on seven New York stations with spot announcements and five-minute news periods. Stations include WABC, WEAF, WJZ, WOR, WHN, WNYW and WQXR. Cowan & Dengler, New York, is the agency in charge.

**Purina's Farm Radio School**

**Sponsor to Hold Two-Day Session of Instruction**

**In Methods of Handling Farm Programs**

Purina's Mills, St. Louis, will entertain managers, program directors and announcers of 115 stations Jan. 8-9 at its First Farm Radio School. The two-day school will be held at the 300-acre Purina Experimental Farm, Gray Summit, Mo. It is designed to teach station operators various methods of handling their farm service programs and other agricultural programs. Station personnel invited to the school are officials from stations now broadcasting the thrice-weekly quarter-hour transcription series titled Checkboard Time, which has been running since last August. Broadcasting, Aug. 15, 1939.

The first day of the farm school will include a tour of the experimental farm with trained poultry and livestock experts conducting individual class sessions. Actual farm problems will be discussed in bringing out new and improved principles of practical farming. The St. Louis research department of Purina Mills will be opened to the radio visitors where they can see the experiments conducted on all kinds of animals.

Effective Copy

Here the guests will confer with experts in what is said to be the largest feeding laboratory of its kind in America. In the evening of Jan. 8, radio men will be guests at a banquet and stage show during which writers and announcers of Checkboard Time will be honored. The stage show will feature Purina employees.

Program techniques, merchandising plans and ways of making farm copy more effective will occupy the classes on Jan. 9. Purina Farm Program directors and farm radio authorities will preside over the discussion groups. In discussing the farm school, L. A. Wherry, of Purina's radio and promotion department, said:

"Radio is becoming an increasingly important factor in farm life and a station announcer who knows something of farm problems can offer a better service to his listening audience. Long recognized as a leader in farm educational service, Purina Mills believes in improved farm radio programs. More than 3,000 farmers and feed dealers visit our experimental farm each year and group tours from all over the country have come to the experimental farm to study their problems. We believe that a farm school for radio men will acquaint them with many features of farm programs that they hadn't considered before.

On hand for the two-day school will be William Meredith, writer and producer of Checkboard Time; Hugh Aspinwall, better known as Chick Martin, m.c. of the show; Al Tiffany, Purina's Voice of the Feedlot on WLS, Chicago; Ed Mason, Checkboard Reporter of WLP, Cincinnati; Charles Stookey, CBS agricultural director; William Drips, NBC director of agriculture; who handles the National Farm & Home Hour; George Biggar, veteran farm program director formerly of WLS and now of WLP.

WIP Joins MBS

WIP, Philadelphia, will be the MBS outlet in that city for Cliff Co.'s Confidentially Yours program which starts on MBS Jan. 2 and for Wander Co.'s two programs, Little Orphan Annie and Carters of Elm Street, which move from NBC to MBS. WIP will be used by the network for these programs and others because time could not be cleared on WFIL, its regular Philadelphia outlet.

"The Most Community Minded Radio Station" as selected by Variety Magazine

IF YOU LIVED IN SAN ANTONIO...

If you lived in San Antonio or Texas, you'd understand why listening to local KTXA becomes a part of your daily life. For KTXA plans its listeners "program diet." A balanced rhythm of network is flavored with events of local interest, and served up with a dash of showmanship.

If you lived here, you'd understand, too, why your local dealers and distributors George Rommmend and use KTXA as the ideal "audience PLUS coverage" buy.

357% More Locally Sponsored Programs!

"South Texas' Best Salesman"

KTXA

SAN ANTONIO

Howard H. Wilson Co., Representatives

BROADCASTING • Broadcast Advertising

January 1, 1940 • Page 71
Decisions...

December 14

KROC, Rochester, Minn.—Granted change to 950 kW C. F. D.; 1340 m. D.; application held in abeyance.

KOSI, Provo, Utah.—Granted license, increased to 500 kW C, trans., Salt Lake City, Utah.

WBOJ, Baton Rouge, La.—Granted CP increase to 1,300 kW C, trans., pending.

WAPO, Chattanooga.—Granted CP change to 1,300 kW C, trans., pending.

The new plant of KGMB, Honolulu, is under construction and will cost an estimated $150,000, according to Manager J. Howard Worrall. Completion is scheduled for January, when the station will have its new transmitter of 590 kW, with 1,000 watts night and 5,000 day. A new 5,000-watt RCA transmitter will be installed, with a 330-foot steel tower.

Experimental Rule Again Is Deferred

Commercial Ban Delayed Due

To Lack of Treaty Action

FURTHER postponement of its new rule which would ban commercial operations during special experimental hours assigned broadcast stations was ordered Dec. 19 by the FCC until May 1. More than a dozen stations, primarily in the high-power regional or time-sharing clear-channel categories, who have held such assignments for full-time operation for several years, are given automatic extensions under the action.

Failure thus far of Mexico to ratify theCOMMUNICATIONS COMMISSION

December 14 to December 29, Inclusive

December 15

Applications...

December 15

WSTW, Atlanta, Ga.—Granted license to 1,100 kW C, trans., New Atlanta Bldg., Atlanta—CP high-freq., 1 kW F.M.

New, Columbus Best, Co., Columbus, Ga.—Granted CP high-freq., 1 kW F.M.

KTMJ, Santa Barbara, Calif.—CP change to 1,400 kW C, trans., pending.

KVOS, Bellingham, Wash.—License change trans., increase power.

December 21

WHE, Cleveland,—CP increase to 5 kW N & D.

WGET, Wilson, N. C.—License for CP increase to 1,400 kW C.

WQI, Boons, Id.—License for CP increase to 1,400 kW C.

December 22

KOTN, Pine Bluff, Ark.—CP increase to 250 kW C.

NEW, Palm Radio Co., Ft. Myers, Fla.—CP 1200 kW C, trans., application held in abeyance.

KWFM, New York, dismissed informal applic. to VHF facilities.

December 23

WKFQ, Boone, Id.—License for CP increase to 50 kW C,

December 24

NEW, South Bend, Ind., granted CP increase to 5 kW, directional N & D.

December 25

NEW, New York City, granted license for CP increase to 250 kW C, trans., New York—CP high-freq., 1 kW F.M., pending.

December 26

The new plant of KGMB, Honolulu, is under construction and will cost an estimated $125,000, according to Manager J. Howard Worrall. Completion is scheduled for January, when the station will have its new transmitter of 590 kW, with 1,000 watts night and 5,000 day. A new 5,000-watt RCA transmitter will be installed, with a 330-foot steel tower.

Auxiliary Used

UNTIL President Roosevelt's Christmas broadcast Dec. 24, NBC could not tell its listeners, including a Presidential microphone appearance, to use emergency equipment while on the air, due to the FCC's action. The invocations was being delivered at the National Commemoration of the Declaration of Independence, and just before the President was to speak, an amplifier tube in the emergency equipment burned out. NBC engineers at the WRC-WMAL studios immediately switched to auxiliary equipment by using reserve tubes for three seconds of the program. Since the first Presidential broadcast, NBC announcers and engineers always have carried duplicate equipment.
New Business

STERLING PRODUCTS, New York (Ironized Yeast), on Dec. 19 started Court of Missing Heirs on 61 CBS stations, Tues., 8-9:30 p.m. Agen-


CUSTODIAN TOILETRIES, Chicago (Custodian Face Powder), on Jan. 18 starts 30-second public service spots on 10 Southern California and Texas State network stations, 5 times weekly for 13 weeks, 8-45-30 a.m. Agency: H. W. Kastor & Sons, Chicago.

LEVER BROS., Toronto (Lifebuoy Soap), on Dec. 18 started The Family Man on 30 Canadian Broadcasting Corp. national network stations plus CFRB, Toronto; OKC, Montreal, Tues., 8-30 p.m.

COLGATE-PALMOLIVE FEET CO., Ltd., Toronto (The Foot Balsam Cream), on Jan. 6 starts quiz pro-

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion), on Jan. 7 starts Lovely Lotion, on 11 NBC-Red stations, Fri., 5-30 p.m. (MST). Agency: L. W. Ramsey Co., Davenport.

RICHFIELD OIL CORP., New York (gasoline oil), on Jan. 6 starts Arthur Hale's Gasoline Oil on 26 MBS stations, Sat., 7-30-7:45 p.m. Agency: Sherman K. Ellis, N. Y.


Renewal Accounts

LEVER BROS., Toronto (Lux Flakes and Lux Soap) continues Jan. 1. The Love of Dr. Suez on 30 Canadian Broadcasting Corp. network stations, Mon. thru Fri. daytime.

SUN OIL Co., Philadelphia (Sunoco), on Jan. 29 for 52 weeks renewal Lowell Thomas on 21 NBC Blue and Red stations, Mon. thru Fri., 8-6:45 p.m. (Mon., Wed., Fri. on 5 Southern NBC stations). Agency: Roche, Williams & Conyngham, Philadelphia.

INSURED RECEPTION

COVER INNER CALIFORNIA

PAUL H. RAYMER COMPANY NEW YORK CHICAGO SAN FRANCISCO

Benson & Hedges Plans

BENSON & HEDGES, New York (Parliament cigarettes), through Blackstone Co., that city, is negoti-

HARRY L. DOHERTY

HARRY L. DOHERTY, 69, public utilities executive, on Jan. 14 succeeds J. W. Davidson as President of the Cities Service Co., which sponsors the Cities Service Concert on NBC, Jan. 12, 17, 24 and 31, 8-8:30 p.m. Agency: Hubert S. Warter Co., Cleveland.

QUAKER OATS CO., Chicago (puffed wheat and rice), on Dec. 2 renewed Step and See, is heard Jan. 15 on 48 NBC-Red stations, Sat., 8-30 p.m. Agency: Rutherford & Ryan, Chicago.


PHILIP MORRIS & Co., New York (cigarettes), on Feb. 9 renewal Johnny Presents on 42 NBC-Red stations; Sat., 8-3:30 p.m. Agency: Blow Co., N. Y.

ANACIN Co., Jersey City (headache pills), on Jan. 30 renews Easy Ans on 42 NBC-Blue stations, Tues., Weds., Thurs., 7-7:15 p.m. Agency: Blackett-Sample-Hemertt, N. Y.

CITIES SERVICE CO., New York (gas and oil), on Feb. 9 renewal Cities Service on 52 NBC-Red stations, Fri., 8-5 p.m. Agency: Lord & Thomas, N. Y.

PEPSODENT Co., Chicago (toothpaste), on Dec. 31 renewal Mr. District Attorney on 41 NBC-Blue stations, Sun., 7-6:30 p.m. Agency: Lord & Thomas, Chicago.


COLGATE-PALMOLIVE FEET CO., Jersey City (Palomile soap), on Jan. 1 renewal Billy Homay on 75 CBS stations, Mon. thru Fri. 10-30-11:45 a.m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE FEET CO., Jersey City (Concentrated Super Suds), on Jan. 1 renewal Step and See on 17 CBS stations, Mon. thru Fri., 10-15-10:30 a.m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE FEET CO., Jersey City (toothpowder), on Jan. 1 renewal Step and See on 17 CBS stations, Mon. thru Fri. 10-15-10:30 a.m. Agency: Benton & Bowles, N. Y.

LORILLARD Considering

P. LORILLARD Co., New York, is considering a half or quarter-hour pro-

CHESEBROUGH MFG. Co., New York (Lucky Strikes), on Jan. 6 adds 21 NBC stations, Ann. St. Valentine's Day Parade making a total of 102 CBS stations, Sat., 8-45 p.m. Agency: Lord & Thomas, N. Y.

DR. EARLE S. SLOAN, New York (Sloan's Liniment), on Jan. 27 shifts Youth's Age from 106 NBC-Blue stations, Sat., 8-30 p.m. to 32 NBC-Red stations, Sat., 9-30 p.m. Agency: Warwick & Legier, N. Y.

THE MOST POWERFUL DAYLIGHT STATION IN PUERTO RICO

A bicultural station that links the Americas

WNEL

San Juan, Rico

LORILLARD

P. Lorillard, New York, is considering a half or quarter-hour program in the interest of Leaders tobacco to start in January either on local stations or a network. No details have been announced as Broadcasting went to press, according to Leuven & Mitchell, New York, the agency.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 8 adds 21 NBC stations, 3 shifts Dr. Christians on 61 CBS stations, Wed., from 10-10:30 p.m. to 9-30-9:55 p.m. Agency: McCann-Erickson, N. Y.

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BROADCASTING • Broadcast Advertising

January 1, 1940 • Page 73
Industry Observes Christmas Season

Drives for Charity and Special Programs Are Staged

CHRISTMAS was observed throughout the radio industry, with broadcasters entering whole-heartedly into the Yuletide spirit by featuring special promotions and programs designed to bring cheer to the underprivileged as well as sending gifts and cash; to many the Christmas season to pass on bonuses to employees, varying from a few days' salary to 10%.

Among bonus payments reported to BROADCASTING during December were: WHO, Des Moines, bonuses ranging from 5% to 10% of annual salary; WOR, Newark, one to two weeks extra salary, with half-bonus for less than one year's service; WGBR, Cleveland, flat 10% to the entire staff; KFI-KJLX, Los Angeles, one week salary; WFSB, Louisville, 6% of annual salary; WIBC, Indianapolis, half-week to full-week salary; WQM, Miami, cash bonus; WKM, Oklahoma City, cash; WFAA, Dallas, one week salary; KBOF, 10% insurance policy paid up for a year for each employee; Don Lee, cash.

Novel Greetings

Included among novel greetings reported to BROADCASTING were: MBS, red cellulose phone with tinsel, flowers, and a tartan plaid background theme; WFL, Philadelphia, telegram sentiment on special Western Union blank bearing red and green WBCD logo; KMBJ, Peoria, Ill., special 30-minute recorded greeting program presenting every member of the staff; WDAY, Minneapolis, a month's gift sent to local newspapers, agencies, officials and clients combining Christmas greetings with a personal invitation to listen to a special Christmas program on the station; WOKO, Albany, rustic greeting card, unsigned; Walter Compton, newscaster of WOL, Washington, greeting in form of simulated Transradio News flash; Harrison Holloway, manager of KFI-KJLX, Los Angeles, double postcard advising recipient "your name has been referred to me as one who might be interested in participating in the Wish-Hollaway-Merry Christmas campaign. If so, just detach and mail card back to us.

Among Xmas gift distributions to clients and friends were: WOR, Newark, leather cigarette container for desk with clock inset in lid; WMCA, New York, 2,000 pocket watches and a thermometer unit; RCA, copy of Magic Dial, beautifully illustrated book, on radio and television; WFL, Philadelphia, miniature radios; WMEX, Boston, pocket knife; WELF, New Haven, letter opener; KOX, Phoenix, date book; WJZ, Baltimore, "St. Louis champagne" basket; KOY, Phoenix, box of Arizona dates; WSPD, Toledo, letter opener and a pen; WOR, Newark, "St. Louis champagne" Radio, sterling money clip; Maj. Bowes, sterling money clip; KANS, Wichita, midget movie viewer; KLZ, Denver, Colorado celery, KFEL, Denver, Colorado celery, WCAU, cigarette box; KOA, Denver, key case; L. B. Wilson, crate of Florida fruit; WNEW, New York, brandy gourd; WPEN, Philadelphia, desk clock; WIT, Philadelphia, telephone index finder; WGAR, Cleveland, desk pads; WFAA, Dallas, basket of vegetables, and a miscellany of bottled goods.

Holiday Programs

Special Christmas programs, particularly promotions such as Radio Christmas and humanitarian features designed to collect food, clothing, books and toys for shut-ins and the underprivileged, were featured by stations over the nation. In addition special events programs were carried to describe the rush of Christmas shopping and various local celebrations, as well as network programs covering the national scene.

Fifteen Chicago stations participated in the four-hour daily programs aired over 30 outlets of a public address system along Chicago's State Street during the Christmas shopping rush, Dec. 14-23. Program directors and announcers of the various stations put on programs in two-hour blocks and considerable live talent was used in addition to recorded cards. It is estimated the programs and station promotion were heard by six million shoppers. The venture was directed by D. E. Northam, chief of sound programs at Chicago's Century of Progress, and given under auspices of the State Street Council, a Chicago businessmen's organization. Stations participating in the programs were WGN WJJD WBBM WLS WMAQ WCFL WIND WENR WHIS WBBX.

The annual Christmas party given to 5,000 of Philadelphia's poor children by members of the Penn A. Van Rensselaer Foundation gathered 2,000 persons at WCAU direct from the ballroom of the club. WCSS, Charleston, S. C., conducted a "Letters to Santa Claus" contest for children, offering a top prize of $20 in cash for best letters. WMBD, Peoria, Ill., conducted its eighth annual drive in cooperation with the local American Legion Post to gather Christmas baskets for needy veterans and families, collecting enough provisions and cash to exceed the quota set for the drive.

WWL, New Orleans, for the third successive year presented its "Family Christmas Party" on which the children of various foreign consuls, representing 22 nations, sent Christmas greetings in their language to other children of the world over the world. On WHFC, Cicero, Ill., Dick Hoffman conducted a special program nightly on which he played recorded requests in exchange for cartons of cigarettes to go to the Edward Hines Jr. Veterans Hospital for World War Veterans, collecting more than 4,000 cartons.

WCRG, new Pontiac, Mich., station, made a special pickup from the WGN Christmas radio party, that the station's largest Christmas party for kids, the celebration sponsored by Yellow Truck & Coach Co. for under children of its employees. The program was carried while studios and transmitter building were still under construction.

Radio Christmas

WSYR, Syracuse, N. Y., included in each of its Christmas cards the Syracuse Herald during the Christmas season the balloon line, "From the radio that\'s up there.\" Tying in with the various RMA-NAB Christmas promotions the station also used frequent spot announcements on its various outlets.

WWBC, Boston, again this year carried a series of daily programs build around carol-singing commuters in the local Boston & Maine Railroad station; station, by utilizing a Hammon organ in the main concourse of the station and presented a morning half-hour of organ music played by Del Castillo and Irene Hanify, along with a late afternoon half-hour during which commuters joined in the singing of Christmas carols, words of which were screened in the station though a stereotipan. As a special feature of the program, part of the radio programs were recorded for broadcast so the singers themselves could hear their songs after their return in the evening.

WTAR, Norfolk, Va., during the Christmas season carried seven special remote broadcasts, including a Salvation Army party, interviews in a local office building as workers left for the holiday weekend, pickups from Joy Fund trucks delivering baskets to the poor, and an unprivileged, and a shortwave show on which roving reporters knocked on residence doors at 10 p.m. Christmas Eve and interviewed residents.

Among other special features reported to BROADCASTING went to press were: KTRA, San Antonio, three-week campaign collecting 5,000 books and 12,000 magazines; WCKY, Cincinnati, charity show in cooperation with Cincinnati Enquirer for Fifty Needy Families fund; WSNJ, Bridgeport, N. J., Santa Claus airplane flight; WWJ, Detroit, pickup from six hospitals to entertain crippled children; WKKC, Cincinnati, kids' party at Cincinnati Children's Hospital; WFL, Philadelphia, "Candy Cane" drive, conducted through morning announcements of sponsoring Bond Stores.

FUNDs TO CHARITY

Shepard Donates Receipts From Fr. Coughlin

SEVEN individual checks totaling $5,000, representing funds received for the Fr. Coughlin broadcasts carried on Colonial Network, were given Dec. 23 by Father John Shepard 3d, Colonial Network president.

In sending the contributions, Mr. Shepard explained that he had agreed, "in view of the new code of the NAB (which states that time for controversial subjects shall not be sold), to give to charity the profits made by Colonial Network from this contract until such time as the broadcasts were of a political nature, which is in accordance with the NAB code. This new contract, having been in force approximately two months, and in view of the Christmas season, it was decided the directors of Colonial Network to make this distribution at this time."

The checks distributed included: Boston Post Santa Claus Fund, $1,000; Community Federation of Boston Fund, $1,000; Volunteers of America Christmas Fund, $1,000; Salvation Army Christmas Fund, Boston, $1,000; Providence Journal Bulletin Christmas Fund, $500; Salvation Army Christmas Fund, New Haven, Conn., $250; Salvation Army Christmas Fund, Bridgeport, Conn., $250.

CROSS-SECTION of Christmas was pictured by WSYR, Syracuse, N. Y., on Christmas Day with three different stations, awealthy home, an orphanage and a hospital. Ruth Chilton (left), up at dawn, was on hand in the parlor of the home of Earl Drake, president of a Syracuse oil company, when the famous 5-year-old Drake triplets (1 to r) Alice, Henry and Charles—tripped downstairs Christmas morn to see what Santa had left. Later in the day Nick Stemmier dropped into a cottage of the Onondaga Orphans Home as St.Nick was visiting to distribute presents, and Bill Rotramen went to the Children's Hospital on the 7-year-old Clarence Caruso, polio victim, as he lay in an iron lung and

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