10,000,000

IN TEN YEARS

For the tenth consecutive year—another year and another million!
WLS, in 1939, again received over a million letters. Over ten
million letters (10,460,658 to be exact) have been received by
WLS in the ten years under present management. That's
a lot of mail, representing a lot of listeners—an audi-
ence loyal and responsive to WLS programs
and the advertisers who present them.
This responsive audience can be your
audience. Ask any John Blair man.

WLS

THE PRAIRIE FARMER STATION
Burridge D. Butler, President  (CHICAGO)  Glenn Snyder, Manager
and sponsor's "new experience" ups sales 30% above former peak

- Denver's Stokes Canning Company cast its lot with KLZ for the first time in 1939. Radio advertising was admittedly "a new experience." The addition of KLZ was the only change in Stokes' advertising program from previous years. Yet by November 1st Stokes' sales were up 22% from the corresponding period in 1938! November advance orders were 30% above any month in Stokes' history! Sales which had been confined to the immediate Denver trade area spread out into new markets in four states! A new experience indeed for Stokes Canning Company... or any advertiser who uses KLZ for the first time. Yet to scores of advertisers who have watched KLZ move merchandise for them year after year this is an old and familiar story. KLZ always stokes sales in the Denver-Rocky Mountain area. KLZ invariably fuels merchandising programs to unprecedented highs. KLZ constantly kindles enthusiasm.

"Since starting our KLZ schedule we are receiving heavy orders from markets in 4 states where we previously had but scattered distribution."
—E. S. Stokes, president.
THE wide area reached by the 18 stations of The Colonial Network—a coverage that no one station can possibly give—is genuine New England.

Genuine too is the New England craftsmanship that makes 72% of America's firearms, 62% of the textile machinery, 44% of the clocks, 41% of the typewriters, 39% of the jewelry, 27% of the tools.

Genuine is the loyal New England acceptance which the 18 stations of The Colonial Network have in the populous centers where these skilled, well-paid workers live and spend.

And typical of New England is the thrifty cost and generous results of The Colonial Network's consistent sales-building.

THE COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.
This new CBS power...

WCKY 50,000w.
CINCINNATI, O.

WRVA 50,000w.
RICHMOND, VA.

WWL 50,000w.
NEW ORLEANS, LA.

KRLD 50,000w.
DALLAS, TEX.
KWKH 50,000w. SHREVEPORT, LA.

WJSV 50,000w. WASHINGTON, D.C.

in addition to ...

WABC 50,000w. NEW YORK, N.Y.

WBBM 50,000w. CHICAGO, ILL.
WCAU 50,000w.
PHILADELPHIA, PENN.

WJR 50,000w.
DETROIT, MICH.

KNX 50,000w.
LOS ANGELES, CALIF.

WCCO 50,000w.
MINNEAPOLIS, MINN.

KMOX 50,000w.
ST. LOUIS, MO.
WBT  50,000w.
CHARLOTTE, N. C.

WHAS  50,000w.
LOUISVILLE, KY.

KSL  50,000w.
SALT LAKE CITY, UTAH

50,000 watts
where it counts
the most!

CBS
AND THE ENGINEERING STAFF, FOR OPERATING THE ENTIRE YEAR OF 1939 WITHOUT EVEN ONE PROGRAM BREAK!

8221 operating hours without a single failure!

WOR IS EQUIPPED FOR BETTER BROADCASTING
THE 8th U. S. RETAIL MARKET...... prefers KSTP because......

—the world’s finest radio entertainment is heard regularly on KSTP, the NBC Basic Red Network station.

—the most modern transmitting equipment assures quality reception to the dominant audience.

—the tremendous power of 50,000 watts gives advertisers “bonus” coverage in the rich 8th U. S. retail market.

—the complete merchandising and promotion departments of KSTP afford special sales assistance.

—KSTP is first in news—first in civic affairs—first in showmanship—first in the listening habits of the Northwest!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

AMERICA’S FINEST PROGRAMS ARE HEARD OVER KSTP

Charlie McCarthy
Jack Benny
Bing Crosby
Fred Allen
Good News of 1940
Fibber McGee and Molly
Kay Kyser
Alec Templeton
Bob Hope
One Man’s Family
Fitch Bandwagon
Fred Waring
Pot O’Gold
Guiding Light
Ma Perkins
Pepper Young’s Family
Mary Martin
Woman in White
Stella Dallas
Johnny Presents
Hour of Charm
Camel Caravan
Dr. I. Q.
Battle of the Sexes
AND MANY OTHERS

Rates and information on request...

KSTP
The Northwest’s Leading Radio Station
Minneapolis, Saint Paul
50,000 WATTS
NBC BASIC RED NETWORK
A gripping series of action-packed adventures that now, more than ever, will thrill your listeners as spies and saboteurs are tracked down by the Secret Service.

The Adventure and the Romance of the West Spring to Life when CARSON ROBISON and HIS BUCKAROOS go on the air.

Expertly produced in Association with Heffelfinger Radio Features. This NBC recorded program series is topnotch entertainment. It offers as well real opportunities for exploitation and merchandising. Available for Spot Advertisers in One or One Hundred Markets.

For "Secret Agent K-7 Returns" presentation and merchandising guide, write

Here is Another New NBC Recorded Program Series that Thrills Audiences with Its Realism, Its Stirring Songs, Its Tales of High-Riding Adventure in the Roaring, Exciting West! Carson Robison and His Buckaroos have been Consistent Network Favorites of Millions for Years! For Further Information, write
TWO POPULAR PROVED PERFORMERS team up with a

BRIGHT NEW STAR

PRESENTING RESULTS IN THE NATION’S 4TH, 5TH AND 6TH LARGEST POPULATED CITY MARKETS!
Always a star performer in the Mid-west has been the fast-stepping WJR! With entertainment that brings down the house, plus a powerful 50,000 watts to reach straight and true into more than one and one-half million radio homes, it has gained top billing in many a radio advertising plan.

And right now, the hub of the vast WJR market... Detroit... offers still greater returns to aggressive advertisers. It has the highest average wage in the nation. Auto production for 1939 was up nearly 45 percent over the preceding year. Residential building jumped more than 30 percent. Car sales more than doubled those of '38. Retail activity moved 12 percentage points higher.

When you’re ready to ring up the curtain on your sales campaigns for 1940, be sure that your sales messages play to capacity houses...to audiences that register their applause in ever-increasing purchases of your product. Be sure that WJR is cast in an important role!
Advertising men made a discovery... and the name of WGAR practically went up in lights overnight on scores of schedules! With this single station (and at surprisingly reasonable rate) they now could reach 17 rich Ohio counties having combined buying income of nearly two billion dollars annually!

And, if political scenery has given you, dear reader, the idea that Cleveland is putting on a breadline melodrama... please consider these facts: Industrial wage earners employed during 1939 totaled 19 percent higher than the preceding year. Factory payrolls jumped from $3,400,000 to $4,200,000 weekly in the past twelve months. The best building year since 1930 has just been recorded, with '39 showing almost 100 percent increase over '38. Auto sales soared 30 percent. Department store sales moved up 6 percent, with one of the biggest Christmas buying seasons ever witnessed still to be computed. And pig iron production, always a reputable barometer, in 1939 doubled its '38 mark.

So, if this year you would like to win the spotlight for your product in northern Ohio... and without the cost of turning angel... give the lead to WGAR!
Now comes a rising new star to join the WJR-WGAR team... to make this an effective trio covering the 4th, 5th and 6th largest populated cities of the nation! Playing to the rich Los Angeles market with spendable income of more than $2,000,000,000 annually, it gives a potential listening audience of approximately 3,500,000 people.

Spotted at 710 on the dial, it has the center of the stage among wave lengths assigned in its territory... has one of the best signals and gives low cost, concentrated coverage of the Buying Airea of Southern California!

Name this dazzling new star as one to perform for you during 1940! (optional on CBS.) Make it a command performance for the trio... for WJR Detroit, WGAR Cleveland, KMPC Beverly Hills-Los Angeles... and you'll find that your advertising dollars are bringing greater audiences, still more buyers through the sales turnstiles!
Treaty Wave Shifts Slated for Summer

By Sol Taishoff

At Least Six Months Required for Drastic Changeover; Mexico Removes Barrier; 90% of Stations Affected

ENTAILING new assignments for some 90% of the more than 800 stations operating or authorized for construction in the United States and technically calculated to raise appreciably the service level throughout the spectrum, the reallocation of standard broadcast stations made possible under the Havana Treaty is planned by the FCC for this summer or early fall.

Aiming for a July 1 deadline—or within six months of Mexico's sudden and long-awaited ratification of the pact—the FCC already has set in motion machinery laying the way for the switchover. It will be the first reallocation of broadcast facilities since 1926, when Federal radio regulation actually got under way. And it will be the first Continent-wide cooperative effort designed to minimize interference since the advent of broadcasting. Mexico has never before been a party to any broadcast agreement.

Border Problem

The Mexican border stations, scourage of reception in the United States and Canada, are destined to become extinct under the treaty terms, finally ratified by Mexico Dec. 28, as first reported exclusively in the Jan. 1 issue of Broadcasting. No reservations as such were made by the Mexican Congress in sanctioning the compact. However, a gentleman's agreement exists between the Mexican Government and the United States whereby, under a bilateral arrangement, this country agrees to respect as clear channels six of the frequencies assigned to the interior of Mexico, in return for similar concessions to this country. On four of these channels, this country agrees not to assign any stations while on two others only one U. S. station will be assigned.

The State Department and the FCC are still informally discussing a proposal by Mexico which would slightly modify the bi-lateral agreement. This proposal was that the 800 kc. channel, assigned under the treaty to the State of Sonora, be reassigned to Rosarito, across the border from San Diego, with a power allocation of 50,000 watts. It is understood the FCC is inclined to reject this proposal, since it was viewed as an “exception” in the case of a border station. Establish-
clear-channel appeared of threshed assignments, contests of inging not notified of pearardo Rodriguez, border-station broadcasters fully the arrangement. It is located. A dominant station. which main-

Under the proposal, this country will assign only one station. This will be WHN, New York, which is slated for 10,000 or 50,000-watt operation. The Mexican dominant station will be at Nuevo Leon. On 1220 kc, assigned to Yucatan, the agreement permits only one station, to be located in the central portion.

The only hitch that has developed to date is the proposal to shift 800 kc from Sonora to Baja California. The Mexican station in Rosarito now is operating on 1090 kc. Its chief owner is said to be Abelardo Rodriguez, president of Mexico from 1928 to 1934. American broadcasters, however, are associated with the station, which maintains sales offices in this country. (BROADCASTING, Dec. 15.)

Overall Improvement

Under the treaty, facilities are assigned to serve the nationals of the country to which they are allocated. Since the stations which they can be accorded only local or possibly regional facilities, in lieu of their present high-power assignments, will be small.

By virtue of the bilateral agreement, assignments of some 25 stations in this country will remain in the same bands or in the same bands as they were in Mexico before the reallocation order. Prior to these conditions, and under the original plans, only about 10 daytime sta-
tions were unaccounted for on new assignments. It had been planned to duplicate certain of these on Mexican clear channel or I-A assignments. Since these possibilities are minimized, it is to be deduced that a number of stations originally slated for improved assign-
ments will not get them.

The reallocation plan, however, contemplates a structure under which no station will be worse off than at present. Because of the low power for locals and regions made possible under the treaty, many of which already have been authorized, an overall improvement in the service level is foreseen. Moreover, the fact that other nations on the continent will adhere to proper engineering standards—largely the work of the FCC—pressures reduction in interference from across the borders.

To Speed Up Routine

Until it perfects its allocations plan, the FCC will speed up all routine changes in assignments. Controversial technical possibilities, however, probably will be held up pending the reallocation. Stations seeking improved facilities not provided for in the allocation, such as duplicated assignments on clear channels, must await the post-allo-
cation period. Many indications have been given already of an impending battle royal for coveted Class I-A and Class II assignments on clear channels after reallocation.

While this country has assigned to its 32 exclusive channels, it pro-

Poor Pushbutton!

B E D L A M on the wave-

lengths, expected for a tem-

torary period when the real-

location becomes effective la-

ter this year pursuant to the

Havana Treaty, may be even

more severe than most people figure. The reason is the push-button set, some 8,000-

000 of which are estimated in use. All will have to be re-

alocated simultaneously. The new assignments will require that some
doing for the FCC—pressures reduction in interference from across the borders.

install new directive antennas to comply with technical require-
ments, while others must change locations, it is not unlikely that when the reallocation is ordered, such stations will shift to their new assignments and operate voluntarily, thus reducing the power. This will be only until the corrections have been made, however.

9 Out of 10 Affected

Since all save a handful of stations (mainly daytime and limited time) know what their new assignments will be, it is thought they can order new crystal controls, tuned to their new frequencies, and work with the nearest switch-over. Moreover, engineers feel there is no reason why stations should not make after-midnight tests on the new channels, and discover what other adjustments may be necessary, so that when the actual shift is ordered it can be accomplished almost as simply as the flick of a switch. Stations are doing this constantly under modification authorizations, and the procedure is no different under the new allocation, except it will be a wholesale proposition.

About 90% of the stations will be subjected to assignment changes, a scandalous state of affairs to the FCC. Of the stations, 809 will undergo frequency changes. Stations on the frequency from 550 to 720 kc, will not be affected, retaining present assignments. Others slide up the band from 10 to 40 kc, except in some instances where entirely new assignments are slated because of treaty allocation of specific channels to other countries.

The Inter-American Radio Conference, at which the Treaty was drafted, began in Havana on Nov. 1, 1937, concluding its work on Dec. 13, 1937. Principal figure at the sessions was Commissioner T. A. M. Craven, who headed the American delegation and was credited with accomplishing an important diplomatic feat in getting nations of the Hemisphere together for the first time on so fundamental a matter as broadcast allocations. Heads of other delegations paid tribute to him for his ability at the closing sessions, because he was responsible for drafting of the basic plan. He served as chairman of all important allocation commit-

Others Had Ratified

The treaty was ratified by Cuba on Dec. 22, 1937. The United States ratified it in August, and Canada on Nov. 29, 1938. The Mexican Sen-

ate on Oct. 26, 1938, first declined to ratify the pact and a few weeks later took negative action. It was not until Senor Azcarraga actively undertook to procure Senate ratification, in pos-

Canada's Shift

Canadian Broadcasting Corp. officials at Ottawa are reported to have placed six months as the time neces-

sary to make the frequency changes provided under the Havana Treaty. A definite deadline will be set for changing over all stations can shift to new wavelengths at the same time. Principal gains under the new allocations will be by CBC stations at Toronto, CBL, and Montreal, CBF and CBM, which have suffered serious interference from stations in Mexico.

B U T T E R F I R M Tests

J U N E D A I R Y PRODUCTS Co., Newark, on Jan. 11 started a test campaign of daily spot announce-

tements to market the frequency changes as the Grace Line started American cruises. A.

Grace Line Testing

G R A C E L I N E, New York, on Jan. 10, started the first time with the sponsorship of Elmer Davis’ news analysis on WABC, New York, Wednesday and Friday, 6:30-6:45 p.m. in be-

Shell Oil Using Spots

S H E L L U N I O N OIL Co., New York, has started evening spot announce-

TBS Negotiating Again for B-S-H Network Clients

Adams Promises Statement; Still Plan Feb. 1 Start

PROMISE of a definite statement regarding the Transcontinental Broadcasting System and its planned new starting date of Feb. 1 by the middle of January was given by John T. Adams, chairman of the board of TBS. The letter was the first official utterance on the proposed network since the telegram of Dec. 30 which post- poned for a month the originally scheduled New Year's Day inaugu- rals. It stated:

"On Jan. 11 five attorneys opened negotiations with Blackett-Sample- Hummert, and, without prejudice to our position, have been negotiating ever since. I cannot determine at this time the exact status of the negotiations as they are still in progress, but that next four days we will be in a position to give you definite information. We do not intend to negotiate with any other of our affiliated stations to be placed in a position similar to the one which you were placed last month."

Finance Problems

"I would like you to know that I have put up this battle to keep this network alive building the greatest possible odds," Adams continued, "and without any personal gain for myself. I want to know that no stock in the company of TBS, have never had any, and have never received any compensation except expense money. I have stayed in the picture and fought this battle because I felt an obligation to each and every one of you who came into this situation with a sincere desire to set up a real national network."

Adams also said that William A. Powell, chief executive for the net- work, owns TBS stock and thus far received no pay for his work on the network's behalf. Con- traction, due to financial trouble in getting TBS started was due to money difficulties, Adams stated that the company's bargaining has been offered by many sources.

As BROADCASTING went to press Jan. 12 it was learned unofficially that funding had been definitely ar- ranged, and a reliable source stated the B-S-H contract had "finally been signed." In Washington, George O. Sutton, attorney, who is a TBS director and stockholder, con- firmed that TBS has "every prospect of going on the air Feb. 1."

The question of whether or not financing or the lack of it, subject of numerous rumors in the wks immediately preceding and following Jan. 1 was first brought out in the open on Dec. 30 in a statement issued by Blackett-Sample-Hummert a few hours after the five days of its postponed starting date. Denying any repudiation of com- mitments Blackett-Sample- Hummert said that "conferences between ourselves and repre- sentatives of Blackett have never passed the negotiation stage. Dur- ing such negotiations, TBS has, among other things, failed to submit to us any financial ability to operate a network. Any prospective agreements discussed between Blackett-Sample-Hummert and TBS have always contemplated the submission on the part of TBS of a letter of financial stabil- ity. Such evidence has not been forthcoming and no agreements have been made. We now wish to continue to cooperate in every way with the TBS group."

Indications that the agency had become more satisfied with TBS' financial stability were given by the fact that negotiations had been resumed between agency executives and members of the law firm of Bredt, Abbott & Morgan, which TBS had appointed to carry on its dealings with the agency. Ap- proached by BROADCASTING on Jan. 11, these attorneys admitted of financial stabil- ity. It was decided that a newly created Operating Board shall consist of E. D. Wood, WGN; John Shepard, Don Lee Broadcasting; H. E. Carpen- ter, WIK-WCLE; Ted Canpeau, CKLW; T. E. Streibert, WOR; Hubert Taft Jr., WKRC; Mr. Weiss, and Fred Weber, MBS gen- eral manager. Two others will be chosen later from affiliate stations.

Details of the five-year plan, as announced by Mr. Macfarlane, pro- vide for exclusive participation of the basic member stations in MBS, except for existing commitments. Key Contracts Renewed

Seven independent broadcast orga- nizations, which embrace 57 of the 124 MBS affiliates, have pledged themselves to underwrite financial operation of the network, Mr. Macfarlane stated. All of the key mem- ber stations have renewed contracts for 3 years effective Feb. 1. Capital stock of MBS will be dis- tributed among these contributing member stations. Entering into the new arrangement are WGN, Chil- cago; WOR, Newark; Don Lee Broad- casting System, with 33 stations in California and the Pacific Northwest; WAAB, Boston, and 17 Colonial Network stations in New England; CKLW, Windsor.

Mutual Starts Its Fourth Year With Expanded Network Base

EXPANSION of the national net- work base of Mutual Broadcasting System, coincident with the begin- ning of its fourth year of operation, under which 57 stations of the network become stockholders with five- year contracts, has been announced by W. E. Macfarlane, president. To perfect plans for the greatly ex- panded operation, officials of the network as well as newly-elected directors representing stockholding stations met in Chicago Jan. 11-12.

Lewis Allen Weiss, general man- ager of the Don Lee Broadcasting System, was elected vice-president of MBS at the Chicago meeting, with all other officers reelected. It was decided that a newly created Operating Board shall consist of E. D. Wood, WGN; John Shepard, Don Lee Broadcasting; H. E. Carpen- ter, WIK-WCLE; Ted Canpeau, CKLW; T. E. Streibert, WOR; Hubert Taft Jr., WKRC; Mr. Weiss, and Fred Weber, MBS gen- eral manager. Two others will be chosen later from affiliate stations.

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Mutual Revamps Texas Coverage

Texas State Network Sliced; Kentucky, Kansas Regions

IN THE WAKE of the postpone- ment of Transcontinental Broad- castin System, activity developed in formation and alteration of exist- ing regional networks, climax- ed yesterday with the announc- ing of Mutual Broadcasting System. [see other stories on this page]

Reduction of Texas State Net- work from 24 to 10 outlets was ef- fected by Elliott Murn- veit, recently resigned president of the projected TBS, remaining as its head. Simultaneously, it was re- ported John T. Adams, chairman of Transcontinental, has retired as executive vice-president of Texas State.

Meanwhile, it was learned that negotiations were in progress with the Dallas affiliate, WFJZ, Fort Worth, would become regular outlets for those cities on the new Ohio Regional Net. These negotiations also in- volve arrangements whereby the Financial Network, under the direction of Don Lee Star Network would be used by MBS from Fort Worth to Houston and San Antonio, where KXYZ and KBAB, respectively, would pick up, thereby enable MBS to cover the four major markets of the state. Lone Star, headed by Harold V. Hough, general manager of WBAP and KXGO, Fort Worth, has 16 hours daily, lines but uses only a portion of the time. Sam Bennett, former TSN vice- president, is the Lone Star manager in Dallas.

New Regionals

Formation of two additional re- gional networks was reported yesterday. Steve Cleier, manager of WGR, New Albany-Louisville, was report- ing forming a Kentucky network including WJSX, Nashville, WKRC, Cincinnati, WRCM, Ash- land, and WLPX, Lexington, as of Jan. 1. In Kansas City WHB is organizing a regional network of Kansas stations to be expanded to a network Net- work and to be linked with MBS.

Mr. Roosevelt announced that current of TSN Stations will be "streamlined and made it more competitive". Rates of TSN for 1950 were set to be $148 for a quarter-hour day-time and $268 for a night quarter-hour. The new TSN list was report- ed to include KFJZ, Fort Worth-Dallas; 

KGRC, Abilene; KBST, Big Springs; KFBT, Paris; KXGO, San Antonio; KXGO, San Antonio; KNOW, Austin; WACO, Waco; KCMC, Texarkana; KTEM, Tem- plin; KXOK, Odessa; KW, Wichita Falls; KRLH, Midland.

Stations which reportedly ended affiliated relationship with TSN in Jan. 10 by mutual agreement, were given as KRVG, Weslaco; KRIS, Corpus Christi; KMBZ, Lubbock; KLUF, Galveston; KXYZ, Houston; KGBK, Tyler; KFPO, Longview; KDFI, Fort Worth; KARD, Kansas; Coral; KFYO, Lubbock.

WGR Seeks 730 kc

WGR, Cleveland, Jan. 12 filed with the FCC an application for a shift in its present location to a clear channel utilized by WB, At- lanta, but which is slated for FM op- eration by the City under a Havana Treaty. An increase in power to 10,000 day and night also is sought.

BROADCASTING • Broadcast Advertising

January 15, 1940 • Page 17
B-S-H Holds Lead
In Agency Billing
Nears 11 Million for Year;
P & G Is Leading Sponsor
AGAIN Blackett-Sample-Humrett leads the field in the amount of business placed in 1939 on the nationwide networks. Young & Rubicam ranks second, changing places with J. Walter Thompson, which this year drops to third. A heavy portion of the B-S-H billings is accounted for by strip serials on behalf of such clients as General Mills, Procter & Gamble and Sterling Products.

Total B-S-H network billings for 1939 amounted to $10,714,498, rising well over a million dollars from the $9,095,125 figure of the year previous. Young & Rubicam raised its $5,095,640 total of 1938 to $6,481,352, thus passing J. Walter Thompson, which boosted its 1938 mark of $5,320,608 to $6,342,268, not far behind the Young & Rubicam billings.

B & B Again Fourth
Fourth place in the rankings again goes to Benton & Bowles, whose $5,421,812 total was well above the $4,606,165 for the previous year. Ruthrauff & Ryan, bidding $4,991,348, stepped into fifth place over Lord & Thomas, which billed $3,891,308. Compston Adv. again occupies seventh place, with a total of $3,811,128. Pedlar & Ryan, next, with $3,000,624, have been placed 11th for the year. Thompson, which boosted its 1938 total of $2,902,600, rises to 12th, while the Newell & Emmett Co., which billed $2,197,362, falls to occupy eleventh place. Again in tenth place is BBDO, whose billings were $2,481,352.

Network Billings Not Placed through Agencies totaled $772,290 last year. Direct billings on CBS amounted to $719,115. Mutual’s direct billings totaled $443,718, of which General Baking Co. spent $26,564.

Major Network Sponsors
Again Procter & Gamble Co. was leading sponsor of network billings, its gross billings reaching $3,668,788, far in excess of the $4,860,165 billed on NBC in 1938. Sterling Proctor spends $3,262,950, replacing Newell-Emmett Co., which billed $1,297,362 for the year. Again in tenth place is BBDO, whose billings were $2,481,352.

For tabulations of the major network billings by sponsors during 1939 and tables of network advertisers by industry groups, see page 84.

Network Billings In 1939 Surpass All-Time Records
December Peaks Bring Annual Figures to New High Level
SURPASSING 1938’s total, the nationwide networks in 1939 topped up gross time sales of $83,113,801 to set a new all-time high for the industry. The 1938 total of $71,728,490, which was only 3% over that of 1937 due to a bad summer slump, was increased by 15.9% in 1939, a year in which generally better conditions and revised network policies combined to make it a banner year for the networks.

December likewise set a new record for combined network billings in any one month, the third consecutive month in which the major networks passed the $8,000,000 mark. Combined billings for the month were $5,126,601, up 20.4% above the $4,263,501 figure achieved in December, 1938, and more than $900,000 ahead of grow time sales for November, best previous month.

Best in History
Month and year were both the best in NBC history as well as the best for the Red network, which NBC has compiled in 1939, with network sales than any other advertising medium in the world. In December, Red billings totalled $2,622,604, an 11.4% gain over December, 1938, while Blue billings were $1,017,244, a gain of 6.1% over the January total. For the year, the Red total was $34,382,163, and the Blue $10,392,193, a gain over 1938 of $4,244,354, with a gain of 9.1% over 1938.

1939 was also a good year for CBS, which not only recovered from a bad slump in 1938 but rose to new heights of total gross time sales of $34,530,666, surpassing 1938 by 26.3% and winding up less than $350,000 behind the Red Network in total gross billings for the year. In December, CBS time sales were greater than those of the Red by more than $260,000, the CBS total of $3,529,154 beating its own figure for the last month of 1938 by 39.5%. MIB figures released for 1939, with total time sales of $3,529,782, 14.0% above those for 1938. In December Mutual slipped off slightly from its sales for the

(Continued on page 92)
Armistice May Avert Musicians Strike

Conferences Lead To Agreement With Weber

AN ARMISTICE between broadcasters and musicians, under which danger of a national strike of musicians Jan. 17 apparently has been averted, was formally announced Jan. 5 by Independent Radio Network Affiliates Inc.

The settlement, which may be temporary, followed a series of conferences and exchanges between an Investigating Committee, controlling the broadcasting industry and including IRNA and the National Executive Board of American Federation of Musicians of Detroit, headed by Joseph N. Weber. At the same time, the so-called national plan of settlement entered into by AFM with IRNA has been extended to expire Jan. 17, with broadcasters voluntarily retaining staff musicians where expedient.

AFM, in the course of swift developments in which the Department of Justice figured unofficially, forsook its demands of last November that affiliates as a group pay their payments for staff musicians by $1,500,000 annually over the 1937 stipulation and that networks expand for station use their key stations an additional $60,000 per year.

Await Meeting

Reached at home, where he has been ill for a month, Mr. Weber, shortly before his departure for Miami, refused to commit himself or his union by stating positively that there would be no strike Jan. 17. Stating that in accordance with the AFM policy of resorting to strikes only when other methods of settling differences have proven inadequate, the board would endeavor to work out an agreement that would be fair to all parties, he said that although he believed that a strike might be the only way left open to the union, and that it was impossible for him to make an indefinite statement in advance of the meeting of the AFM international executive board, to be held in Miami, Jan. 15. Asked if the AFM would insist on a national plan of settlement, to which the broadcasters have so far refused to agree, he again said that he could not predict the board's action, but that the decision would come following the board's meeting.

Executives of the three major networks indicated Jan. 9 they proposed to maintain their present level of fees to IRNA and the existing scale of pay after Jan. 17.

Despite the moratorium, several groups were reported free from strike pressure, and it would be no strike Jan. 17 or shortly thereafter. It was felt that all controversy with AFM had not ended. Mr. Weber has reported indignantly to the IRNA's so-called "no strike" statement of IRNA, reiterating that this action was up to his board when it meets Jan. 15 in Miami. It is entirely possible the board may insist upon a strike, it was pointed out.

The networks were in constant communication with stations to gear themselves in the event a strike suddenly is called, even though much of the tension had abated since the armistice was signed with the IRNA Committee and with representatives of the major networks and NBC, following which new exchanges between broadcasters and the Department of Justice labor force, that any effort to extend the 1937 plan would be regarded as an attempt, among other things, to force excess employment upon its affiliates who do not require the additional $60,000 which musicians contemplated by the plan, and therefore a violation of the antitrust laws which might subject all parties to suffer penalties.

More to Come!

Because of past experience, it was not assumed in the industry that all controversy with AFM had not ended. Mr. Weber, who was convalescing due to ill health, will vacation in Florida until April.

AFM hesitated, it appeared clearly, because of the attitude taken by the Department of Justice in connection with building trade union activities regarding compulsory labor. Broadcasters have contended that the 1937 plan of settlement was not valid with the statement made by Assistant Attorney General Thurman Arnold regarding labor union activities described as "unconstitutional violations of the Sherman Act".

An independent committee of broadcasters, headed by William J. Scripps, general manager of WWJ, Detroit, made a study concerning the relation of the Sherman Act to the AFM demands, in the light of the Department's statement of policy. Mr. Weber was notified with the IRNA Committee and with representatives of the major networks and NBC, following which new exchanges between broadcasters and the Department of Justice labor force, that any effort to extend the 1937 plan would be regarded as an attempt, among other things, to force excess employment upon its affiliates who do not require the additional $60,000 which musicians contemplated by the plan, and therefore a violation of the antitrust laws which might subject all participants to suffer penalties.

Proposal Rejected

IRNA Executive Committee, in a letter to all affiliates Jan. 5, rejected these demands of the networks and broadcasters, saying that AFM would return to work for broadcasters without an agreement.

IRNA's Story of Developments in AFM Situation...

To All Affiliates:

We will call that on Feb. 2, 1939, AFM President Weber today corrected a misquotation in his letter of Dec. 29, 1939, and informing him that this letter is now being sent to all affiliates. A copy of the IRNA letter of Jan. 17, addressed to Mr. Weber, is also enclosed herewith.

No Formal Action

These were considered at an IRNA Board meeting held in New York Jan. 4, 1940, to Mr. Weber today correcting a misquotation in his letter of Dec. 29, 1939, and informing him that this letter is now being sent to all affiliates. A copy of the IRNA letter of Jan. 17, addressed to Mr. Weber, is also enclosed herewith.

As the matter now stands, therefore, no formal action is taken either by IRNA to continue employment under the Plan of Settlement or by AFM to terminate it. Mr. Weber is leaving for Florida next week to attend the sessions of the AFM Executive Board in Miami and expects to remain there for several months. It is believed AFM will be guided in its move largely by reports received from its locals as to what may be done to maintain employment after the expiration of the Plan of Settlement on Jan. 17, 1940.

Anti-Trust Angle

During several weeks following, an independent investigation committee headed by William J. Scripps, WWJ, Detroit, made a study concerning the relation of the Sherman Act to the AFM demands in the light of the Department's statement of policy. Mr. Weber was notified with the IRNA Committee and with representatives of the major networks and NBC, following which new exchanges between broadcasters and the Department of Justice labor force, that any effort to extend the 1937 plan would be regarded as an attempt, among other things, to force excess employment upon its affiliates who do not require the additional $60,000 which musicians contemplated by the plan, and therefore a violation of the antitrust laws which might subject all participants to suffer penalties.

Following this exchange of letters further discussions took place with

(Continued on Page 50)

(Continued on Page 64)
Rise in Listening Shifts Program Ratings

By A. W. Lehman
Manager, Cooperative Analysis of Broadcasting (CAB)

Chase & Sanborn, Benny, Lux Hold First Three Positions
But CAB Finds Others Jostled About During the Year

A COMPARISON made by the Cooperative Analysis of Broadcasting of relative radio program popularity between December, 1938 and December, 1939 reveals many interesting changes in status among the first ten programs. The three leading programs are the same for both years but beyond that there is little similarity. Of the remaining seven, only two appear among the first ten in both years.

The three leaders were, in order, Chase & Sanborn, Jack Benny, and Lux Radio Theatre. (In December, 1938, Kraft Music Hall was tied with Lux for third.) Chase & Sanborn had a slightly lower rating in 1939 than in 1938, but Jack Benny was slightly ahead and Lux was well ahead. In the 12-month period, Fibber McGee & Molly were nationally from 16th to fourth place, nosing out Kraft Music Hall for the spot. [See 1938 Broadcasting Yearbook for previous ratings and analysis.]

Year's Development
In addition to the three leaders, Major Bowes' Amateur Hour and Kraft Music Hall were the only shows among the first ten in both years. The Major, in fact, made a real come-back after the slump which followed his first sensational rise to fame and long tenure of first place. He stood sixth in December of both years.

The following shows, listed with their positions in December, 1938, were not among the first ten a year later: Burns & Allen, fifth; Rudy Vallee, seventh; Town Hall, eighth; Cantor's Camel Caravan, ninth; and Big Town, tenth. Burns & Allen had shifted to a less advantageous time.

Their places were taken by Fibber McGee & Molly, fourth; Bob Hope, seventh; Fibber Bandwagon, eighth; Kate Smith, ninth and Pot O'Gold, tenth. None of them were new programs within the twelve-month with the exception of Pot O'Gold. Kate Smith, a real veteran of the air, had finally found a formula which enabled her to rise from 17th to ninth, while Fibber Bandwagon rose from tenth, and Bob Hope from 23rd respectively. These wide shifts in popularity contrast sharply with the relatively small amount of change from 1937 to 1938, which may indicate significant shifting in the public taste for radio programs.

Fred Allen dropped to 11th place, Big Town to 16th and Burns & Allen to 20th. The Rudy Vallee show and Cantor's Camel Caravan left the air.

In 1938 there was a wide gap between the two programs at third place and the fifth place program with the fifth to tenth place shows closely clustered, but in 1939 the gap had been closed up with less than half a point separating fourth and fifth places. Actually, Kraft Music Hall had a higher rating in fifth place than it had a year earlier in its third place tie. The wide gap now fell between fifth and sixth places with the sixth to tenth programs well bunched.

The general redistribution found the occupants of each place rating somewhat better than the corresponding show a year earlier with the single exception of the leader, Chase & Sanborn. The average rating for the first ten shown was a point and a half higher in 1939 than in 1938, namely 28.6% compared with 25.3%. The median rating of all 36 separate evening programs had risen more sharply, from 8.8 to 10.2. In 1937 the figure was only 8.2. The median of evening 60-minute programs rose from 18.4 in December, 1938 to 19.1 in December, 1939.

Table I is based on the month of December in 1939, 1938 and 1937 and shows the distribution of sponsored evening network programs according to ratings. 61.9% of these programs rated 10 or better in 1939 compared with 45.6% in 1938 and about 28% in 1937. A year ago it was pointed out that there were three factors accountable for this trend. First, a greater amount of total listening, second a greater amount of listening to the leading programs and third, greater reluctance on the part of the advertisers to keep a poorly rated program on the air. There probably should be added to these reasons a healthy increase in the art of programming and time and station selection, based in large part upon studious attention to such data as are regularly furnished by the CAB and other fact-finding organizations. One reason for the further increase in total listening this year has been the listener hunger for news because of the disturbing international situation.

Over the years the percentage of program listening, rather than the actual time spent listening steadily diminished, but the decline was more noteworthy in the past year. In December, 1937, 17.5% of available time, but in December, 1938, 15.2%; while in December, 1939, only 11.3% of all evening programs were below the mark. The greatest increase noted from 1938 to 1939 was in the percentage of programs which moved from the 20-9 classification to the 10-14.5 classification.

The Ten Leaders
In December, 1939, the 10 leading evening programs were:
1. Chase & Sanborn Program
2. Fibber McGee & Molly
3. Lux Radio Theatre
4. Fibber McGee & Molly
5. Kraft Music Hall
6. Major Bowes Amateur Hour
7. Bob Hope Program
8. Fibber Bandwagon
9. Kate Smith Hour
10. Pot O'Gold

Popularity Shifts in 1939
For the year ending Dec. 31, 1939, as in the year before, the Chase & Sanborn program took first place in each month. Jack Benny, except for the three months when he was off the air, held second place. TheKBBA, after he had dropped back to third place in one month. Lux Radio Theatre was on the air for ten months, taking third place in all but two. During Jack Benny's last vacation month Lux took second while in May it had yielded to Kraft Music Hall. The latter, on the air the entire period was a steady fourth until December, though it took third place in May and August. In December it dropped to fifth. Fibber McGee & Molly started at 14th in January and February, fell to 16th in March, climbed to 11th in April, ninth in May and June and after a two-month vacation returned to the air in September in fifth position which was maintained during the fall, finishing fourth in December.

Major Bowes started at fifth in January, and ran eighth, sixth, eighth, sixth, fifth, and profiling from the hiatus months, placed second in July and August and third in October, December and February. Sanborn had always been back to sixth in October, November and December when the season was again in full swing.

Kate Smith bounced around a good deal, taking 15th, seventh, 12th, fifth, eighth, third, fourth, sixth, eighth, tenth and 12th in order. Rudy Vallee, after a long and illustrious career of more than ten

II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1939

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<tbody>
<tr>
<td>Chase &amp; Sanborn</td>
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<td>1</td>
<td>1</td>
<td>1</td>
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<td>Jack Benny</td>
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<td>2</td>
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<td>3</td>
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<td>3</td>
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<tr>
<td>Fibber McGee &amp; Molly</td>
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<td>Town Hall</td>
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NB means 'no broadcasts'.
III—Division of Commercial Network Time
By Program Types: Evening Programs
(October, 1938—April, 1939)

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Ratings Average</th>
<th>Rank</th>
<th>Low</th>
<th>High</th>
<th>Range</th>
<th>No. of Programs</th>
<th>% of Time</th>
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<td>2.2</td>
<td>42.3</td>
<td>40</td>
<td>30</td>
<td>27.1</td>
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<td>Comedy</td>
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<td>2</td>
<td>5.1</td>
<td>18.4</td>
<td>13</td>
<td>7</td>
<td>7.2</td>
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<tr>
<td>Drama</td>
<td>10.8</td>
<td>3</td>
<td>2.9</td>
<td>28.2</td>
<td>18</td>
<td>12.5</td>
<td>18.8</td>
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<td>Audience Participation</td>
<td>10.5</td>
<td>4</td>
<td>2.0</td>
<td>54.2</td>
<td>52</td>
<td>7</td>
<td>12.5</td>
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<td>Classical</td>
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<td>5</td>
<td>4.0</td>
<td>21.2</td>
<td>17</td>
<td>1.7</td>
<td>9.4</td>
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<tr>
<td>Serial Drama</td>
<td>10.4</td>
<td>6</td>
<td>1.5</td>
<td>20.2</td>
<td>18</td>
<td>6.8</td>
<td>7.7</td>
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<td>Popular Music</td>
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<td>7</td>
<td>1.8</td>
<td>18.5</td>
<td>16.7</td>
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<td>Semi-Classical</td>
<td>7.4</td>
<td>8</td>
<td>5.4</td>
<td>9.5</td>
<td>4.1</td>
<td>3.4</td>
<td>7.7</td>
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<tr>
<td>Commentators and Talks</td>
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<td>9</td>
<td>1.8</td>
<td>12.4</td>
<td>10</td>
<td>6.7</td>
<td>7.7</td>
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<td>Familiar Music</td>
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<td>—</td>
<td>—</td>
<td>1.7</td>
<td>10</td>
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<tr>
<td>CLASSICAL 1.7</td>
<td>FAMILIAR MUSIC 0.7</td>
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IV—Division of Commercial Network Time
By Program Types: Evening Programs
(May to September, 1939)

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Average Rating</th>
<th>Rank</th>
<th>% of Time</th>
<th>Rank in %</th>
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<tr>
<td>Variety</td>
<td>10.1</td>
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<td>24.5</td>
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<td>Drama</td>
<td>9.1</td>
<td>2</td>
<td>8.7</td>
<td>5</td>
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<tr>
<td>Classical</td>
<td>8.0</td>
<td>3</td>
<td>10.4</td>
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<tr>
<td>Comedy</td>
<td>7.9</td>
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<tr>
<td>Audience Participation</td>
<td>7.8</td>
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<td>16.7</td>
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<tr>
<td>Serial Drama</td>
<td>7.3</td>
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<td>Popular Music</td>
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<tr>
<td>Commentators and Talks</td>
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<td>Children's Programs</td>
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<td>1.0</td>
<td>9</td>
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NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types.

Fifteen-minute programs broadcast 5 times a week have been considered as 1 1/2 hours per week for the number of weeks investigated. 15 minute programs 3 times a week 4 1/2 hours, etc.

years for one sponsor finally retired. Of the nine months he was on the air, he ranked among the first ten in only four, three of these being the summer months. Kate Smith, also an illustrious radio veteran and broadcasting at the same time, gave him some real competition, rising very fast from 17th in December, 1938 to fifth in March. Valerie at the same time was dropping from seventh to 17th. Kate Smith held up well with the exception of a drop to 11th in May and returned to the air in October after a three-month vacation in July, dropping back to eighth in November and ninth in December. Of the other shows which placed fifth or better in one or more of the twelve months, Your Hit Parade was the most erratic, ranging all the way from 33rd to fifth; Fred Allen reached fifth place only in February and ranked as low as 16th in April. Table II shows the month-to-month rankings of the 11 programs which were among the five leaders for any month during the year ending December 1939.

Leading Daytime Programs

The leading daytime programs in December, 1939 were:
1. Ben Bernie
2. Ma Perkins
3. Hobby Lobby
4. Pepper Young's Family
5. Vic & Sade
6. The Guiding Light
7. Mary Martin
8. The Woman in White
9. Stella Dallas
10. Goldbergs
11. Road to Life

In the previous December the ten daytime leaders were:
1. Ben Bernie
2. Ma Perkins
3. The Guiding Light
4. Pepper Young's Family
5. Magic Key of RCA
6. Mary Marlin
7. The Woman in White
8. David Harum
9. The Big Sister
10. Road of Life

Sets in Use

There is likely to be more fluctuation in the ratings of daytime programs than among evening programs because of their lower ratings and closer bunching, yet there were fewer changes in the daytime programs appearing among the first ten between December 1938 and 1939 than there were in the evening programs. The Magic Key of RCA left the air. David Harum and The Big Sister dropped out of the list. The newcomers were Hobby Lobby (formerly an evening show), Vic & Sade, Stella Dallas and the Goldbergs.

Over a period of years, sets in use at some time during the day have shown very little variation.

From October, 1935 to April, 1939 the range for week-days was from a low in July, 1936 of 16.8% of set owners to a high in January, 1938 of 23.4%. Starting with August, 1938, each month showed a new high figure for percentage of sets in use at some time during the average week-day since October, 1938. No doubt the European War accounts for the record. Sundays show more extreme fluctuations because of outdoor activities in the summer time which keep people out of their sets, while in the winter the weather tends to keep them at home. The low listening point on Sundays was August, 1937 with 45.3% and the high point was February, 1938 with 76.8%. During the daylight saving period, sets in use at some time during the day run about 12% less than during the standard time period.

Very little difference in listening (Continued on Page 80)
Bulova's 1940 Spot Campaign Covers 293,095 Time Signals

BULOVA WATCH CO., largest user of spot broadcasting in the country, will make still more extensive use of this medium in 1940, when its advertising budget will be increased 25% over that of 1939 to a total of more than $2,000,000. John H. Ballard, the company's sales representative, announced its annual sales convention, which opened in New York Jan. 8 to run for ten days. While radio will continue to be the backbone of its advertising campaign, newspapers and magazines will also be employed, Mr. Ballard stated.

Video Demonstration

Details of the company's radio expenditure, employed exclusively in the broadcasting of time signals, were disclosed by Milton Blow, president of the Biow Co., advertising agency in charge of the Bulova account, during a television sales demonstration meeting, the first ever held, which took place on the second day of the convention.

Aided by charts and diagrams, motion pictures and live actors, Mr. Blow in NBC's television studio presented a dramatic picture of the 1940 Bulova campaign, which was witnessed by the company's sales representatives on television receivers in the NBC board room, several floors above. The session was not broadcast for general reception by the set-owning public, but was piped by cable direct from studio to audience. NBC cooperated with the company and its agency in line with the network's policy of working with any advertiser who wishes to test the future advertising possibilities of this new medium of communication.

Of the country's 36 stations broadcasting with the maximum power of 50 kw., 30 carry Bulova's time signals exclusively, adding that one more is used by Bulova on a non-exclusive basis. In all, the company uses 175 stations, he said. Citing the growth of Bulova's use of time signals, in which the company was a pioneer, he pointed out that in 1935 Bulova broadcast 55,480 such signals, whereas in 1939 the company sponsored 241,265 such announcements. In 1940 this number will be increased to 293,095, he added.

In 1939, Bulova spent $1,524,757 for spot radio, more than twice the sum spent by any other user of this medium, Mr. Blow continued. Other leading spot advertisers, he said, are General Motors Corp., which spent $7,183,314 in 1939; Procter & Gamble, spending $767,011; Standard Oil, with $666,761; American Tobacco, $243,356, and Coca-Cola, $100,074.

After illustrating the Bulova practice of spotting their time signals adjacent to radio's most popular programs, Mr. Blow presented a drama to illustrate how dealers can cash in on these broadcasts by tying up the theme of the radio campaign in their newspaper advertising. Another dramatic sketch illustrated the way window displays may likewise be linked up with the company's advertising. The Westfield watches, a less expensive line manufactured by Bulova, will also receive more advertising support in 1940, Mr. Blow stated, with 75% more broadcasts than during 1939.

The television program opened with a dramatization of Latin America's conception of the birth of a Bulova watch, acted by puppets based on the quaint characters of Bill Eddy, cartoonist and television engineer. A comedy act of high pressure salesmanship, a movie short illustrating the importance of knowing the exact time in all situations and a miniature town illustrative of the typical market for Bulova watches were also included in the program, directed by Tony Bundaman of NBC's television staff.

Record Regulation Amended by FCC
Half-hour Announcement of Stations Now Permitted

FOLLOWING the expected course, the FCC Jan. 4 amended its broadcast rules governing announcement requirements, permitting such announcements at 30-minute rather than 15-minute intervals. As amended, the rule governing language used in announcements requiring differentiation between transcription and mechanical record, or a combination thereof, is as follows:

"(a) A mechanical record, or a series thereof of not more than 30 minutes in duration, shall be broadcast at the beginning of each fifteen-minute interval, and at the conclusion of the program; Provided, however, that the identifying announcement at each thirty-minute interval is not required in case of a mechanical reproduction.

(b) A mechanical record, or a series thereof of not more than thirty minutes in duration and not in excess of thirty fifteen-minute minutes shall be identified by an appropriate announcement at the beginning and end of the program.

(c) A single mechanical record of a duration not in excess of thirty minutes in duration shall be identified by an appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical record is used for the purpose of announcing the identification, program identification, (the broadcast is a part of a series of records), and kind of sponsorship of the program, the mechanical record announcement of the mechanical record shall be required.

(4) The identifying announcement shall announce the date and time of the program, the broadcast is a part of a series of records, and kind of sponsorship of the program; (a) a single mechanical record announcement of the mechanical record shall be required.

(5) The identifying announcement shall announce the date and time of the program, the broadcast is a part of a series of records, and kind of sponsorship of the program; (a) a single mechanical record announcement of the mechanical record shall be required.

(6) The identifying announcement shall announce the date and time of the program, the broadcast is a part of a series of records, and kind of sponsorship of the program; (a) a single mechanical record announcement of the mechanical record shall be required.

(7) The identifying announcement shall announce the date and time of the program, the broadcast is a part of a series of records, and kind of sponsorship of the program; (a) a single mechanical record announcement of the mechanical record shall be required.

The changes are effective immediately.

New Regulation

Section 3.93 (e) of the broadcast regulations amends the following:

The identifying announcement shall accurately describe the type of mechanical record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription," and where a mechanical record is used, it shall be announced as a "mechanical record," or a series thereof. of longer duration.

Broadcasting, Jan. 1. The changes are effective immediately.

The FCC said the new rule was made in the interest of public service and station convenience. By shortening the identifying announcement to a 30-minute interval, instead of the previous 15-minute requirement, the Commission said stations would avoid interrupting continuity of a recorded series or of long transcriptions, published daily, and would be freed from the line or the air for later transmission.

.....

PREVIEW of promotion for the new Singin' Sam Refreshment Time series heard six times weekly on KYW, Philadelphia, for Coca Cola was held in the KYW studios just before the first program went on the air in December. In order (1 to r) here are George Logan, KYW assistant general manager; photostat enlargement of letter mailed to a large number of Philadelphians by Leslie W. Joy, KYW general manager, Coca Cola's Coca Cola Girl featured on local posters, and George S. Duffy, president of the Philadelphia Coca Cola Bottling Co., sponsors of the new program, with a photo of Singin' Sam, heard Mondays through Fridays at 6:40 p.m. Harry Feigenbaum Adv. Agency placed the account.

P & G Drops Series

PROCTOR & GAMBLE, Cincinnati, will discontinue the Life Can Be Beautiful broadcasts on NBC Radio Network which continues on 32 CBS stations, 30 of them through Friday, 1:15-1:30 p.m. for Ivory Soap, placed through Compton Adv., New York.

Captive Cosmetics To Extend Distribution Nationwide Via Radio

GLO-CO Co., Inc., Los Angeles (Captive cosmetics), through Logan & Rouse, that city, on Jan. 20 starts for 52 weeks, sponsoring George S. Duffy, Coca Cola Co. to a weekly show. Duffy will make five appearances in each of the 52 weeks, with such to be held in Los Angeles, San Francisco, Seattle and Portland. Duffy in all, is to use the entire list of 107 Mutual network stations. Within six months the sponsor plans to perhaps change the spot strategy and eventually use the entire list of 107 Mutual network stations, according to John M. Alden, agency executive on the account. Bruce G. Eells, is the Don Lee network executive on that account.

An extensive promotional campaign is being launched with the program. In addition to the slogan "Captive's Cosmetics" the theme stressed will be "The Star-Maker." Besides advertising in major newspapers, there will be full page ads in trade papers, and window display units, as well as drug-store fountain strips. To start, the station schedule is limited to six stations, with five women demonstrators and a salesman each, who will make house-to-house calls in the various Southern California communities. As new markets open other groups will be added to the fleet and sent into the field.

Women to Select A different Captive Cosmetics to be chosen each month from Hollywood film actresses. Fisher will be listened to and send in their nominations. Although he will pick the winner each month, those nominating that actor receive a gift of the sponsor's product. Beauty chosen will be featured in all advertising throughout the following month. Drug-stores, as promotion, also will feature Captivating Beauty specialties as a part of the service. Whether sponsor or product will not be mentioned. Fisher during his Mutual "Life Can Be Beautiful" broadcast, will also include the Captivating Beauty contest. The winner is announced by the name when the sponsor adds new stations to its list.

$100,000 for Longines

LONGINES - WITTNAUER WATCH CO., New York, has signed one contract with the 12 stations carrying its daily time signals in various parts of the country, to carry its theme the largest number of signals, broadcasting six each evening. The renews, effective on the various dates of contract, represent an expenditure of $100,000, according to Arthur Rosenthal of the agency placing the account.
"Skidoo, kid—it said
‘This is WHO, Des Moines’!
"

For a long, long time, we’ve been telling you boys that WHO covers a lot of territory—but it just recently occurred to us that you can prove it, yourself—right in your own home!

Tonight before settling down to whatever it is that you ordinarily settle down to, turn your dial to 1000. Whether you’re in Chicago, suburbs of New York, Washington, D. C., Dallas or Denver, you’ll generally get our signal as bright and strong as a button! Or, to be completely accurate, you will unless you live in one of those very few areas which have stations at about 990 or 1010.

So that’s the way to get the real dope on the WHO territory, and to discover for yourself why WHO gets so much mail from Ohio, Oregon, Florida, New Mexico, Pennsylvania, and even from New Zealand—no joke! It’s just part of the extra job WHO does for its advertisers, in the “Plus” of Iowa Plus!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Control of WAGA Sought by Cox Jr.

Would Acquire 60% of Stock
From Winston for $100,000

TRANSFER of control of WAGA, Atlanta, to James M. Cox Jr., son of former Gov. James M. Cox and the Dictator of the Cox newspapers and radio stations, is sought in an application filed Jan. 12 with the FCC. The application sets forth a proposed transfer of 60% of the stock in Liberty Broadcasting Corp. from N. K. Winston of New York, to the junior Cox for $100,000. The remaining 40% is held by the Atlanta Journal Company, which is distributing the station, as well as in the parent newspapers in those cities. Whether the transaction would be in the public interest, and the extension of the loan to the junior Cox, has not been indicated. Cox, Jr., on the occasion of the transaction, would own properties, including WSB, which the FCC would be to oppose to multiple ownership of stations in the same communities.

Transfer of Stock

Negotiations for sale of WAGA to Atlanta Journal and Constitution at a figure understood to have been $175,000, apparently have collapsed. The reason for the subsequent withdrawal of the arrangement was made whereby the junior Cox acquired control of the station, with the remaining 40% remaining in the hands of the Journal Co. It has been estimated that in the acquisition of the 40% interest in WSB, he would be expended approximately $50,000.

The FCC application seeks transfer of approximately $500,000 of common stock of Liberty Broadcasting Corp. and 600 shares out of 1,000 shares of preferred stock of WSB, to Mr. Cox. Jr. at the $100,000 figure. Winston, who would dispose of the stock, is a former sales manager for Associated Advertiser Inc., which is associated with Arde Bulova, New York, a watch manufacturer and broadcaster. Harold A. LaFount, former radio commissioner, holds a qualifying interest in WAGA.

Meanwhile, no further word was forthcoming from the Cox organization regarding WSB operation or personnel. The junior Cox, as executor of his father’s estate, has not made any decision to sell the station, but has been negotiating with WSB for transfer of assets. An agreement was made whereby the station was sold to the Cox Jr. Co., to be used as a news staff for the Cox Co., to make a survey of the station’s operations. It is understood that upon completion of the survey, the Cox Jr. Co. will return to Dayton. Lambdin Kay, veteran general manager of WSB, remains in that capacity.

Movie Quiz

MOVIE experts of WCCO, Minneapolis, defeated those of WTMN—1030 to 1050 points—in a half-hour program conducted in the grand hallroom of Minneapolis Hotel. Contestants included, was sponsored by Atwood Co., on WTCN and directed by M. Potter, movie columnist of the Minneapolis Tribune. The contest were Northrup Dawson, assistant program director; Al Haire, service manager; and George Lehmann, m.c. of Ladies First and Airliners, with WTCN and the program was sponsored by DeHaven, Peter Lyman and Aridha Haebere.

LOCAL MONOPOLIES CRITICIZED BY FCC

A NEW pronouncement against local monopoly and radio stations, is made by the FCC in denying the petition of WSFA, Spartanburg, S. C., for renewal, of its license. The Commission’s grant of a new local station to the Spartanburg Advertisers Association, Inc., was made by Virgil V. Evans, who has announced that he would fight the new grant and the new station will operate on 1300 kc. with 500 watts day time and 100 watts night, unlimited time, while WSFA is assigned to 920 kc. for 500 watts day and night. The Commission, in its decision, stated:

"...it is in the public interest, conveniences and necessities served by not the establishment and protection of monopolies, but by the widest possible utilization of broadcast facilities. Competition between stations in the same community is injurious to the public good because only by attracting and holding listeners can a broadcast company successfully vie with others for advertisers. Competition for advertisers which means competition for listeners, is essential to avoid rivalry between stations to broadcast programs calculated to attract and hold listeners, which necessarily raises the quality of their program service. This is the essence of the American system of broadcasting:"

"Experience has shown that the addition of a competitive station in a community does not bring about disastrous results sometimes predicted by the licensee of an existing station, to the community. More often the protests of the existing station to a new station spring not from a desire to insure its continued operation in the public interest, but rather from the purely private interest of seeking a monopoly in a field in which the interests of the public are best served by competitive operation." - William C. Gettinger

Gittinger Elected CBS Sales Chief

WILLIAM C. GETTINGER, former sales manager of CBS, has been appointed vice-president in charge of sales of CBS, following a meeting of the network’s board of directors on Jan. 3. Mr. Gittinger has been sales manager for the past nine years and with CBS since 1933, holds the position which has remained vacant since Oct. 20, 1938, when Hugh K. Boise resigned, to return to the Airforce. Mr. Gittinger joined the Murphy-Varnhagen, New York, and later the advertising department of the Vacuum Oil Co., now Socony-Vacuum Oil Co.

After working with Vacuum for four years, he joined the Joe Richards Adv. Agency as account executive, with the Tidewater Oil Co., account, later joining that company as director of sales development and advertising. Mr. Gittinger remained with Tidewater seven years, coming to CBS in 1933 as director of sales development.

Wrigley Lineup

WILLIAM WRIGHT JR. Co., Chicago, (Doublemint gum), through J. Walter Thompson Co., Hollywood, on Jan. 7 replaced its Gateway to Hollywood series on 105 CBS and 85 WBG, Sundays, 6:30-7 p.m. (EST), with its new half-hour program, titled Melody Ranch. Program features Gene Autry, film singing cowboy, and dramatics. Paul Rickenbacher and Bob Brown are the agency co-producers. Carroll Carroll heads the writing staff, with Peter Dixon and Eddie Helwick, associate writers. Carroll also writes the NBC Kraft Music Hall, sponsored by Kraft-Phenix Cheese Co. Bobby Brown, who produced the Gateway to Hollywood programs, remains on the new show as sponsor’s representative.

CONSUMER GROUP SEEKING CHARTER

INCORPORATION plans for the Committee on Consumer Relations in Advertising were completed Jan. 5 under the joint sponsorship of leading advertising media and the American, Association of Advertising Agencies. Hitherto this committee had been conducted in a preliminary way by the AAAA as the Consumer-Adviser Council. The committee recognizes the importance of advertising-consumer relations and proposes to deal with them in a practical cooperative manner. It will engage in fact finding and research on the economics of advertising and of consumption. It is to be operated in cooperation with consumer groups in an effort to set up a bridge of understanding between consumers and advertising. Dr. Kenneth E. David, in a letter of absence from the Ohio State University, has agreed to serve as managing director for the duration of his leave.

Members of the board are: Col. Julius L. Honigsberg, on the boards of The Con-

sumer, New York Times; John Ben- son, president, chairman of the board, AAAA; Walter D. Fuller, president, Advertising Age; Kerwin H. Fulton, president, Outdoor Advertising Inc.; Chester J. LaRoche, president, Young & Rubi-
cam; Neville Miller, president, NAB; William Reynold, vice-president, Newell-Emmett Co.

ANA Consumer Meetings

TO ACQUANT members of the Association of National Advertisers with the principles of the so-called consumer movement in all its phases, the ANA has been holding series of regional meetings for its members in different locales. Meetings have already been held in New York, Boston and Philadelphia, and scheduled for Chicago on Jan. 16, St. Louis Jan. 18 and Pittsburgh Jan. 29.

Kyser MBS List

AMERICAN TOBACCO CO., New York, on Jan. 4 started rebroadcast via Millermill of Kay Kyser’s College of Musical Knowledge, Lucky Bag, a new hit in MBS stations in addition to WOR, New-

York, which has been rebroadcasting the program since June 16. The program, heard live on NBC-Red, Wednesday evenings, is re-

broadcast via WJAA, WOR, WOY, WBFB, WLH, WDR, WSA, WBA, WBN, WNBF, WBAX, WBAB and WBAX. This is a list of the correction in the one published in BROADCASTING, Nov. 15. Lord & Thomas, New York, is the agency in charge.

Beverage Pricing

VANTY PA-P-A Corp., New York, on Jan. 8 started promotion for the new, medium-priced, uncarbonated tea and coffee, Make Believe Ballroom program on WNEW, New York, Monday, Wed-

dnesday and Friday, 6:45-7:30 p.m., and is continuing the 12 spot announcements weekly started last November. Although the stations may be added later, according to Erwin, Wasey & Co., New York, the agency in charge.
Shrewd local and national advertisers have always bought WXYZ's "old transmitter" coverage (1,000 watts downtown tower) and have been quite happy about results in the Detroit area.

Today these same buyers get huge bonus coverage at night (same wattage) with WXYZ's new high power transmitter (5,000 watts day time) in a new location where the day and night signal emanates unhampered and stronger.

It penetrates deeply into Southeastern Michigan. Buyers get more listening — more market — and at no extra cost until the field test survey officially establishes a new market value.

KING TRENDLE
BROADCASTING CORPORATION
BLUE NBC NETWORK

WXYZ ... DETROIT
Off the Beaten Path — Sachs' Success

When a neighborhood merchant whose only store is 10 miles from Chicago's Loop spends $1,500 every week for a radio show on a 50 kw. station, orthodox advertising men are apt to view the sponsor from the corners of their eyes and term him a little odd.

But orthodox advertising ideas don't mean a thing to Morris B. Sachs who has sponsored the Sachs Amateur Hour since 1934, using WENR, Chicago. As a matter of fact, Mr. Sachs has made an enviable business success by advertising his own store over a 50 kw. station, by clipping rather than lengthening the commercial copy used on his show, and maintaining a very high level of colorful showmanship since 1929, when he chose to advertise exclusively by radio.

The Lobby, Too

It was the observant eye of Mr. Sachs that noticed how restless people were in line for the 270th consecutive Amateur Hour, rushed into the lobby of Sachs, through the building and out to the street.

That's why each Sunday afternoon as guests throng the lobby of Chicago's Loop's 13-year-old Sachs Amateur Hour, four wandering musicians play request tunes. "There I was," Mr. Sachs says, "spending $1,500 every Sunday to entertain these folks for one hour in the studio. But they were in agony waiting in line for the door. So now there are two-hour shows, one hour in the lobby of the building and one in the studio.

Maybe it takes little things like that to make showmanship colorful and effective. Perhaps that helps to explain why Nov. 11, 1939, was the 270th consecutive Sachs Amateur Hour on WENR. At least it tells something of why ticket requests for the show will fill the store for the next six months and why twice each week Mr. Sachs rents the Chicago Civic Opera house and gives out $600 worth of prizes.

The opera house has a capacity of 4,500 and is filled to overflowing for the special broadcasts.

Another technique of Mr. Sachs is the one he applies to his commercial copy. He feels that high-pressure and verbose copy have no place in his shows. A 10 minute program usually contains three commercial announcements. The style used is simple; the message is direct; the theme is honey and persuasive.

How effective is it? The other Sunday, Mr. Sachs stepped to the microphone to tell his listeners about the "10 Dollar" sale of 5,000 dresses which was to begin at 9 a.m. the following morning. He spoke in three words. Next morning at 10 o'clock the 5,000 dresses had been sold. And mind you, it takes 35 minutes from the Loop by elevated train to reach Mr. Sachs' store, 55 minutes by street car.

One slant that Mr. Sachs has on the value of commercial copy endears him to his radio production staff and radio listeners alike. He is the chief advertising eyebrow. Bob White, NBC production man on the Sachs Amateur Hour, rushed into the control room last Sunday and he had producer-shakes. "She's gonna run over" panted Mr. White. "What'll we do?" Mr. Sachs solved the problem by saying the closing commercial, he suggested quietly. Unorthodox antics like this have built Morris B. Sachs Co. from a small store to a metropolitan outer-apparel shop.

The story of Morris B. Sachs begins 10 miles south of Chicago's Loop and east of its sprawling stockyards district where Halsted Street splits the heart of what is called the largest outlying shopping district of any American city. Composed largely of German-Americans and Irish-Americans, the area throngs with one of Chicago's widespread shopping centers for high middle-class consumers. Nationally known and local firms throng Halsted to compete for the consumer dollar. A city in itself, the street is crowded every day with thousands of shoppers and at night turns into a movie land of neon signs.

The Smile of Sachs

At 6638, a huge electric sign tops a modernistic building front to announce the Sachs company through the slogan "Credit with a Smile." This slogan forms a part of the closing commercial on the amateur show as the announcer chats, "You can have credit if you want it, and credit with a smile." Should you feel sophisticated and suspect this isn't true, go out to Morris B. Sachs Co. and find out for yourself. Fact is, every business day finds a dozen or more out-of-towners strolling his store to meet Mr. Sachs, watch him smile, and thank him for his radio program. The inside story is that through his radio show Mr. Sachs has told his story to millions of people. For the next five months Halsted Street was packed every Friday night. At that point the police and street car company stopped the proceedings. So the show was moved to a nearby auditorium, but after a year Mr. Sachs took it to WENR's Studio A and changed it to Sunday, 5-6 p.m. It's been there ever since. And up through the years such top notch business is fine in Chicago, as far as Morris B. Sachs (left) is concerned. And has been ever since he decided to use radio. Now a Chicago institution, the Sachs Amateur Hour is conducted by Charles Lyon, NBC-WENR announcer.

"We started using radio in the crystal set days," Mr. Sachs will tell you, "and we've never found reason to change. I experimented with all sorts of programs on Chicago stations that no longer exist. From 1930 through 1932 we used time signals and weather reports 10 times a day on WAAF. In 1932 we started using romantic singers on WCLF, tried about all kinds of musical programs. But on Sept. 15, 1934 we hit a natural and we've never changed. On that day, the first Sachs Amateur Hour was broadcast from the store's front window (10 x 15') and Halsted Street was jam-packed."

The amateur show started with a strange format. Mr. Sachs bought and advertised a stock of watches, and alternating 15-minute periods so that his show in the store window lasted two hours. For the next eight months Halsted Street was packed every Friday night. At that point the police and street car company stopped the proceedings. So the show was moved to a nearby auditorium, but after a year Mr. Sachs took it to WENR's Studio A and changed it to Sunday, 5-6 p.m. It's been there ever since. And up through the years such top notch far from the jammed sidewalks of Chicago's Loop—10 miles, in fact—stands a store selling outer apparel. Yet this store pays $1,500 every Sunday to present a radio program on a 50 kw. station. How this retailer plowed his early receipts into 116 ripples and mushroomed from a hole in the wall to a three-story garment palace is one of Chicago's best merchandising tales. The program formula has been simple, but obviously effective; the merchandising formula has been just as simple and just as effective, although rather unorthodox at times. Like the time the sponsor dropped the plug when the program was running late, rather than spoil any of the program. But read about it.

THE BUSINESS is fine in Chicago, as far as Morris B. Sachs (left) is concerned. And has been ever since he decided to use radio. Now a Chicago institution, the Sachs Amateur Hour is conducted by Charles Lyon, NBC-WENR announcer.

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The other day we met an old prospect. He was crying. "Well, old timer," we said, "what's that you've got in your hand?"

"My other hand," he replied, shaking it.

It just didn't make sense. But his reason did.

Now the reason this old WOR prospect was shaking hands with himself—and crying, too—is simple.

He once talked us out of selling him a half-hour evening show. He did such a good job of it, that from that day on he began shaking hands with himself. A week later, we went around the corner and sold an idea to his competitor.

Using no promotion other than WOR, our old prospect's competitor jumped his product list from one to 36. He's also shown a 100% sales increase for every year he's been on WOR★.

So after that our old prospect began crying. But would he stop shaking hands with himself? Not much. He even asked other people to shake hands with HIM.

This, gentlemen, is a story you might well take to heart.

★This is an authentic WOR success story, from our file of more than 60—the greatest collection of success stories ever gathered by one station.
Bill to Merge Copyright Laws

Little Chance of Committee Hearing Foreseen

This Session; Objection to Some Clauses

AFTER a two-year study by a committee representing all of the copyright activity, the long-awaited bill to amend and consolidate all laws relating to copyright was introduced in the Senate last week by Senator Thomas (D-Utah) and promptly referred to the Senate Patents Committee for an immediate hearing and action. Although the NAB was represented in the preliminary deliberations, provisions of the proposed copyright and copyright were viewed largely as objectionable to broadcasting.

The all-inclusive measure, which proposes to reduce but not eliminate the statutory minimum damage provision on innocent infringement—focal point of the opposition of users of copyright music—was drafted by the National Committee of the United States Copyright Association (USCA) which held the exploratory meetings under the chairmanship of Prof. James W. Com- bination.

Both Attorneys representing the broadcasting industry participated, headed by Sydney M. Kaye, New York lawyer, retained by the NAB as its special copyright counsel.

Hearings Doubtful

Whether there will be hearings at this session is extremely doubtful. While Senator Thomas, chairman of the Senate Patents Committee, had contemplated hearings, his absence from Washington due to an accident last summer necessitated delay. Senator Bone fractured his hip last August in a fall in his home and is not expected to return to Washington for at least a month, it was reported by his office. The measure has not yet been introduced in the House and if customary procedure is followed, the lower body would await Senate hearings and action.

In introducing the bill (S-3084), Senator Thomas explained it is desirable to enact legislation amending the laws between this country and foreign nations. The treaty is to be ratified in accordance with the procedures used by the United States, which treaty contains the international copyright treaty, providing for automatic copyright protection. The treaty has been pending for several years and has the endorsement of the Administration and the State Department. Practically all copyright groups, however, have opposed ratification of the treaty until the existing law is amended so this country can reap maximum benefits. The Shotwell Committee bill is designed to accomplish that purpose.

That the broadcasting industry as a whole, together with the motion picture industry, opposed many of the provisions for private users, the proposed measure, was made known by the drafting committee in its memorandum letter to Congress. By submitting the draft, the committee pointed out that it began deliberations in January 1938 and study means of promoting copyright relations between this country and foreign nations. Early in its in-

Bayer at Altar

NBC's Information Division recently received a letter from a young bride-to-be of Pearl Harbor, asking if she might use the theme song of the Bayer Co.'s American Album of Familiar Music in her wedding ceremony. "I am to be married Jan. 20 in a large church wedding," she wrote, "and would like very much to use your theme song in the ceremony. Would it be possible? I don't know whether the piece is copyrighted or not." The Information Division hastened to reply that the song "Dream Serenade" by Gustave Haenschen was available for the wedding.

Revised Control Over Copyrights Opposed by Kaye

Omnibus Bill Intensifies the Radio Injustices, He Claims

THE OMNIBUS copyright bill (S-3048) introduced in the Senate Jan. 9, which Congressman Thomas of Utah (D-Utah) should win no support from the broadcasting industry, according to Senator Thomas of Utah. "I have just presented the NAB in the conferences of the committee under whose auspices the bill was drafted.

Other organizations, including ASCAP, Music Publishers Protective Association, and radio networks, have almost exclusively copyright owners and so interested in maintaining or increasing the rights of authors and creators, Mr. Kaye said, that the broadcasters stood almost alone as representing the users of music. "There is no way to draw," he said, "not only does not cure any of the ills of the present situation but tremendously intensifies its injustices.

Affects Public Domain

Mr. Kaye brought out that the chief purpose of the measure, providing for automatic copyright of works that remain unpublished, would have the immediate effect of bringing under copyright any musical compositions which are now in the public domain. The works of such composers as Beethoven, Chopin, Debussy, Dvorak, Franck, Gilbert and Sullivan, Gounod, Grieg, Richard Strauss, Wagner, and Richard Wagner, to list only a few, would fall in this class.

He said, broadcasters might be willing to waive objections to this provision of the bill in normal times, when there is uninterrupted communication between America and Europe, but it is ridiculous to inaugurate such a plan at a time when no one knows what the effect would mean either not using these works or infringing them, since it would obviously be impossible to conduct correspondence with writers of the warring nations.

Much more serious to broadcasters, however, is the section of the bill that would provide an act which cannot recover damages and penalties for infringement. Purporting to alleviate some of the more onerous penalties of the Copyright Act of 1909, the alleged remedy is less than the admitted disease. Mr. Kaye wrote in a memorandum to the National Association of Broadcasters that (Continued on page 75)
Eastern Paleface... come Tulsa... see big wigwams! The big wigwam shown here is the Philtower, 24 story home of KVOO, but it is NOT Tulsa's tallest building, and it has plenty of company, as the air view of Tulsa below will show. In fact, Tulsa, Oklahoma, ranks among the first twelve cities in America in the number of buildings over ten stories high.

Tulsa, Oil Capital of the World, is the town that Jack built, and we mean blue chips. Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Tulsa is the clearing house point for billions of dollars of oil money. Oklahoma’s richest city in bank deposits. Home of the International Petroleum Exposition, world’s largest single-industry show, 96% sold out for May, 1940.

Within 75 miles of Tulsa lie 40% of Oklahoma’s population, 43% of Oklahoma’s buying power and 44% of Oklahoma’s actual retail sales. KVOO alone covers this area effectively and in addition has primary coverage counties in Kansas, Missouri and Arkansas.

KVOO

TULSA-OIL CAPITAL OF THE WORLD

25,000 WATS BOTH NBC
UNLIMITED TIME NETWORKS

EDWARD PETRY
AND COMPANY, Inc.
National Representatives

BROADCASTING • Broadcast Advertising

January 15, 1940 • Page 29
LIKE THE FINNS...
Conquerers of the vaunted Russian Bear
(and a lot of Finlandia’s doughty progenitors live in our Northern Minnesota and Wisconsin service area)
WE ARE ALWAYS ON OUR TOES!

Head of the Lakes Broadcasting Company’s
1000 WATTS W9XYH 43,000 KC
is the Northwest’s and one of the Nation’s PIONEER FREQUENCY MODULATION STATIONS

affiliated with
WMFG, Hitting, Minn. • WEBC, Duluth-Superior • WHLB, Virginia, Minn.
(CBS) • (NBC) • (CBS)
Broadcasters Organize Group For Operation of F-M Stations

Charter Sought After New York Meeting as Plans Are Laid; Shepard Elected Chairman

FM BROADCASTERS, to become FM Broadcasters Inc. as soon as a corporate charter can be obtained from the state of New York, was organized Jan. 5 at a meeting of broadcasters either now operating or proposing to operate wide-band frequency modulation stations, held at the Ritz Towers, New York City.

Meeting was called by John Shepard Sr., President of the WTMJ. It was attended by 73 individuals representing 49 organizations. This attendance is indicative of the rapidly increasing interest in this new type of broadcasting which only a year ago was practically unknown by all save a few radio engineers. During the first session, 12 already have F-M stations; 10 have construction permits; 22 have applied for construction permits and nine for permits for such applications before the opening of the FCC hearings on Feb. 28.

Ask Regular Licenses

Appointment of Philip G. Loucks, Washington attorney and former manager-directing member of the NBC, was counsel for the new group, to represent it at the Feb. 28 hearing and also to perfect its charter. The group, was announced by Mr. Shepard Jan. 5. Mr. Loucks conferred with Mr. Shepard and the executive engineering committee of the FM Broadcasters in Washington Jan. 8, at which time preliminary plans for the FCC presentation were made. Bylaws of the association were also drafted at this meeting.

The committee of nine elected included Mr. Shepard, C. C. Streibert, Morency, and Damm; Franklin M. Doolittle, WDRC; John V. L. Hogan, WQXR; Ray H. Mansen, Stromberg-Carlson Telephone Mfg. Co.; C. M. Jansky Jr., Jansky & Bailey, and Carl J. Meyers, WGN.

That the coordinated opinion of the group be presented to the FCC at these hearings, resolutions were adopted recommending that regular instead of experimental licenses be granted to frequency modulation broadcasters; that the maximum power permitted for F-M be raised from 1 kw. to 5 kw.; that a minimum separation of 200 kc. be maintained between adjacent F-M channels; that the present five channels allowed for F-M broadcasting, between 42.5 and 43.5 mc., be increased to 15, between 41 and 44 mc., but without excluding facsimile or educational broadcasting from these channels; and that "intermediate provision be made which will insure the availability of additional channels... as nearly adjacent to the band, 41-44 mc., as possible, so far as this can be accomplished without undue injury to other services"; that the 26 mc. band now allocated to F-M be made available to other types of broad-casting, and that the FCC grant permission for rebroadcasting of programs by F-M stations, with the consent of the originating station, and the establishment of permanent relay stations.

Chief debate followed a motion that the group request the FCC to assign to F-M the 44-50 mc. channels which now comprise the first television band. After discussion of more than an hour, during which accusations that television was trying to squeeze out frequency modulation and vice versa were freely hurled, the question was tabled until the afternoon session.

Proposal of Maj. Edwin H. Armstrong, inventor of the frequency modulation method, that the television stations now operating in the first video band move to a higher channel, was countered by John Howland, assistant to the president of the Zenith Radio Corp., leader of the fight to keep this channel free for television, who suggested that F-M stay away from television and confine its activities to the frequencies above 100 mc.

Compromise Plan

Continued discussion in the afternoon was concluded by the adoption of a compromise resolution proposed by Louis G. Caldwell, attorney for WCX; "Resolved that as in our judgment 15 channels will not prove sufficient for the needs of F-M an immediate provision should be made which will insure the availability of additional channels in the near future and that from the point of view of receiver design the channels should be as nearly adjacent to the band, 41-44 mc., as possible, so far as this can be accomplished without undue injury..."

Zenith Tests F-M

Another entrant in the field of frequency modulation was authorized Jan. 5, when the Federal Communications Commission granted Zenith Radio Corp., Chicago, 20-set manufacturers, a construction permit for an experimental 3 kw. station on 42.8 mc., calling letters of which will be W9XEN. The Commission stated that the program of research and experimentation which the applicant proposes is expected to obtain data particularly on the merits of wide and narrow band modulation. Zenith also is licensed to operate W9XZY, a 1-kw., television station, which will be transmitted on the 60-86 mc. bands. It is understood the company plans to produce F-M receivers.

Bell Laboratories, NBC and CBS went on record as not voting on this proposal.

A dispute arose over the resolution favoring wide-band frequency modulation, with Maj. Armstrong favoring and O. B. Hanson, NBC vice-president and chief engineer, opposing the motion. FOCO, which holds that wide-band F-M not only increases the service area but also makes possible the multiplexing of signals, such as combining facsimile and sound on a single channel, Maj. Armstrong said that several years ago his company had tested the advantages of wide-band operation, but that recently NBC had asked permission to make these tests all over again. Neatly, it seemed to him. Mr. Hanson replied that "certain information has come to RCA and NBC" that makes it necessary for the tests to be repeated. In answer to a question if this might not be continued indefinitely, he stated that the tests will be completed before the hearing starts Feb. 28.

There was no opposition to the motion that the frequencies between 41 and 42 mc., now allocated to education, and from 43.5 to 44 mc., now allocated to facsimile, be turned over to the national broadcasting commission. The committee was instructed to present a plan providing for simplex and multiplex operation of educational and facsimile multiplex services and the regular F-M program service.

The problem of providing satis-
(Continued on Page 74)

Armstrong Fixes Royalty Payments

Inventor Specifies Scale of Fees From $300 to $5,000

A SCALE of royalties for broadcast transmitters under Armstrong frequency modulation patents, ranging from $300 for a 250-watt transmitter or less to $5,000 for a 50,000-

watt transmitter, has been established by Maj. Edwin H. Arm-

strong, inventor of what is techni-

cally called "Armstrong Wide-Swing Frequency Modulation System."

The scale of royalties for trans-

mitters covers 16 P-M patents is-

sued to Maj. Armstrong. The license agreement specifies the royalty paid will cover the right to have the transmitter manufactured for it and to employ inventions covered by the Armstrong patents in operation of such transmitter for broadcasting and facsimile multiplexing. The royalty covers operation of the equipment in perpetuity but is not transferable except to the purchaser of the licensed transmitter.

The full scale of royalties follows:

Operating power: 250 w. or less, $300; 1 kw., $500; 2 kw., $750; 5 kw., $1,250; 10 kw., $2,500; 20 kw., $5,000; 30 kw., $7,500; 40 kw., $4,500; 50 kw. or more, $5,000 for 50 kw.; $60 for each additional kw.

Finn Station Uses F-M

The NBC/FM Laboratories, Inc., manufactures and licenses fac-

simile apparatus and operating short-

wave station W2XWP, New York, has been authorized by the FCC to operate that station with frequency modula-

tion as well as amplitude modulation on 42.18 mc., using 1 kw. power. Trans-

mitter is now being installed atop the Manufacturers Trust Bldg., Columbus Circle, in New York.

BROADCASTING • Broadcast Advertising January 15, 1940 • Page 31
OPPOSING immediate commercialization of television on the part of a number of licensees was indicated preparatory to the FCC hearing on proposed rules governing the issuance of licenses for the new medium for Jan. 15. It was also considered likely that a number of licensees would oppose programs connecting with standards for television at this time, unless they are of an extremely flexible character.

The rapid development of television experimentation and development, has openly supported commercialization as an opinion in the ground that only through participation of experienced programming talent can prosperity be given the new medium. The proposed rules provide for two classes of television stations—those which would be pure experimental and those which would be permitted to operate on a limited commercial basis.

Allocation Dispute

Prospect of a dispute over allocation provisions contained in the proposed rules also was seen, particularly in the light of frequency modulation experimenting that television channel No. 1 be assigned for frequency modulation broadcasting. The newly-formed FM Broadcasters Inc., through its counsel, Philip Y. Lourie, was filed with the Commission a petition asking that the record of the television hearing be kept pending the outcome of the hearing on frequency modulation scheduled to begin before the Commission Feb. 28. [Broadcasting, Jan. 12]

Whether RCA will announce its plan for possible network development of commercial television at the hearing was conjectural. It was expected Alfred H. Morton, vice-president of NBC in charge of television, would appear as the principal witness for RCA-NBC.

The Commission has announced that parties at the hearing may appear in defense of, as well as opposition to, the proposed rules and regulations before the Commission en banc. This participation, however, it is announced, will be limited to evidence and argument in rebuttal to formal exceptions offered. Parties desiring to participate may apply to the Commission for the admission of evidence and argument in support of objections.

Rate Regulation

The Commission has also stressed it will afford parties opportunity to be heard on specific recommendations of the Television Committee in addition to the proposed rules and regulations before the Commission en banc. This participation, however, is announced, will be limited to evidence and argument in rebuttal to formal exceptions offered. Parties desiring to participate may apply to the Commission for the admission of evidence and argument in support of objections.

Using four established experimenters and one other to form a wireless relay transmitter system, the first-FM "network" program was broad cast in Boston on Jan. 4. The F-M broadcast, using the Armstrong system, was transmitted from the first network broadcast via telephone wire was carried between New York, Philadelphia, and W1XOW, Meriden, Conn., operated by Franklin W. Doolittle.

The Meriden station relayed the signal of W1XOV, Worcester, Mass., where it was transmitted on the ultra-high frequency at 9975KHz. It was received by W1XFWP Meriden, Conn., operated by John C. Doolittle.

An Authority Comment

Comment was made during the broadcast, received in Boston at a special press demonstration on a standard F-M receiver at the WMCA offices, headquarters, John M. Lane wrote in the Boston Sunday Post on Jan. 7: "The program itself was designed to show what FM radio is capable of doing for quietness and fidelity. Selections by piano, guitar, violin and brass instruments were combined, high grade transcription and special sound effects by Paxton, with an amazing demonstration. The fact that the signal could be rebroadcast via telephone wire, without picking up the slightest trace of noise or static of any kind was striking enough."

On top of that, the quality of reception in Boston with the nearest transmitting station 45 miles away was fully up to a direct broadcast and showed no apparent loss of quality. Quite evidently, the process of rebroadcasting via telephone wires is only a point far beyond that used in this initial test. The quality? You must hear it to understand and how good it is. 'Natural' is the best descriptive word."

Reaction to Signals

The following evening, Jan. 5, a similar demonstration was made for representatives of operators in the FM Broadcasters group. A program originating in the live radio studios was relayed to Boston via the same F-M transmitters, where it was picked up by W1XOW, the Yankee Network Weather Service station, and then returned to Yorkers by wire line. Stations in New England stated that the signal from Paxton, at the Yankee F-M transmitter W1XOW, was superior to the network broadcast in quality, that much of this advantage was lost when the broadcast method was switched to amplitude modulation at Mount Washington. Still further loss in the tonal range occurred when the program was transmitted on the wire lines, they stated.

The demonstration, directed by Mr. Runyon, was witnessed in his house by George G. Philco, Yankee Network chief engineer, and J. E. Brown, researcher director of Zenith Radio Corp., one of the best known as "most gratifying" by Maj. Armstrong. "Boston observers report," the program was so clear that city with tonal quality never before heard, and the operators atop Mount Washington report it as clear as if no door, they commented.

The experiment carried a step further the "network" of F-M radio broadcast on Dec. 3, when a program originated at W2XAZ, Yonkers, and rebroadcast by W1XOV, Alpine, and again by W1XFWP, Meriden, for the benefit of a group of technical experts and newspaper editors. The program was a F-M receiving in the studio of WRDC, Hartford [Broadcasting, Dec. 15].

P & G Resumes Singer

PROCTOR & GAMBLE Co., Cincinnati, on Jan. 3 resumed its sponsorship via transcription of The Gong Show and its offshoots, The Phil Silvers Show and Football All-Stars, on 12 stations in the South, following a several months' lapse during which the program was off the air. Compton Adv., New York, is the agency in charge.

Raid bet on the Sugar Bowl game New Year's Day brought on this. Henry Dumke, Jr., WBAL announcer of WWL, New Orleans, wagered that if Texas A&M beat Tulane he would conduct his regular street broadcast in long underwear. Pay off he did after Tulane had been edged out, 14-13, and here he is in the long whites—on the coldest day for a year in New Orleans, with the temperature at 32 degrees.

Don Lee Acquires Title To Coast Television Site

FULL TITLE to Mount Lee overlooking Hollywood, was acquired by Don Lee Broadcasting System, Los Angeles, on Jan. 5, when Lewis Allen Weiss, vice-president and general manager, and Thomas S. Lee, president, completed escrow proceedings with the sale of the property to the broadcasting company. This property marks a new step toward the erection of a television station to house the NBC affiliated stations located for the past eight years in the Don Lee Bldg. at 7th & Bixel Sts., Los Angeles.

Don Lee Broadcasting System by the Los Angeles City Planning Commission, the Council recently adopted. The building is the proposed construction of an exclusive structure for the television station. Property, situated on top of the 1700 foot mountain, comprises 23 acres with line of sight to practically the entire population area of Los Angeles and neighboring counties.

It is the highest mountain accessible by road in Hollywood range, and will offer antenna tower facilities one and one-half times that of the Empire State Tower, New York, the present highest television site in the United States, according to Mr. Weiss. He stated that road re-surfacing would start immediately, and work on the proposed $1,000,000 television plant would get under way by early spring.

Walgreen Using 7

WALGREEN DRUG Co., Chicago (chain drug stores), on Jan. 12 started a 30-day campaign totaling 1,000 15-second announcements on seven Chicago stations to promote the company's new and largest store. The store is at State and Randolph Streets. Stations used include WCFL WGN WMAQ WEN WBBM WIND WJJD. Schwimmer & Co., Chicago, handles the account.

KTSM Regional Grant

KTSM, El Paso, Tex., Jan. 11 was granted a full-time regional assignment on 1350 kc., in lieu of its present part-time assignment on 1250 kc., to increase its power from 100 watts to 500, and to consist of a continuous schedule of news, weather and other programs. Former Examiner B. A. Brumfield several years ago had recommended denial of the application. WDAH, El Paso, under the same ownership as KTSM, which held a license to operate two hours on Sundays, is deleted under this action, with full time awarded the dominant station.

Commercial Video Draws Objections

FCC Hearing Also Will Draw Opposition to Standards

The New York Times, Jan. 15, 1940

BROADCASTING • Broadcasting Advertising
1. Increase in Coverage
(and audience, too)

KECA's increased primary coverage at the new spot on the dial (780) now reaches 97.2 of all homes in the seven Southern California counties. Mail increase has been almost 900% since August 1 ... and it's still climbing.

2. Increase in Local Accounts

During the month of December, KECA carried more department store sponsored 15-minute programs per week than all of the other major network stations in Los Angeles combined. Local lineage has increased 975% since August 1.

3. Increase in National Business

Canada Dry, Brown and Williamson, Williams, Ralston-Purina ... sure we had them all prior to August 1, but now ... sixteen new NBC Blue Network sponsors are heard over KECA and more will be heard during January.

4. But NO Increase in Rates, (yet)

★ Your Advertising Dollar S-T-R-E-T-C-H-E-S when you buy KECA

KECA's increased primary coverage at the new spot on the dial (780) now reaches 97.2 of all homes in the seven Southern California counties. Mail increase has been almost 900% since August 1 ... and it's still climbing.

**Better Sign Today With...**

FREE & PETERS, INC., National Sales Representatives
is
Albert Evans
fully arranged the broadcast from
UNIVERSAL
and
planations
Winn
There
freeze room
then
box
the
dawn disc assignment to get firsthand information from the disaster site. KSTP had its shortwave truck on the job, with Joe Meyers and Roi Ulmer, speaking from the truck roof. At a hotel fire in Omaha, KOIL and WOW gave thorough coverage. Foster May (lower left) defied ice and slush as he roamed about the scene with a WMA microphone.

FIRE TALES OF TWO CITIES
Twin Cities and Omaha Hotel Catastrophes Find - Stations Carrying Vivid Descriptions

Thirteen minutes after the first alarm was sounded in Minneapolis' most disastrous fire in history, Twin Cities radio stations were on the job. In a series of news and assistance broadcasts, the city's radio stations have drawn praise from public and Red Cross officials.

In Omaha another hotel fire the next day found stations in that city fighting frigid temperatures to give listeners a story from the disaster scene.

The Minneapolis blaze, which destroyed the Marliropolitan hotel with a loss of 20 lives, struck early in the sub-zero morning. Three minutes later at 5:30 a.m., the Minneapolis fire department received first word of the disaster. A few minutes after 6, WTCN, whose studio is located a block-and-a-half from the scene, announced the blaze was underway. Other stations which shortly joined in broadcasting news of the fire were KSTP and WDGY who carried appeals for relief of sufferers were WCCO, KSTP, WMIN and WDGY.

Witness Accounts
Roger Krupp, WTCN announcer opening the day's schedule at 6 a.m., saw the fire trucks roar by as he entered the studio building. When he reached the top floor, he saw flames shooting through the hotel roof and ascertained exact location of the blaze and so announced.

At 6:10, a young eyewitness rushed to the station and told Krupp the details of the initial terrifying minutes of the blaze. Krupp aired this, then turned over handling of the morning transmissions to announcer and ran to the scene where he interviewed survivors, firemen and other witnesses. He returned to give a fairly complete account from 6:45 to 7 a.m., going back again for more information. Throughout the day, WTCN interrupted frequently to carry bulletins on latest developments.

Two fires in two days, Jan. 3 and 4, provided Minneapolis and Omaha stations with opportunities to combine public service and radio reporting. Roger Krupp (upper left), announcer of WTCN, Minneapolis, left his dawn disc assignment to get firsthand information from the disaster site. KSTP had its shortwave truck on the job, with Joe Meyers and Roi Ulmer, speaking from the truck roof. At a hotel fire in Omaha, KOIL and WOW gave thorough coverage. Foster May (lower left) defied ice and slush as he roamed about the scene with a WMA microphone.

Southwest Flour Series
UNIVERSAL MILLS, Dallas (Gold Chain flour), on Jan. 18 starts the quarter-hour Three weekly transcribed serial Dearest Mother on the six stations of the Star Chain, KEGO, KFGC, KRVS, RTSA, KXYZ and KRIS. Albert Evans and LeMay, Dallas, is agency.

Ford in New England
FORD MOTOR Co., Detroit, on Jan. 8 started an eight-week campaign for its vehicles featuring the dealer. The campaign, which is designed to get radio spot announcements on 23 stations in New England, McCann-Erickson, New York, placed the account.
Put the other foot down

It's strictly a matter of balance. If you want to stand firmly in the Omaha market, plant one foot in the cornfields of western Iowa and the other in the livestock and packing centers of Nebraska.

Omaha is a large market—composed of parts of six states along the Missouri river. Coverage of one or two states, obviously, is only partial coverage of the market.

WOW coverage maps, however, coincide almost exactly with the map of the Omaha market. Now, with 5,000 watts day and night—on 590 kilocycles—WOW will give you quality coverage that no other station can approach.

Don't be caught off balance in this year's advertising schedules. Buy WOW and stand firmly in the Omaha market!
Simplified Forms Submitted by FCC

Data Covering Radio Listening Habits
Listed by Princeton Research Group

TO ACQUAINT a larger public with available material on radio listening, the Princeton Research Group of Radio Research has published its first major study on "Social Stratification of the Radio Audience," covering the 1935-37 period, prepared by H. M. Beville Jr., research manager of NBC.

Directed primarily to those interested in commercial broadcasting, the study brings out several important findings. Among the most significant is that 6.7% of the total audience listened to the three networks in 1935-37. This is only slightly higher than the 5.9% reported by the FCC in 1933.

The study also indicates that the networks have been able to maintain a consistent listening audience over the years. This is thought to be due to the networks' ability to attract and hold the attention of their listeners.

A second section, incorporating tables of typical evening and daytime programs showing definite appeal, indicates that the networks are able to provide programs that are well received by their audiences.

The study concludes with a number of other findings, including the fact that the networks are able to reach a large audience with relatively few programs.

How They Listen

A section of the study, covering general listening habits, indicates that the highest listening in the $2,000-3,000 income class (C Group), and in the lowest $5,000 bracket, which makes up only 6.7% of total audience. The D Group (under $2,000) runs slightly behind the B Group ($3,000-$5,000) in amount of listening, the survey showed. The C Group was rated particularly high in daytime listening, largely because "most programs are directed toward this class as the average.

A geographic analysis of set use indicated a high index of Pacific Coast listening, explained by Mr. Beville as resulting from the West Coast's reception of all the best Eastern programs plus many Pacific Coast regional network features of high calibre. The growth of Hollywood as a program center and extension of NBC-Blue and MBS to the West Coast also were cited as facts.

A second section, incorporating tables of typical evening and daytime programs showing definite appeal, indicated that classical orchestras and soloists, commentators and opera type entertainment are relatively strongest in the highest bracket. Semi-classical music and personalities such as Alexander Woolcott and Lowell Thomas, along with folkly or historical drama, ranked high with B Group listeners.

That the networks are able to maintain a consistent listening audience over the years is indicated by the fact that the networks are able to provide programs that are well received by their audiences.

The study concludes with a number of other findings, including the fact that the networks are able to attract and hold the attention of their listeners. This is thought to be due to the networks' ability to maintain a consistent listening audience over the years.

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A LOW-COST BIG-RETURN SALESMAN in the World's Richest Market!

Ed East

AND HIS

“BREAKFAST IN BEDLAM”

At amazingly low cost you can put your advertising messages on this early morning program.

Ed East’s “Breakfast in Bedlam,” on WJZ from 7:00 to 7:55 every morning, Monday through Saturday, is a program with definite sales punch!

A merry, informal show that reaches listeners at the start of the day, it has proved itself to be a program with exceptional pulling power. One offer Ed East made to listeners for a four-day period brought a mail return from 10,597 “Breakfast in Bedlam” listeners!

Right now “Breakfast in Bedlam” is doing a bang-up job for many advertisers. It would like to do the same for you. Start now to reap your share of the profits from this low-cost program on WJZ—a station with a daytime circulation of 5,115,200 radio families in the great New York market and well beyond!... Ask the NBC Spot office in New York, Boston, Chicago, Cleveland, Detroit, Pittsburgh, Hollywood or San Francisco for complete information... National Broadcasting Company, A Radio Corporation of America Service.

4-DAY OFFER ON THIS PROGRAM BROUGHT RESPONSE FROM 10,597 LISTENERS

WJZ
NEW YORK
50,000 WATTS - 760 KC.
Station Break Cut Rescinded by NBC

Order Affecting Sunday Spot Sent in Error, Says Hedges

NOTICES that, effective Jan. 7, the break for station identification following the Charlie McCarthy broadcast would be reduced from 20 seconds to five seconds, sent by NBC to all stations carrying the program, were rescinded by the network before that date.

William S. Hedges, vice-president in charge of the NBC station department, explained that the order, issued in his absence, had been sent in error and that there was no intention on the part of NBC to attempt to curtail the break by 15 seconds allotted for chain breaks.

Order, he said, had gone out following a request by the client, Standard Brands, that its act in reducing the Chase & Sanborn Hour to 30 minutes and its shift of One of M's Family, another of Standard Brands program, to the remaining half of its hour period should not be altered in the interjection of chain break commercials for other advertisers into the period between the two shows. As the consumer has purchased the entire hour, Mr. Hedges explained, it is entitled to this protection, and the network moved in ordering stations to curtail their chain-break time.

IRNA Balks

Between the issuing of the order, however, and its cancellation, the IRNA, executive committee of NBC, wired all stations broadcasting the programs to tell NBC that they would continue to purchase 20 seconds, as "acceptance by you of the reduced five-second standby would establish a damaging precedent which might ultimately lead to elimination of the essential services you render during station break periods."

Subject of station breaks and whether the 20-second period be- longs to the network or the individual stations is a sore point which has frequently been argued by NBC. The network in its recent objections object especially to the practice of purchasing a full hour from the network stations during a quarter-hour-period, each advertising a different product, and then inserting announcements for still different products at what would normally be the quarter-hour breaks.

Assertions claim that such announcements should be purchased from them individually, while the networks have taken the position that if an advertiser buys a full hour from them he is entitled to use that time as he sees fit, as long as he complies with the networks' own restrictions on copy.

MBS From Front

VICTOR LUSINCHI, who was appointed MBS special warfront cor- respondent with the French Army late last November, has just finished a weekly quarter-hour program speaking direct from French Gen- eral Headquarters, somewhere in France, his reports going by wire to Paris and from there over MBS. Up to the first of the year, Lusin- chi had broadcast various special programs on MBS.

CHEF Mardikian poses with his best smile and sharpest carving implement over this turkey, rescued just for this picture from the hungry KPO-KGO emplees in San Francisco during the staff Christmas party given by Manager Al Nelson. Demonstrating varying degrees of holiday expression as they watch for the first slice are (1 to r) Anita Bolton; Jennings Pierce, educational and agricultural director; Chef Mardikian; Mr. Nelson and Gladys Cronkhite, home economics expert of KPO-KGO.

'WE TAKE YOU TO FINLAND'

Meyer Berger in 'New York Times'

PAUL WHITE, director of public affairs for the Columbia Broadcast- ing System, leaned back in his swivel chair behind the wide flat- top desk. It was 6:40 p.m. From the great loudspeaker on the office wall poured the Texas twang of the captain of the Tuscaloosa. He was near the vol of one of the Scotty-miecting of the German liner Co- lumbus.

The young man at our side stared up at the loudspeaker. Mr. White, he explained, was waiting for a cue channel, an air wave over which he might talk withanding clients in Finland, London and Paris. Mr. White, the young man said, discusses schedules with the correspondents every night and every morning before foreign news broadcasts begin.

"It's exciting," the young man assured us.

"Hello London."

The Tuscaloosa's skipper closed his story. Mr. White sat straight. He leaned toward a capsule-shaped microphone set on the desk. He then stood up and turned on a switch on the wall gave off a subdued, surf-life murmur, Mr. White said: "Hello London," the speaker hissed, "Hello, CBS London," Mr. White repeated, and this time a faint "Hello" came back.

"Hello, Ed," Mr. White said, tensely.

The voice from London came up in a roar. "Yes, Paul," it said.

The young man whispered in our ear. He said the voice from Lon- don was Ed R. Morrow's. "Ed's talking from the CBS underground studio," he told us.

Mr. White spoke into the micro- phone again.

He said: "Ed—about the 9:15-9:45 a.m. gap on Christmas morn- ing. What are the chances of get- ting the BBC singers in there?"

"Your time?" Ed wanted to know. His voice was off in the hollow way of transoceanic talk.

Mr. White said, yes, our time.

"Thin? I can do," Ed told him • • • "Christmas carols, band music, that sort of business?"

Mr. White said yes.

The "BBC singers" our young

informant told us, meant the chorus at the British Broadcasting Sys- tem studios. Mr. White means he wants them to fill in a hole in the Christmas morning program," he explained.

Mr. White spoke again.

"This Chamberlain talk," he asked, "any change from 11:45? 14:30? What will he talk about?"

Mr. Murrow said no change: the British Foreign Minister would talk on "The War, Its Progress and Prospects."

As Mr. White scribbled furiously at a pad and watched the desk clock.

"About the night show," he said: "It's lined up this way—He broke off and swore softly. "Somebody took my sheet," he told Murrow. "Wait a minute."

The young man raced out to get the sheet.

Mr. White seemed tense.

Up and Down

Mr. Murrow's voice came in again. Rising and falling as though he was coasting up and down great hills and valleys.

Mr. White issued in his absence, Mr. White was saying.

"First," Mr. White said: "We'll pass along to you. Go ahead with the BBC singers."

"Right," London murmured, and washed away into silence.

Mr. White issued general orders for the foreign news broadcast that was to follow immediately after the scheduled talk.

"On tonight's show," he said, crisply. "Is Paris on yet?"


He's attempting to bring in a remote from Finland," Mr. White told the listeners in Europe. "We'll be with him in first. He broke off. "What's that?" he asked sharply."

"We'll leave you time, Ed," he assured London. "Three minutes."

He directed a talk to the Paris man, "Go ahead Eric—what you going to do?"

Eric's voice, blurry and filled with vases and depressions, said something about Christmas stuff from the Maginot Line. We caught only part of it, but Mr. White ad- ded as if he got every syllable. "—I can be there, on another mike," Eric said. "It's all—we guessed, meant the Maginot Line."

Mr. Woods, a dark heavy-set man in dark suiting walked swiftly into the room from another office. He slapped a paper on Mr. White's desk.

From the Front Line

"Cable," he said. "Just came in.

Mr. White scanned it rapidly, eyes ever on the clock. It was danger- ously near time for the foreign broadcast. None of this cut-and-chips talk, of course, went over the air for general consumption. It was put off office line.

Mr. White spoke at the chromium stalk capule again; more hurriedly now, like a man chased breathless. "...told us, initially, who "they might be—some other broadcasting company, we guessed."

Not the first quarter-hour program, perhaps, but on some other talk. I'll send a cable on it."

Eric's mind crashed through like a man talking against a howling gale.

"We'll get the interesting part from there," he said. "We are sure Mr. White from Paris. Some of his talk flattened so it could not beat the air as British are concerned. BBC is going to have Gracie Fields."

Ed Murrow spoke again. The war news seemed not to rise. If a succession of sharp blasts had come between speaker and listener.

"You're all ... set ... as far as anfield is concerned, Eric," he asked Paris.

We wondered, in the vague blue light of the dark studio, about a man who seemed to talk against the waves and the wind, what sort of places they were in.

Mr. White said: "Larry may be able to get through for us on the French line."

Eric said: "I don't know. You'll have to send us ... cable soon as you can."

It was 7:15 p.m., deadline for the foreign news. Mr. White threw a switch and Eric Severeid's voice died.

"First," said the voice of the an- nouncer, "we take to Finland."

Mr. White said: "We'll take a switch and Eric Severeid's voice died."

"First," said the voice of the an- nouncer, "we take to Finland."

Mr. White said: "We'll take a switch and Eric Severeid's voice died."

SIR JOHN REITH, former director- general of the British Broadcasting Corp., and former manager of the Imperial Airways, was appointed Minis- ter of Information in the British war cabinet's recent shakeup.

The broadcast was on.
On a flock of stations or just a handful—SPOT YOUR RADIO!

Shoot the works for an old seasoned product on 50 or 150 stations with a half hour or a strip.

—or nurse along a new product in try-out territory as your distribution progresses.

Flexible—that's what SPOT RADIO is. Pick the best available time on your choice of the country's best stations. Pick announcements or news or talent programs, live or transcribed. Localize your sales appeal and fit the whole plan to suit your budget. Makes sense, doesn't it?

ANY TIME  ANY LENGTH  ANY WHERE

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

EDWARD PETRY & CO.  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.
Akron's Regional Grant Reaffirmed

1 kw. Station Gets 1530 kc.; Two More Locals Granted

REAFFIRMING its decision of last May 11, authorizing a new 100,000-watt 1530 kc. location in Akron, O., the FCC on Jan. 10 re-granted the application of Summit Radio Corp., for the station clearing away the obstacles to its construction. The grant had been suspended last fall after objections had been raised.

The Commission's new final order states the radio stations are granted all respects to construct and operate a standard broadcast station of the character proposed. The grant was the first dispensing of 10 shares band above 1500 kc. Under the Havana Treaty assignments on 1530 kc. are slated to Kinston, N.C., attorney; J. H. Orr, auto dealer.

The station will be headed by Bernard Berk, Akron attorney, who also owns the city's largest wholesale and retail sporting goods firm, as president, and its stockholders include a group of Akron business men. The Station's call letters will be WAKR.

The Commission on Jan. 10 also authorized a new local station in Opelika, Ala., to operate with 100 watts night and 250 day on 1370 kc. It will be licensed to Opelika-Auburn Broadcasting Co., with the principals are Yetta G. Sanford, insurance man; C. S. Shelly, cotton broker; and J. H. Strikes, Jr., attorney; J. H. Orr, auto dealer.

Rejecting the application of Patrick Henry, Jr., attorney, N. C., of a new local in the same city, the Commission on Jan. 11 granted William C. Barnes, publisher of the Martinsville News, and J. H. Strikes, Jr., of Opelika, Ala., to operate with 10 watts night and 250 day on 1370 kc. Mr. Barnes and Mr. Weiland are partners in the new station enterprise.

The Akron and two local grants were the first to be made since a few decisions announced by the Commission so far in 1940, 55 having been granted during 1939.

Benny Named as Leading Radio Artist In Poll by New York World-Telegram

JACK BENNY again is the outstanding artist of the air, according to the ninth annual New York World-Telegram poll of radio editors, conducted by Alton Cook. The poll awards Benny a double honor, since he was chosen best comedian and also best program on the air. The poll marked the eighth straight year in which he received the comedian award.

Not far behind the Benny series in the list of favorite programs was Jack Benny's program, with Charlie McCarthy in third place, followed by Fred Allen, Bing Crosby, Kay Kyser's College, Bob Hope, Lux Radio Theatre, Orson Welles, Tocaini Concerts, America's Town Meeting and One Man's Family.

Increasing dominance of comedy over other forms of entertainment is reflected in the balloting, Mr. Cook said, since the first seven programs are primarily comic. Principal change in ranking of comedians is the advance of Bob Hope, who is surpassed in that category only by Jack Benny, Fred Allen and Charlie McCarthy. Hope also was selected best announcer in the campaign.

Children's Program-Let's Pretend, 12; Lone Ranger, 4; Little Orphan Annie, 50; American School of the Air, 24; March of Games, 19; Irene Wicker's Sibling Lady, 17; Girl Friends, 15; Gangbusters, 14; Blue over the Air, 13; Dick Tracy, 12; Phil Silvers, 12; Paul Whitman, 11.

Popular Singers-Johnnie Ray, 35; Bing Crosby, 47; Perry Como, 11; female singer, Bing Crosby dominated the male singers. Andy Devine was picked as best program on the air. The poll marked the eighth straight year in which he received the comedian award.

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Domestic Commerce (published by the U. S. Department of Commerce) features these figures for the East, South Central States. Change from June, 1938 to June, 1939.

- Wholesalers' Sales: Up 9.7%
- Accounts Receivable: Up 5.1%
- Inventories: Down 6.1%

Add to these the following:

- Industrial Employment (8 months): Up 7.7%
- New Car Sales: Up 40%
- Electrical Power Consumption: Up 11%
- Telephone: Up 7%
- Bank Deposits: Up 7%
- Retail Sales: Up 8%

With sales increasing, employment up and inventories decreasing, the East South Central States, WSM's front yard, are ready to do a rushing business. WSM, the dominant 50,000 Watt Station in this favorable region, can carry your sales message to the people who buy, with a maximum of effectiveness and a minimum of cost. May we show you facts and figures?

National Representatives, Edward Petry & Co., Inc.
WPTF Is Granted Unlimited Hours

680 kc. Enters I-B Status; Several Hearings Ordered

WPTF, RALEIGH, NBC outlet, was authorized Jan. 17 by the FCC to change its hours of operation from limited time to unlimited time on the 680 kc. channel, thereby officially reducing the status of the frequency to a 1-B, or duplicated wave pursuant to the new allocation rules. KPO, San Francisco, owned and operated by NBC, is the dominant station. The modification of its license, authorized by the FCC, is the directional antenna by WPTF from sunset at San Francisco. The station has pending an application for an increase in power from 5,000 to 50,000 watts.

Simultaneously, the FCC announced at its en banc meeting denial of petitions for rehearing of the Nov. 15 grant to F. W. Meyer, general manager of KIZ, Denver, of a new local station in that city. KFEL and KVOD, Denver, had petitioned for reconsideration of the grant.

Authorized was a construction permit to use 1310 kc. with 250 watts total output, and in the opinion which established legal precedent, since the FCC had previously held that local stations should not be assigned areas requiring regional facilities for metropolitan coverage [Broadcasting Dec.].

Hearings Ordered

Application of WNYC, municipal-owned station in New York, for full-time operation on 810 kc. in lieu of its present daytime operation of 1000 kc., was designated for hearing by the Commission.

In connection with the application of WHO, Des Moines, for full-time operation on 830 kc., clear channel on which KOA, Denver, is the dominant outlet, the FCC ordered that the hearing on Jan. 29 be held before an examiner. Previously Commissioner Norman S. Case had designated the channel aside, since it would mean duplication of operation on another clear channel if granted.

New Oregon Station

AUTHORIZED for construction last Sept. 14, the new KUIN, Grants Pass, Ore., went on the air last month with Western Electric equipment and a 165-foot Bethlehem tower. Manager is John C. Baurriedel. Stanford graduate who formerly worked with KIEM, Eureka, Cal. William R. Rambo is chief engineer. Production is handled by Julius Hoover. Both are also Stanford graduates. Control engineer is Edward Tomer, third year student of KSAN, San Francisco. Station is licensed to Southern Oregon Broadcasting Co., of which E. Voorhies, publisher of the Grants Pass Courier, is 50% stockholder, with the licensees of KIEM, Eureka, owning the other 50%.

WJR Wins Renewal

WJR, Detroit, Ala., Jan. 10 was awarded renewal of its license along with all of its limited time stations 680 kc. with 250 watts total on sunset and 100 watts night by the FCC. The station, currently operating 24 hours a day, only, had been cited in connection with allegedly unpaid transfer of license and purported violation of technical requirements.

VISITING in Hollywood during December, R. A. Porter, vice-president of Stack-Bogue Ad. Agency, New York, (seated), in addition to checking on the NBC Adventures of Sherlock Holmes series, sponsored by Grove Laboratories (Bromo Quinine), was on hand to supervise the initial West Coast origin of Horace Heidt's Pot o' Gold program, licensed only to KSL, San Francisco, and distributed by Horace-Howe Co. (Tumbl), which switched from New York to Hollywood Dec. 5. Both accounts are serviced by Stack-Bogue. Here sits Mr. Porter, discussing the programs during a session with NBC Hollywood executives (1 to r) John Swallow, NBC Western Division program director; Sydney Dixon, sales manager, and Don E. Gilman, vice-president in charge of NBC's West Coast activities.

A DIARY OPENS THE DOOR

Sequel to Program Plot Entices Housewives

-To Diaries Delivered by Routemen-

By FREDERIC W. ZIV
Frederic W. Ziv, Advertising Cincinnati

THE STORY of immediate sales, of how three out of every four inquiries ring the bell, is the story of Secret Diary, radio serial which has the pleasure of producing and transcribing Secret Diary, designed along the lines of the proved script show technique, clipped from the start. Yet the success of the show is not due exclusively to this fact, but also to the fact that its merchandising plan enables the sponsor to see tangible proof of its sales effectiveness. In addition, Secret Diary's merchandising plan makes easy the routeman's entrance into the homes of prospects in his community.

Secret Diary was first tested in Cincinnati for French-Bauer Dairy Co. When followed up by French-Bauer's Field Manager, the result was 76% of one hundred housewives who listened to the program made purchases of French-Bauer products. This was the first test of Secret Diary, in the Cincinnati market.

Four-Part Success Story

The story of how Secret Diary accomplished this should really be divided into four parts:

1. Secret Diary is the story of Elsa Morgan, a woman who in a diary she has kept for a period of years, has recorded every important happening of her life.

2. In the diary Elsa Morgan records important parts of the story not immediately revealed on the air, which explain many of the actions, many of the fears and hopes of the characters in the drama. It is only the characters' familiarity with the characters, should want a copy of the diary. The writing of the diary is faded out at the end of each program, leaving the most important portion unread.

3. This is the merchandising twist that sells to women. The sponsor makes available to listeners copies of each day's diary. These are distributed weekly by his own delivermen.

4. When it was announced over WHO (in the Cincinnati market) that copies of Elsa Morgan's diary were being made available upon request, the station was deluged with thousands of letters. The first plug—a single announcement at the close of the Tuesday program—pulled 688 requests in the first mail. And after the second day the offer had to be withdrawn, since requests had already exceeded the initial supply.

The Personal Touch

3. Instead of mailing diaries to each listener, French-Bauer delivermen called on the housewife who listened to the program. As the result of this first experience, Allen S. French, general manager of French-Bauer, reported that:

1. 75% of all housewives called on made at least one purchase.

2. French-Bauer drivers reported that never before had they been so welcome at any door. Secret Diary proved a marvelous door opener.

Because the deliverymen came to the door to bring, free of charge, something to enhance the housewife's enjoyment of Secret Diary, they created a new relationship between housewife and canvasser. He was doing her a favor, and she had only to listen to return the favor. Where before deliverymen in search of new customers were turned away from door as with the immediate answer that “we take from Blank dairy”, French-Bauer men found themselves first making friends and later customers of an increasing number of housewives. Though his problem remained the same—to add a new customer to his route—the diary provided an entrance into the home he otherwise would have had only to listen to return the favor. Where before deliverymen in search of new customers were turned away from door as with the immediate answer that “we take from Blank dairy”, French-Bauer men found themselves first making friends and later customers of an increasing number of housewives. Though his problem remained the same—to add a new customer to his route—the diary provided an entrance into the home he otherwise would have had only to listen to return the favor.

Chapter Each Week

The diaries themselves are attractively printed to carry out the idea they were actually written by hand. Each week show is a new beginning, a new chapter, so that each week the deliveryman has a new opportunity to make a new contact.

“Here is this week's chapter of Secret Diary. I'm glad you like the program. I'm sure you'll like our milk.

Each chapter is presented in an individual envelope that keeps it neat and clean, presented with the first "chapter" an "alibi" box, an attractive replica of a locked diary.

The succeeding "chapter" may be placed.

4. For his own records we furnish the sponsor with a simple mailing envelope form that enables him to see at a glance the week-by-week development of his sales to a customer. This is a new chapter in French-Bauer's mercantile salesmanship.

Sounds complicated? It isn't. Too many housewives listen to Secret Diary today using it successfully to questionable its ease of operation. And since an operator or routeman who delivers Secret Diary can easily and rapidly assemble the program completely.

That the plan and the program are successful is attested by the fact that, presented four weeks ago, Tuesday through Friday, Secret Diary this month starts a third year on that market as a satisfied client who has contracted for an additional 52 weeks.

It is the air for more than 60 house-to-house operators from coast-to-coast, as well as in Australia and New Zealand. Primarily, of course, Secret Diary has to be good drama. As evidence of that fact, in many additional cities the program is sponsored by firms who do not use the merchandising push, but use the ideas developed by Secret Diary sponsor to全年air as a fine daily newspaper which appeals to women and definitely sells goods.

Coffee Firm in West

BREAKFAST CLUB COFFEE, Los Angeles, currently sponsoring the twice-weekly "Louis B. Mayer Interviewer" on KNX, Hollywood, and a similar man-on-the-street program of preferred audiences starts a four-weekly 15-minute show, "The Market St. Interviewer," on another NBC outlet, KSL, Salt Lake City. Contract is for 52 weeks. Firm will also continue using spot announce ment four-day-a-week on KSL, Salt Lake City. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.
WCHS Charleston, key station of the West Virginia Network and affiliated with the Columbia Broadcasting System, reaches an area greater than ever before with the installation of a new Collins 21D 5000 watt transmitter. At WCHS the Collins 21D gives unequaled 5000/1000 watt high fidelity performance.

Have you considered the advantage of being able to continue on the air at 1000 watts in case of temporary failure in your 5000 watt transmitter? You can do that very thing with Collins 21D, which is in effect two transmitters. One is a high level Class B modulated 1 kw unit, the other a 5000 watt grid modulated unit. Instantaneous automatic changing from 5000 to 1000 watts is accomplished with simple relay switching. If you operate at reduced power during night time, the 5000 watt section is completely shut down. This saves tube life, power and permits routine cleaning and service while on the air.

Odes E. Robinson, Technical Supervisor of WCHS and the West Virginia Network states: “With several transmitter installations to my credit I have yet to see one which was installed with greater ease and which performs better in any respect than Collins 21D. Low tube cost, low power consumption and high fidelity makes our installation particularly outstanding.”

Collins Radio Company
CEDAR RAPIDS, IOWA  NEW YORK, N.Y. 11 WEST 42 STREET
Midwest Venture Sells Ohio Oil Co. On Radio Power

Ten-Station Hookup Is Signed

As Test Brings Surprises

THE first major venture of the Ohio Oil Co., of Des Moines, broadcasting has been so successful that the initial NBC Blue network setup has been increased to 10 stations. The new network, operating from the Ohio Oil Co. offices in Des Moines, will be known as the Ohio Oil Co. Broadcasting System. Under the new set-up, the company's radio program, "Marathon Melodies," will be heard on the following stations: KGBE, Des Moines; KOSO-KENT, Des Moines; WENR, Mount Pleasant; WGBF, Evansville; WBOY, Terre Haute; KKW, St. Louis; KSTC, Oklahoma City; KGK, Fort Worth, and KGK, Springfield, Mo.

Helping the Dealer

In commenting upon the success of the program, which features a musical background, contests given away, and spot announcements from studio and outside agencies, Mr. H. E. Bristol, advertising manager of the Ohio Oil Co., said:

"First of all, Marathon Melodies is designed to benefit our Marathon dealers, and any program which fails to accomplish that end, and to point the thousands of contest cards secured from the stations of our dealers as ample proof. By coming to our outlets we have overcome their initial sales resistance and started them well along the road to greater sales. This, we believe, is of great material benefit to our dealers.

"In a dealer-set up as we have in our marketing area, the good-will and satisfaction of the dealers themselves is of paramount importance. Giving them an outstanding radio program which they can call to the attention of their customers has made them more appreciative of our efforts aimed in their direction. This appreciation, which ultimately results in greater cooperation, is of inestimable value. It means dealers feel much more like going out after sales, which is the success point in any business.

"The thousands of cards we received during our first 13 weeks indicated that the name Marathon was being brought to people whom we could not reach in our customary promotional plan. We did not, we reasoned, extend the program to increase its coverage to our entire marketing area, and reach that many more people. We believed it a sound move.

"We are particularly pleased with the public and dealer tie-in Marathon Melodies. Due to the receipt of contest cards, we can say definitely that people are listening to our dealers' stations, and want, for after all, making sales is just a matter of educating people to familiarity with your product.

"Marathon Melodies is one of the fastest listeners they have on the air. It has built up a following, acquainting them with Marathon Gasoline and Marathon Endurance Motor Oils.

"This is proven by the gratifying increase in sales which we have experienced since Marathon Melodies first went on the air, 13 weeks ago."
Power
where it counts

50,000 WATTS
at 820 on the dial

selling a

2 1/2-BILLION-DOLLAR MARKET

BASIC CBS OUTLET • NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

OWNED AND OPERATED BY

The Courier-Journal
The Louisville Times
Canadian ASCAP Is Refused Boost
Same Rate Per Set Fixed by Copyright Appeal Board

By JAMES MONTAGNES
Canadian ASCAP, 169-898,-79,10 to the Canadian Performing Rights Society (Canadian ASCAP) in 1940 according to a decision of the Copyright Appeal Board made in 1939 at Ottawa and published officially in the Canada Gazette. The fees are based on the rate set in 1939 by the Board, appointed for that purpose by the Department of State, and are figured on a basis of 8 cents per licensed receiver as at March 31, 1939, end of the last Government fiscal year. The Board, in its assessment for 1940 had asked 14 cents per set [BROADCASTING, Dec. 15, 1939].

The amount includes $1,000 to be distributed among stations for commercial receivers in hotels, restaurants, etc., to use copyright music broadcast by commercial stations. CPRS had asked for this purpose a fee of $16,800 on the 24,000 commercial receivers. For 1939 CPRS had asked a rate of $10 for each commercial receiver as against $9,545 takes care of the increase in licensed receivers which numbered 1,192,500 as at March 31, 1939. Broken down by provinces from Atlantic to Pacific, 5 stations in Prince Edward Island pay $140.61 for 5,209 receivers; 4 Nova Scotia stations pay $3,638.22 for 6,122 receivers; and 10 Quebec stations pay $3,841.58 for 6,050 receivers; 7 Manitoba stations pay $3,453.84 for 5,065 receivers; 7 Alberta stations pay $3,481.57 for 3,366 receivers; and 15 British Columbia stations pay $7,065.06 for 106,169 licensed receivers.

Largest fee paid by any station is that of CBL, Toronto, assessed at $11,266.70. Second largest is paid by CFRF, Montreal, assess $8,126.70, while third highest is CFRB, Toronto, $9,510. CKAC and CBM, Montreal stations are each assessed $7,256.70. Radio sets in which the fee is based for Toronto number 234,593; for Montreal 206,406. The fee, based on a schedule of identical coverage and coverage of each station, was worked out by the Canadian Association of Broadcasters, the Canadian Broadcasting Corp. and the CPRS. Stations paying more than $40 a year can make their payments in quarterly installments or in full. Delinquent payments a 10 per cent penalty is set by the Copyright Appeal Board.

Cadle Tabernacle, Indianapolis, is said to have its nonconiscap disc talks on 104 stations throughout the country.

This neon flasher sign greets all travelers at Detroit Municipal Airport. It is a companion display to another board WRJ has maintained opposite the New York Central station in Detroit for several years. Contract is for three years on this sign, with a new coat of paint thrice annually.

Adapt the Commercial. Make it fit the product, as much as the program. If the program features march music, make the commercials spirited and full of "oomph." Have program consists of hymns, make your copy meditative and philosophical. Give it just the right amount. Examples: MARCHING—With the Ellert Brewing Company! Here comes the parade, with a fine transcribed march! Get into the parade— increase your pep, renew your energy with some of that fine Ellert's Old German Beer. Ellert's old German is the beer for live appetites... it makes the plainest of meals delicious and satisfying! Can you imagine a glass of Ellert's rich, flavorful Old German brew with a brash airlolate and all the trimmings of a modern beer? It's marvelous! But, why imagine it? Just buy Ellert's Old German beer—have it with your meal how it makes every food deliciously plain.

The Sunday Hour is brought to you by the Jones Brothers Funeral Home. The peaceful, home-like atmosphere of the Jones Brothers, and the reputation of the funeral industry's major authoritative person, makes every one feel to whom that fact is appealing. If the audience cannot get the feeling of peace, of home, the audience is requested to write to the program, make the address and by doing so probably will be able to get the impression delivered to them.

Concentrate on One Product. By trying to sell a lot of things or ideas in one commercial, you may shock a few, none of the arguments consistently, you can do a lot of good. Emphasize the desirability of your product, and make it as clearly and simply. Avoid too much repetition and too many disconnected, and confusing phrases that stick in the mind, and develop new sales arguments.

Avoid Overworn Phrases. A good way to keep your copy in the commercial alive is to use words and phrases which have become hackneyed and overworked in the advertising field, but many writers put them in their continuity unconsciously. Examples:

Remember... Remember... Here's important news! This is good for a limited time only... The supply is limited, so get yours now.

Take advantage of this bargain. A sale... this comes only once in a lifetime... Maintain the Proper Attitude. Never beg the listener to do or buy anything. To sell in a radio commercial, one must show the listener that it is to his advantage. A request that he buy "as a favor" or merely "as a trial" sounds sort of weak. In other words, don't say "please get one" or "won't you buy this"—say positively, "won't you buy..." or words to that effect. Tell them clearly where to buy, where to buy it, and why, but never when. A quick, sure way to irritate your audience is to say "buy it this afternoon" or "get one today". Some, however, do not notice this objection. When it is a point of contention, and many sponsors demand it in their copy, it seems desirable to eliminate it.

Remember the Mixed Audience. When writing a commercial for a product used exclusively by women, address it to the women or bring that fact out early in the continuity. Do the same for men or children or other consumer classifications. Imagine men, women, and children coming home and listening to a program of entertainment, write it accordingly, and you can't go wrong.

Make the Message Understandable. Use common, everyday language, avoiding long words, and technical or foreign words. The shorter the space you have to fill, the shorter the sentences should be. Remember. Spell it out only when the audience cannot get the spelling by seeing it. In any case, the audience is requested to write to the program, make the address and by doing so probably will be able to get the impression delivered to them.
Ridin' high, and rarin' to go, for an alert advertiser who will add the magic touch of exploitation and set himself for the Big Payoff. Available—right now—network from Hollywood, Kansas City, Chicago, New York; or transcriptions.

“Believe award will appeal to trade generally as obviously fully justified”

Bob” Landry

CAROLINE ELLIS—Author-Star of “Caroline's Golden Store” on CBS for General Mills Gold Medal Flour; FRAN HEYSER—KMBC producer in charge of “Caroline's Golden Store”; available for other productions in Chicago; MARGARET AND GORDON MUNRO, “Across The Breakfast Table” early morning chuckle makers who have stolen the hearts of the Kansas City audience; BRUSH CREEK FOLLIES—KMBC’s big barn dance show originated to CBS from Kansas City Saturday afternoons; PHENOMENON, “Electrifying History”—world's most romantic adventure story, load-builder for power and light industry transcribed in 65 exciting episodes; LIFE ON RED HORSE RANCH—Adventure-packed dramatic musical featuring The Texas Rangers; 65 episodes a sure bet for the all-family audience. These and other Arthur B. Church Productions—developed at KMBC—have done outstanding jobs for national advertisers. Variety’s award proves we know how it’s done!

Call one of these offices for an audition—you’ll hear something, brother!

COLUMBIA ARTISTS, Inc. GEORGE E. HALLEY ARTHUR B. CHURCH Columbia Management. Inc.
485 Madison Ave. 400 Deming Place KMBc—Pickwick Hotel
Wickersham 2-2300 Diversey 4400 Harrison 2530
New York City Chicago Kansas City, Mo.

HARRY SINGER Personal Manager
Columbia Square
Hollywood 2484
CBS—Columbia Square
Hollywood

KMBC’s POWER GOES UP * 5,000 WATTS NIGHT * ABOUT FEBRUARY 10th
Because too many publicity breaks on commercial programs have gone uncredited, WCCO, Minneapolis, has evolved an extensive system of tipping off agencies on newspaper publicity obtained, courtesy announcements and such. Weekly memos from the sales promotion, publicity, continuity and program departments are cleared through the sales department, which sends special weekly letters to all agencies whose programs receive publicity.

The material includes all information on courtesy announcements, tear sheets of WCCO's two-column ads in the Minneapolis Star-Journal and other publicity in local and one-sheet papers, as well as plugs in Florence Lehmann's three-weekly Airliners program, and on Offer Index, weekly quarter-hour dramatizing all offers and contests on WCCO programs.*

* Trailer Promotion
A TRAILER on the screen of the Golden Gate Theater, San Francisco, is a rather startling version of Information Please recently played, called attention to the fact that the programs heard over KGO. In addition, lobby cards and display publicity include both Information Please and KGO. The station in turn gave periodic announcements over the air directing listeners to the movie adaptation showing at the Golden Gate.*

* Glass for Tubing
CHAS. H. PHILLIPS CHEMICAL Co., on Feb. 9 will start a free offer of one Libbey Safedge glass with each purchase of a 24-oz. bottle of magnesia dental cream to listeners of three of its network programs, Stella Dallas, Lorenzo Jones and Waltz Time, all on NBC-Red. Thompson-Koch Co., Cincinnati, and Blackett-Sample-Hummert, New York, are handling the agencies in charge.

* Peeler for Boxtops
A PEELER for vegetables and fruits and for shredding and slicing is a valued listener to Linda's First Love by the Albers Brothers Milling Co., sponsors on KPO, San Francisco. The peeler is given in return for tops of one large or two small packets of Albers Carnation Oats.

** Merchandising & Promotion

Ivy's Biggest Yet—Ringer—Pacific Legerdemain—Laughing Girls—Cartons of Value

Largest Ivory Contest
PROCTOR & GAMBLE Co., Cincinnati, through Compton Ad., New York, on Jan. 21 will start a series of six-weekly contests on four of its network radio programs, the largest contest for Ivory soap commercials of the year. The programs will be The O'Neill's, The Story of Mary Martin, Against the Storm and The Life of Osa Johnson. Be Beautiful on CBS and a split NBC network, also The Gospel Singer and Live Can Be Beautiful via electrical transmission on various local stations.

Each entrant must complete in 28 words or less the sentence "I like Ivory Soap because. . . ." accompanying each entry with a wrapper from one large size and one medium size bar of Ivory soap. For each of the six weeks of the contest there will be the following prizes: Ten first prizes of new 1940 Buick special 4-door sedans, each with 1,000 gallons of Fire Chief Gasoline, plus $500 credit ticket for accessories, or service, and 100 second prizes of $10 in cash.

Cincinnati Souvenir
TWELVE-page souvenir booklet for distribution to studio visitors has been published by WCKY, Cincinnati. The lithographed pamphlet, predominantly pictorial, describes studio and transmitter facilities, introduces station personnel and local and network stars, and lists highlights of the program schedule, along with a history of the station. Back page provides space for autographs of station personalities.

Sales Bell
CHROME-PLATED bell hand with green plastic handle was sent out during the New Year season by each of the network programs, Stella Dallas, Lorenzo Jones, as a combination holiday greeting and business promoter. Box containing the bell also carries a business message built around the theme, "Ring the sales bell good and loud in 1940", and a business reply card.

** Governor's Conference
The conference is an annual meeting of the state's leading civic and business leaders to discuss problems of state and national concern. The conference is held in the state capital and is attended by state and federal officials, business leaders, and representatives from other states. The conference provides an opportunity for leaders to exchange ideas and work towards solutions to common problems.

** Business advertisers
Business advertisers are companies that sell products or services to other businesses. These advertisers are often larger companies with a strong presence in the market. They use various advertising strategies, such as print ads, TV commercials, and online advertising, to reach their target audience. Business advertisers often have larger budgets than consumer advertisers and may use more sophisticated advertising approaches.

** Broadcasting
Broadcasting refers to the process of transmitting audio or visual content from one location to another. This can be done through various mediums, such as radio, television, and the internet. Broadcasting allows for the distribution of news, entertainment, and other information to a large audience.

** Red Cross Favors Radio
Red Cross Favors Radio As Educational Medium
YEAR-ROUND broadcast campaigns are urged by national headquarters in Washington for the 400 Red Cross chapters in the United States in communities with radio stations. In a special radio bulletin, dated Jan. 5, 1940, and sent these 400 chapters, the headquarters organization points to the need of keeping radio as the best means for keeping the importance and value of Red Cross service in the minds of the people in your chapter territory. The radio bulletins are broadcast on NBC-Blue each Saturday afternoon.

** Insurance Plan
CLOSE upon the annual 10% Christmas bonus to the staffs of WGR, Cleveland, and WRJ, Detroit, came the announcement by Managers John Patt and Leo Fitzpatrick of a group insurance plan for the WBZ, WJAR and WJAH employees of the two stations. Each employee is provided with a $5,000 life insurance policy by hospitalization and doctor's fees up to $150. The entire cost of the plan is assumed by the stations.

** Texas Map
LATEST offering piece from KFRO, Longview, Tex., is a 14 x 17 inch map showing the counties and county seats. This map is often used as a base map for listener surveys and mail response. Station is currently sending out maps to agencies for their files.

** Brochures
Brochures are printed documents that provide information about a particular product or service. They can be distributed through various channels, such as direct mail, social media, and email. Brochures often include promotional offers, product specifications, and company information.

** Strategic entrances
STRATEGIC entrances to Clarksburg, W. Va., present displays installed by WBLK to promote the station's entire programming, including the Erie Reporter news broadcasts.

** WGBS, Joliet, Ill.—Pictures of new equipment, descriptions of programs.

** WGST, Atlanta—Pocket-size pamphlet carrying on separate pages testimonials of various local users of WGST time, illustrated with drawings of the various business building fronts of sponsor firms.

** WOA, San Antonio—Pamphlet presenting statistics on a recent Ross-Fuller listening survey of San Antonio, titled "a twoway tale, a sequel to 'a tale of two cities'," and similar to the one page area of similar nature published previously.

** NBC-Glossy black folder with cover illustration of the black and white gloves, titled "The World's Most Glamorous Performance," covering the entire new product brochure on NBC-Blue each Saturday afternoon.

** STRATEGIC entrances to Clarksburg, W. Va., present displays installed by WBLK to promote the station's entire programming, including the Erie Reporter news broadcasts.
...it has caught on with a bang

saves Milton Charles, WBBM
CBS Western Key Station

Everywhere the Novachord is "Catching on with a Bang". . . because it's the Newest, Most Versatile and Most Amazing of Musical Instruments!

New audience appeal! New versatility for the radio pianist or organist!

You'll hear this kind of enthusiasm from everywhere . . . about the new Hammond Novachord! For this amazing instrument is almost magic in the way it captures the imagination of the radio artist . . . enlivens the showmanship of the station, agency and advertiser . . . and reaches out to the audience with a new musical thrill!

Just imagine this: You play the Novachord as you would a piano — on a conventional keyboard — and you produce beautifully clear piano-like tones! Then, with a simple turn of the tone selectors, you add musical effects of violin, trumpet, 'cello, flute, and dozens of others!

Give your program-building the appeal offered by the Hammond Novachord. Hear and try it — as the quick, certain solution to your next program problem.

Hear the Novachord at your local Hammond dealer's. Or, for more information about the Novachord on your radio program, write or wire: Hammond Instrument Co., 2989 N. Western Ave., Chicago. Hammond Organ Studios — in New York: 50 W. 57th St.; and in Los Angeles: 3328 Wilshire Blvd.

See...Hear...Play

THE HAMMOND NOVACHORD

at the HAMMOND ORGAN STUDIOS in the Hammond Building, 50 West 57th St., New York

BROADCASTING • Broadcast Advertising

January 15, 1940 • Page 49
TOPS IN POWER IN \[\text{FIFTY GRAND in Watts}\]
SWEET PROGRAMS

L. B. Wilson

WCKY

COLUMBIA Programs
Our Platform

Keep American radio free as the press.

Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.

Build programs to provide the greatest good for the greatest number.

Avoid political partisanship on the air.

Install radios in every home, classroom, office, automobile, passenger train and airplane.

Keep pace with technical developments and foster their commercial applications.

AFM Strike-Out

A NATIONAL calamity for radio—and the public—apparently has been averted. There will be no strike of union musicians, it appears. After a two-year seige of decidedly questioned legal status, the onerous National Plan of Settlement with AFM expires under its own terms, Jan. 17, thanks to clear-thinking and fast footwork by a group of top-flight broadcasters.

What transpired in the inner councils; what prompted AFM suddenly to capitulate, after an arrogant, indefensible demand for doubled subsidies, is beside the point. The facts are that the untenable provisions of the plan foisted on broadcasters two years ago will be no more as of Jan. 17. But is the armistice permanent? Will AFM, prodded by such ambitious agitators as Jimmy Petrillo, be willing to let peace reign?

We think not! Broadcasters should not hurl themselves into any feeling of a musician's Shangri La. The locals, by and large, would be satisfied. But not that arbitrary, self-serving international board, as presently composed.

The idea of forced hiring of useless, and in many instances positively incompetent labor, is not only outrageous but probably illegal, in the light of the recent observations of the Department of Justice in parallel labor situations.

What's the next move? Many stations would be justified in booting out incompetent musicians summarily. But that should not happen. The present level of employment of musicians should be maintained voluntarily, except in those extreme cases. Wherever possible, stations should cooperate with their locals, discuss conditions frankly and reasonably, and arbitrate such issues locally. If there is a drastic, wholesale, nationwide let-out, AFM will boom-erang. On the other hand, if stations volun-

tarily continue staff orchestras, except in those instances where the burden is positively unbearable, logic and reason will be on the side of the broadcasters in the inevitable future deliberations. Broadcasters can prove that they can deal with their individual locals amicably and to the mutual benefit of public, musician and station alike.

No single group should attempt to take advantage of the situation. There should be no crowing about a victory one way or the other. Networks can be expected to find a basis by which their stabilization fund contributions to affiliates least able to bear the staff music burden are continued. Judicious application of the AFM settlement can be the foundation stone of new industry cooperation on all fronts.

The plaudits of the industry are due the broadcasters—Scripps, Rosenberg, Morency, Shepard, Ethridge, Pulliam, the networks and others—for an all-industry job well executed.

Henry Bellows

THE UNTIMELY passing of Henry Adams Bellows at the age of 54 deprives radio of one of its true pioneers and probably its finest academic mind. Harry Bellows came to Washington in 1927 as one of the original five members of the old Federal Radio Commission. From 1930 to 1934 he was a vice-president of CBS. After leaving that company he became director of public relations for General Mills Inc., returning to Minneapolis and there helping direct that company's large advertising activities.

He knew radio intimately—as manager of WCOC, Minneapolis, when it was owned by the Washburn-Crosby Mills, as a Federal regulator, as a network executive, as an active NAB committee man and then as an aide in the placements of one of radio's biggest accounts. It was he who coined the phrase "electrical transcriptions" when recorded broadcasts were first eyed askance. It was he who foresaw and warned Congress against many of radio's needless restrictions. Scion of a great colonial New England family, he brought to his several fields of endeavor a mind observant and penetrating, trained in the higher reaches of the academic world and recognized with degrees and teaching posts at Harvard. His loss is keenly felt by his countless friends in and out of the radio industry.

Music Dividends

TAKE a squint at the calendar. There are only about 350 music shopping days till ASCAP contracts expire. From now on there will be plenty of smoke. ASCAP's propaganda machine has been functioning, even to the point of lectures before Lion's Clubs, deprecating radio. But the zero hour has arrived with the opening of Congress. The big propaganda putch is about to begin, unless we miss our guess.

The broadcasting industry has gone on record in favor of creation of its own music supply: Broadcast Music Inc. has been formed. Broadcast Music may not be the easiest or even the best approach. But it does have the backing of a majority of the broadcasters—a substantial majority. It is the broadcasters' idea, and the vote of the majority must prevail. One thing is certain: The interests of all broadcasters are identical—to rid the industry of its complete subservience to ASCAP.

Reunion of Havana

THE BIGGEST development in contemporary radio since 1928 occurred the other day, when Mexico ratified the Havana Treaty. Action came when hope had been all but despaired of, and when other nations on the Continent had re-signed themselves to a continued state of siege in the ether. Instead, overnight, a radio peace was decreed—one that will end the operation of outlaw stations on our waves and at the same time bring about allocation standards that will be observed alike by all nations on the Continent.

Anyhow, broadcasters are only too familiar with the operations of the notorious border stations which, under the treaty terms, pass into oblivion. They may have to content themselves with local or regional assignments which will hardly do the same job as their superpower transmitters beamed to serve listeners in this country. Unless there is a hitch—and none appears to the knowledge of these stations soon will end forever.

Unknown to most broadcasters is the fact that credit for Mexico's sudden acquiescence, after a two-year delay, goes to Emilio Azcarraga, owner of XEW, Mexico City, and president of the Mexican Broadcasters Association. Twice in the past the Mexican had refused to ratify the treaty, largely because of the opposition of border station operators. Then, on the very day Mexico's Congress adjourned, ratification came. Senor Azcarraga had not given up. He simply asked that certain Mexican radio stations, in the interior of the country and serving Mexican nationals, be protected as clear airs. He cleared them.

Two years ago, when the North American Conference devised the treaty provisions at Havana, broadcast observers returned singing the praises of Commissioner T. A. M. Craven, delegation chairman. He and his chief technical advisor, Andrew D. Ring, assistant chief engineer of the FCC, and other delegates, were lauded in highest terms for their remarkable resourcefulness and diplomacy.

Their admirable work appeared to have been in vain when Mexico, yielding to the border station barons, twice snubbed the treaty. Now, thanks to the zeal of patriotic Mexican broadcasters, and, in particular, to Senor Azcarraga's effort, the full benefits of the treaty can be realized. A new era in continental radio is about to dawn.
MENTION the names of Walt Schimmer and Jack Scott to an advertising man anywhere and it's a safe bet he'll know of their success. For at 36, Walt and Jack are partners in an agency, Schimmer & Scott, whose 1939 billings were over the million dollar mark.

Walt was born on Chicago's South Side May 25, 1903. His father was in real estate and believed that every youngster should learn how to make his own way at an early age. After finishing at the Schurz High School, he entered Northwestern University in 1920. He worked his way through school as a mail clerk, shoe salesman, clothes clerk. But he found time to be president of his fraternity, Phi Epsilon Pi, and was associate editor of the Purple Parrot, college humor magazine. He also worked on the Daily Northwestern staff, and managed to write some songs that sold. After taking his B.A. degree in 1924, he started on his own as publicity manager of the Oriole Orchestra conducted by Ted Fiorito and Dan Russo.

An eye on the Florida boom, young Mr. Schimmer went to Tampa in 1925 and opened an agency which handled advertising for 12 large real estate companies. J. H. Brown, now with the Tampa Tribune, was his partner and the Brown-Schimmer Co. rode high until the boom collapsed in 1926. "I headed North with my scrapbook and some borrowed dough", Walt says of his Florida escape. In September, 1926, Walt became advertising manager of the Chicago Studebaker Sales Co. He held the job until 1932 when he joined the E. H. Brown Advertising Agency as vice-president. The agency handled the local Studebaker account, a large number of automobile accounts, and the majority of the agency's business was commissioned classified advertising.

At the Brown agency, Walt became one of Jack Scott's best customers, for Jack was commissioned manager of the Chicago Daily News. After being born in Van Buren, Ark., March 5, 1903, Jack had followed an advertising career, working with various papers in the Midwest and East from their first meeting, their personalities clicked —Walt, the energetic, creative ball-of-fire; Jack, the conservative looking man. Schimmer & Scott was started March 1, 1933, and in 18 months it had become Chicago's biggest classified agency with billings of $20,000 monthly.

One fine day, Walt and Jack got down to their offices at 75 E. Wacker Drive, to find a series of registered letters with announcements that classified was no longer commissionable. "We sat very still for about 10 minutes", they say of the experience, "and then headed for the nearest bar. On sobering up, we found ourselves to be 'radio experts!" The fact of the matter is they looked for the weakest departments of competitive agencies and sensed the future of radio advertising. They decided that a strong radio agency had a future and within a few months the agency had more than a dozen top-flight Chicago radio accounts.

Among their first programs was one on WMAQ starring a comedy team now called Fibber McGee & Molly. The announcer of that early show was named Bill Hay. Sponsor was Klee Brothers, a Chicago clothing firm. Another early account was a weekly half-hour on WBBM for Studebaker Sales which featured transcriptions of Anson Weeks. The discs were bought from Milt Blink, now Chicago head of Standard Radio. The firm also had the Morris B. Sachs account in those days and placed nearly two hours every day for this Chicago clothing until August, 1938.

In the fall of 1936, the agency sold a radio schedule to Lea & Perkins Inc. New York (sales), and has since run a series of national spot campaigns. By 1937, the firm was handling more local radio than the next two or three Chicago agencies, according to Mr. Schimmer, and its national business was increasing. Look Magazine, Thom McAn (shoes) Fox Deluxe beer and Salerno biscuits were among the national and regional accounts handled during the 1938-39 period. In 1938, Rudolph Wurlitzer Mfg. Co. (retail stores) and local commercial radio advertising with the agency following a successful test campaign.

And early in 1939, the agency got a national account (golf shoes), account, together with Hirsch Clothing Co. and Walgreen Drug Co. Walgreen is presently using six weeks a year in Chicago through Schimmer & Scott.

Walt works hard and he'll list tennis, horseracing, football and "any card game", but his closest associates know that he still dabbles off occasional song lyrics. The sentimental feeling kind is called the card-boiled exterior of agency executive shows up in Walt for he is on the board of a number of Chicago's charitable organizations. But the acid test of any boss is to find out what his employees think of him. Most of the employees of Schimmer & Scott have been with the agency since its early days and they'll swear by the S & S combination. Among them is Norem Heyer, co- notch agency radio director, who joined the firm in May, 1935.

Mr. Schimmer met his wife, then Daisy Seltzer, while they were students at Northwestern U. They are the parents of Philip, 2, and Bettina, 5.

DR. GEORGE W. YOUNG, owner and manager of WDGY, Minneapolis, and an aviation veteran, has been reappointed to the United Aeronautic Commission by Gov. Stassen, of Minnesota. His term runs to 1943. Dr. Young has been flying since 1922 and has owned nine planes in 17 years. He is a Vice-President of State and National Aeronautic Assn., a past president of the Minneapolis chapter of the Aeronautic Assn., and a member of the Zero Zero Breakfast Club and the Minnesota Pilots Association.

WALTER THOMPSON, recently appointed director of public information for the U. S. Food & Tobacco Control Board, has been ordered by doctors to take a long rest. He was press chairman of the Royal Vauxhall, chief censor for Canada since the outbreak of war to 1941, then organized the public information directorate since then. George Herbert Lasch, newspaper and magazine director of the Canadian National Railways, is taking his place as acting director.

HARRY McLAUGHLIN, till last year president of NBC Sales, is now the manager of RCA Sales and promotion. He is instructing in flying and in radio transmitter installation, servicing, and other decorative work.

MELVIN DRAKE, recently with the KTUL, Tulsa, has returned to KGFG, Coffeyville, Kansas. Ed Anderson, present KGFG manager, R. G. Patterson, formerly with KOAM, Pittsburg, Kan., has joined the KGFG company. George Roeder, now in Eugene, Ore., is also to be associated with the company. Earl Dougherty and Kenneth Powell, Chrysler Fraternity, is the present manager; Bert Powell, continuity director.

RAYMOND C. COSGROVE, associate manager of E. & M. Co., since 1919, on Jan. 5 was named a vice-president of Crosley Corp. and general manager of the Crosley manufacturing division.

CHAUICY McKEEVER, account executive with the same firm, recently resigned to join a Pacific Coast loan company.

STANLEY E. HUBBARD, president and general manager of KFLI, Pensacola, Florida, entered the holiday home decoration contest sponsored by the St. Paul Pioneer Press, but it was a replica of the town of Bethlehem stop his house in Pensacola, and the contest was awarded first price of $50 in his division.

CORMIN R. LOCKWOOD, of the P. O. C. F. is a staff writer at the Bowling Green, O., and graduate of George Washington U., has been appointed as station director of WMNL in Nashville, Tenn.

THAD H. BROWN, succeeds Franklin R. Salisbury, who has joined the Law Department.

ROLAND WEEKS, commercial manager of KOMO-KJR, Seattle, was the father of a boy born late in December.

JACK REEDER, formerly co-owner and manager of WFMN, Salt Lake City, Utah, is now located in Hollywood, where he plans to become active in radio.

DON E. GILMAN, NBC western division vice-president, has been elected to the board of directors of the Los Angeles Chamber of Commerce.

DR. LEON LEVY, owner of WCAU, Philadelphia, an affiliate of CBS, is in Hollywood during early January and conferred with Donal W. Thornburgh, executive vice-president of his network's Pacific Coast vice-president.

MAYNARD MARQUARDT, manager of WPTF, Chicago, has returned following a three-week vacation trip to Mexico.

E. P. JAMES, advertising and sales manager of NMB, Jan. 9 spoke before a luncheon meeting of the Associated Printing Salesmen at the Hotel Drake, New York.
JAMES STANBERRY, and Your J ACK ROSELEIGH, for HOWARD THURSTON, Youngstown, named to succeed Mr. Mills.

WILT the subject, director water heater department, NAB. Gunzendorfer of who has been appointed assistant sales manager of the range and water heating department, has been named to succeed Mr. Mills.

JAMES L. STRICK, Youngstown radio executive of Music Corp. of America, has resigned and will shortly establish a public service in that city. He had been with MCA nine months.

WILLIAM D. SHAW of the CBS Hollywood public relations division, has been made chairman of the second annual mid-winter conference of the Junior Pacific Adv. Clubs Association (District), to be held in Los Angeles Feb. 17.

JAMES STAN BERRY, merchandising director of WRC, Washington, recently married Kathryn Woods, of the same department.

LEW LINDOY, sales department head of WCAE, Pittsburgh, has been named to the chairman's committee of the NAB 3d District covering Delaware, New Jersey and Pennsylvania.

HERBERT SCHORR, formerly of WDAS, Philadelphia, has joined the commercial department of WKBN, Youngstown, O.

ROBERT SAUDEK, assistant to President R. KIngston, of the Northwest Network, is the father of a boy, Richard Harrison Sauder, born Dec. 31. Mr. Sauder, general counsel of NBC, will address the West Virginia Teacher Association of Packer College, at Lebanon, Jan. 18 on the subject, "Parents, Teachers and Schools."

Howard Thurston

HOWARD THURSTON, 20, chief announcer at KGW, St oke t on, Ore., was drafted into the army in Studio B recently by Lester Jacobsen, newscaster, when the latter came off his early morning broadcast. An autoppy was held and it was found he had died from a heart ailment. Thurston had not complained of any illness to Jacobsen, with whom he had coamed in the studios earlier in the morning.

M. A. McCormick

M. A. McCORMICK, 80, died in Un loton, Pa., Dec. 28 and was buried in New York City. He was father of Mrs. Jesse L. Kaufman, wife of the president of Alber Bros. Milling Company, and of Mrs. Stanley S. McCormick. Also surviving are Mrs. McCormick's two sons, John C. McCormick, who is engaged in business at Pitts burgh, and David McCormick, who is known in Southwestern Pennsylvania and West Virginia, where he had been engaged in the lumber and coal mining industries for many years.

JACK ROSE LEIGH, radio actor who appeared in such proctor & Gamble commercials as "Jenny Lynn of the West," and Your Family & Mine, died at his home in Hollywood, Jan. 5, following an illness due to a heart condition. He is survived by his wife and one son.

VICTOR von DER LINDE, former general sales counsel of NBC, and president and chairman of the Rosenblatt Air Conditioning Service Corp., has resigned his positions to Ralph Rossetter, Adv. Agency, to concentrate on the sales staff of WNBW, New York.

ANDREW ALLAN, survivor of the torpedoed Athens early in the war, has joined the production staff at CBS, Vancouver. In radio since 1931, he has been a producer for the British Broadcasting Corp., for the Canadian Broadcasting Corp., and for a number of Canadian stations. He was working with the Homestead, in Lon don, England, when war broke out.

ROGER VON ROTH, formerly of WBDJ, Roanoke, Va., is to join the announcing staff of WFAL, Washington, about Feb. 1, replacing George Wheeler, recently appointed to the WRC-WMAL production department.

TEE CASPER, formerly of KMIC, San Antonio, has joined the announcing staff of WBAP, Fort Worth, as sports commentator. He is a brother of Charlie Casper, All-American football star of the 1933 Texas Christian University.

JOE BIER, announcer at WOR, New York, recently celebrated his 18th year in radio. Bier, who has been a first microphone at the old WNY, Roselle Park, N. J., on Dec. 25, 1921, has been with WNY for more than a decade. Bier is the station's oldest announcer in a 24-hour service.

HOWARD BOGARTE, formerly of KLKD, Dallas, has joined the announcing staff of KARK, Little Rock, Ark.

BILL WELSH, announcer of KFEL, Minneapolis, has married Olive Duplace late in December.

BETTY WINTON TODD, formerly of the Voice of America, has joined the continuity staff of WBT, Charlotte, N. C.

BRYN MORTENSON, formerly of WOR, New York, has joined the continuity and announcing staff of WOPI, Bristol, Tenn.

EDMUND ABBOTT, on the announcing staff of WCCO, Minneapolis, for the last seven years, left the first of the year for a four-month rest on a Wyoming ranch for his health.

JOHN FUL TON, program director of WJGF, Atlantic, recently married Elizabeth Bodne.

CLARENCE FUHRMAN, Philadel phia band leader for several years, has been appointed manager of KFVS, Phil adelphia, replacing Kenneth Mar tin, who resigned effective Jan. 17.

HARRY WISEMER, sports announcer of WJR, Detroit, is to marry Mary Elizabeth Bryant in early spring. The engagement was announced at Bryant's parents at a party given at their home in Dearborn, Mich., at which time they were served.

ALISTAIR COOK, former film critic for the Los Angeles Times and motion pictures, has returned in January on WQXR, New York, as host of the "Guide to the Stage and Screen," at 9:30 p.m. December 31.

LOIS FROST, former secretary of Virgil Reiter & Co., Chicago, has joined the secretarial staff of Edward Petry & Co., that city.

CHARLES SEBASTIAN, formerly assistant program director of WDAN, Danville, Ill., has been appointed program director of WHDL, Olean, N. Y. Mr. Sebastian is planning to marry Margaret Karlstrom, organist and musical director of WDAN, in the near future.

RICHARD DORF, formerly of WNYC and WHN, New York, has joined the announcing staff of WOY, New York.

W. GWINNE JENKINS, well-known choral group conductor and singer of the Midwest, has joined WKBX, Yonkers, joining WIP, director of church music. He will supervise expansion of choral activities at WKBX and develop new choral features on the station.

BILL RATIGN, KQA, Denver, writer-producer, has returned after being confined to his home through illness.

GEOBE LOWTHER, novelist and originator of such radio dramas as Dick Tracy, Terry & the Pirates and others, has returned to NBC electrical transcription department following a year's absence.

JACK GREGSON, m.c. of the Yawn Patrol, KSF, San Francisco, has been appointed production secretary in the KSFX production department.

TOM DANE, announcer of WBAI, Baltimore, recently announced his marriage on Dec. 10 to Ethel Anderson.

BEULAH STRAWWAVY

A SMALL PACKAGE, but a large lot of merchandising is Miss Beulah Strawway, director of merchandising of WLV, Cincinnati. Though weighing only 108 pounds and little more than five feet tall, she packs a wallop in promoting WLV-advertised products. Miss Strawway, or "Bill" as she is known among her associates, has charge of all WLV activities having to do with the maintenance and furtherance of cooperative trade relations. Her most recent activity was the formation of staffs in Indianapolis, Dayton and Columbus to maintain a constant check on retailers, wholesale and consumers, and build goodwill between them and WLV. Before joining the company a year ago, Miss Strawway was copy chief and coordinator of display and advertising at the general office in Cincinnati of the Kroger Grocery & Baking Co. Prior to her work with Kroger, she was connected with the display and merchandising departments of Sears, Roebuck & Co., Chicago.

CLAY OSBORNE, formerly producer of "A Fashionable Marriage," Portland, Ore., is writing the weekly quarter-hour Adventures of Dr. Hunt which emanates from WGW, one of the CBS Pacific Coast stations under current production for Edward P. Dunne, Jr., Portland, Oreg. Series had been published as Adventures of Dr. Hunt is a similarity in names with another program, title was changed.

DICK DORRANCE of the press department of WOR announced Jan. 9 via the Clipper from Miami to his colleagues that he would be away on a week vacation, returning to New York by boat.

JACK COOMBS, formerly program director of WINS, New York, and previously assistant program director of KDKA, Pittsburgh, has joined WCNW, Brooklyn, to handle production on special programs.

AL RINKER and Annemarie Ewing, and writer respectively, of the CBS Young Women's Board, a series sponsored by Columbia Records, was in Hollywood Jan. 5 to handle the program, which featured Horace Heidt and band and emanated from the latter city.

ESTHER NILSEN, of the sales department of NBC-Chicago, on Jan. 8 announced her engagement to Herman Hester, Chicago businessman.

JUNE TRAVIS, featured actress on a number of daytime series at NBC, Chicago, has resigned to join the staff of Modern Screen Inc., new film company headed by James Roosevelt. Kibbe is doing the script of the title Billy Hill.

MARTIN STARR, motion picture and drama critic of WMCA, New York, has been appointed head of a special committee to promote the Radio Picture Advertisers to form a special committee on activities of the movie industry.

WALLY MCGILL, formerly of NBC music division as assistant to Thomas Behrman, has resigned to join the staff of Universal Pictures Inc., new film company headed by James Roosevelt. Kibbe is doing the script of the title Billy Hill.

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LUCRITA GROVE, formerly in the business office of KOB, Albuquerque, N. M., has joined the staff of KTVB, Boise.

HARRY GROVE and Marjorie Carter recently joined the announcing staff of KCTE, Kansas City.

WENDELL NILES, Hollywood announcer of the "Theme of the Show" for Al Pearce, program, sponsored by Hawaiian Pineapple Co. (Dole Pineapple Co.), has joined the announcing staff of KXK, Seattle.

TED MORDE, formerly program director of WPPO, Providence, R. I., and presently program director in Spain, has been appointed news editor of KMPC, Beverly Hills, Calif.

EDELEON CAIN of the CBS Hollywood announcers and Jack Bartlett of that city, were married in Glendale, Calif. on Jan. 5.

TONY CHRISTIAN, formerly with the KQW, San Francisco, is the announcing staff of KGOF, Coffeeville, Kan., now which includes Dick Travers, John Phelan, in the new location.

ED LYNCH, writer of the transcribed Uncle Jimmy serial and other well-known programs, has resigned from New York, Hollywood.
Misle by faulty information from his scouts, General Custer was trapped in ambush at the junction of the Big Horn and Little Big Horn rivers on June 25, 1876. Modern communications might have prevented this tragedy. Scouts could have reported the vast number of Indians present under the command of the Chief, Rain-In-The-Face, and stayed Custer's attack. Custer could have sent word back to the main army of which he was the advance guard.

How the Family of RCA would save Custer

WHEN General Custer arrived at the junction of the Big Horn and Little Big Horn rivers, he'd send up scouting planes immediately. Pilots noting the vast numbers of the enemy, would report back to Custer by means of a light efficiency airplane radio transmitter designed in RCA Laboratories built by the RCA Manufacturing Company, one of the members of the family of the Radio Corporation of America. General Custer would, of course, abandon his intention to attack. Using portable RCA broadcasting equipment he'd radio back to the main army for help, and dig in to await rescue.

Word of his plight would be broadcast to the whole nation by the two great NBC networks which provide the broadcasting service of the Radio Corporation of America. Forty-three foreign nations would listen via RCA Communications, the world-wide radio message service of RCA.

Tens of thousands of listeners would sit glued by their RCA Victor Radios. And shortly motion picture audiences throughout the world would see and hear talking pictures describing the rescue of General Custer... the scenes voiced by the RCA Photophone Magic Voice of the Screen.

Naturally there would be a great rush on Victor Record Dealers for Victor and Bluebird Records of patriotic character. And Americans everywhere would play these records on RCA Victrolas.

Since, fortunately, no American General is now in need of rescue... RCA stands ready to serve the American people in every other respect in every field of radio.

Radio Corporation of America

RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc. National Broadcasting Company RCA Laboratories
Radiomarine Corp. of America R.C.A. Communications, Inc. RCA Institutes, Inc

Radio Club of America

Broadcasting • Broadcast Advertising

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Ridge Boomed

MAJ. EDNEY RIDGE, general manager of WBIG, Greensboro, N. C., is being boosted by newspaperman Bill grandmother, who has resigned from Congress at the forthcoming November elections. A candidate for the post in two weeks ago on two $5,000 New Deal ticket, Maj. Ridge held only a few hundred votes short of winning. Writing reports to many delegations have urged Maj. Ridge to run this year, and while one publication said he had "practically decided to do so," the broadcast informed BROADCASTING, Jan. 6, that he proposed to "stick to radio."

Stuart Ayers Joins CBS

AFTER Fellowship Tour

STUARTAYERS, who has been doing scripts for the CBS American School of the Air program independently for the past three years, has joined CBS as script writer in the education department, according to Sterling Fisher, CBS director of education. Mr. Ayers will continue to devote himself to that service in addition to his work with the Teachers' Manual, sent by CBS to 150,000 teachers throughout the United States twice each school year.

Last November Mr. Ayers returned after a six-month trip through South America, where he spent four months as a CBS fellowship as part of a detailed study of radio's use for improving cultural relations with foreign countries. The material gathered will be used on the Friday section of the School of the Air series, titled This Living World. Mr. Ayers has been writing for radio for over 12 years and has worked as a producer and actor of many radio series.

MRS. MARIE VAN DERGRIFT, veteran station manager, who now heads the new WMAN, Manhattan, O., is writing "Manager Behind the Mike."

Educator Asks Lifting Of Commercial Control Over Child Programs

CHARGING that "agencies" are technically unqualified to safeguard children, Mr. DeBoer of the Chicago Teacher's College, at the Western Section National Education Association of Teachers of English, held in Los Angeles City College in late December, announced that commercial hold on radio programs and as a solution suggested closer federal inspection to protect interests of children are properly nourished.

While admitting radio is an influential_via in the business of education, he urged the development of attitudes needed to advocate social responsibility. Mr. DeBoer said that the average child spends around three hours daily listening to radio programs.

Viewing with "apprehension" the fact that the majority of radio programs are "merely entertainment," Mr. DeBoer said that "the welfare of children is necessarily considered secondarily, if at all, the need is not perceived of fault-finding if he points out that the safety of society is inadequately safeguarded. Even when the great part of children's education is in the hands of an agency which is technically unqualified to even the radio programs.

As a solution he urged a "system of cooperation between experts in radio entertainment, who know the needs and interests of children."

"We don't expect radio to teach children facts of history, geography, and other subjects," he said, "rather, we develop attitudes necessary to bring about a willingness to go beyond the knowledge presented. In today's complex social environment, television programs, which can only write directly, can relieve rather than intensify the tensions and conflicts which many individuals feel."

Further, radio drama can help children to solve problems in their personal relations. It is in the constructive of radio drama that the chief educational challenge to broadcasters lies."

Educational dramatizations depicting characteristic points in history, social studies, and science constituted the pattern of the new Up and Down the Scale series broadcast on WKBW, Youngstown, N. Y., to their credit, the League members and their friends. The weekly programs, directed by William H. Johnson, WKBW, and dramatic interlude Elva Myerovich, WKBW, have been a constant reminder of the works of the various composers. The program has been recommended to public school children by Supt. Phyllis H. Powers.
STATISTICS COME TO LIFE when one thinks of British Columbia with 750,000 people producing goods worth $232,402,000 yearly. Here, truly, is a market that merits intelligent cultivation, and CBC... through CBR, Vancouver, and a regional network... reaches 85.82% of all the radio homes in this rich Province.

Here is intensified coverage... a coverage all the more effective because the people reached by it have been made radio-minded... their loyalty and goodwill built up and sustained by consistently fine radio entertainment supplied through the facilities of CBC in Canada.
Any way you look

Any way you look

NBC

Whether you judge a network by box top returns, top sales figures, top program ratings, or any other "tops" — the NBC Red comes out on top!

Cereal makers, too, are Red Network enthusiasts! And their enthusiasm is shared by the majority of leading advertisers. That's why, in 1939, more advertising dollars were invested in the Red than in any other single advertising medium. That's why, again in 1940, radio-wise advertisers are placing the major share of their network selling on the capable shoulders of the Red.

In 1939, advertisers endorsed the Red Network to the tune of $35,000,000! The reason for this overwhelming preference of experienced radio advertisers for the Red is no mystery. It's found in NBC's fascinating story of "The Other Half." A story that clarifies network time-buying and takes the guess-work out of network comparisons.

Combing the Country for Facts

"The Other Half" of the national radio audience — the 51% of the U. S. radio-owning families whose listening habits had never before been probed by radio researchers — told us this story. To get it, we went "whole hog" — into every city of 25,000 and over . . . and into one out of every five rural counties in the country!
at it—

Red is Tops!

The facts we learned are of profitable interest to every advertiser and agency. They show why the Red Network produces extra sales. They reveal a new picture of comparative network circulations and values. They prove that a CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!

How to Make More Profits in 1940
Here's a sure plan that will give you those extra sales and profits in 1940.

Every advertiser on the Red knows how it works. We'd like to tell you about it. You'll see why the Red—with the majority of leading day and night shows ever since broadcasting began—is the advertising medium that can deliver the greatest audience for your selling message. National Broadcasting Company. A Radio Corporation of America Service.

NBC Red

The network most people listen to most
Strike Averted
(Continued from Page 19)

When you think of

NEW ORLEANS

you think of:

OLD MAN RIVER

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

PERIODIC ceremony in tableau here is enacted by John Paul Goodwin (left), vice-president of Gizzen danner Adv. Agency, and Ray Bright, commercial manager of KTRH, Houston. When Goodwin brings over a new contract for KTRH time, he is presented with a bouquet by Bright. And when he brings in a cancellation, Goodwin awards the dolorous Bright a box of aspirin tablets.

When negotiations with AFM collapsed in November and IRNA found itself powerless to act further in the matter, Mr. Scripps personally organized a group of broadcasters to go into the question, particularly in the light of the Department's Labor observations. In this group, which began functioning early in December, in addition to Mr. Scripps, were John Shepley, president of Yankee Network, Paul W. Morency, vice-chairman of IRNA and general manager of WTV, Hartford, H. K. Carpenter, general manager of WHK, Cleveland, Eugene C. Pulliam, president of WIRE, Indianapolis, and Clarence Brewer, Detroit attorney of the Detroit News, which operates WWJ.

Samuel R. Rosenbaum, chairman of IRNA, who in late November had conferred with Department attorneys on his own, subsequently joined this group with his Executive Committee in pursing the issue. In later conferences, in both Washington and New York, several network officials, including Mark Woods, of NBC, Lawrence W. Lowman, of CBS, William B. Doolph, of WOB-MBS, and their respective attorneys, conferred with the joint committees. Joseph L. Miller, NAB labor relations director, participated on behalf of the NAB.

The settlement throwing into the discard the 1937 plan as well as the increased demands of AFM at the outset of the new negotiations, obviated any pursuance of possible official action in connection with the whole affair. Details were not revealed. In industry quarters, however, high praise was given both the Scripps and Rosenban groups for the action, along with the cooperation of the tabernacle and of other industry elements involved.

The IRNA Executive Committee revealed that after it had written President Weber Dec. 28 asking that it notify its locals to deal with affiliates independently, the Execu-
10-SECOND QUIZ
FOR STATION MANAGERS

Why do more stations advertise in Broadca\nting than in all other advertising trade publications combined?

Why have 85 advertisers been consistently represented in Broadcastin\ng for three years or longer?

Why should your New Year's resolution be a consistent advertising schedule in Broadcasting during 1940?

answer: RESULTS
null
FUNNY HOW SOME PROSPECTORS MISS THE REALLY VITAL SPOTS!

THAR'S GOLD FOR YOU IN THESE

There are some very sound reasons why advertisers using these 15 Vital Spots consider them a highly profitable investment. First, they are 15 stations completely programmed by NBC. In addition, they provide the benefit of clear-cut local identity and the prestige that goes with it. Third, they blanket 10 of the richest markets in the country. Use them—and you will quickly find out that they pay off with profits!

NATIONAL BROADCASTING COMPANY

15 Vital Spots!

WBZ 50,000 Watts—990 kc. Boston
WBZA 1,000 Watts—990 kc. Springfield
WENR 50,000 Watts—870 kc. Chicago
WMAQ 50,000 Watts—670 kc. Chicago
WTAM 50,000 Watts—1070 kc. Cleveland
KOA 50,000 Watts—830 kc. Denver
WEAF 50,000 Watts—660 kc. New York
WJZ 50,000 Watts—760 kc. New York
KYW 10,000 Watts—1020 kc. Philadelphia
KDKA 50,000 Watts—980 kc. Pittsburgh
KGO 7,500 Watts—790 kc. San Francisco
KPO 50,000 Watts—680 kc. San Francisco
KOA 50,000 Watts—790 kc. Schenectady
*WMAL 500-250 Watts—630 kc. Washington
**WRC 5,000-1,000 W.—950 kc. Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

*WMAL and WRC will soon be operating with 5,000 watts day and night.
For Sales Planning in
SALT LAKE CITY
3 Brass Tacks
Give You the Facts

GREATER SHOWMANSHP
KDYL has earned the reputation, in this territory,
as the station that always “does it right.”
Listeners recognize and appreciate this fact.

NBC RED NETWORK
AFFILIATION
KDYL is the only NBC Red outlet between
Denver and the Pacific Coast and carries a full
Red schedule.

GREATER POPULARITY
As a result of the two above mentioned points,
KDYL has, for many years, been the NUMBER
ONE Salt Lake City Station in popularity. Every
authentic survey has borne this out.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL
THE POPULAR STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

IRNA on AFM
(Continued from Page 19)
sure to effect such basic changes as it
may find within its economic power
and within the law.

IRNA believes, in short, that if affili-
ates generally are willing to continue
employment of staff musicians without
compulsion and without reference to
any national plan, agreement or quote,
then the AFM locals will, in general,
recommend to AFM that employment
should not be refused by any na-
tional demands or action by AFM.

It is recognized that there are some
exceptions cases of: the hardship,
flagrant incompetence, or complete
eco-

nomic waste, where no reasonable per-
son
will expect such continuance of
employment. It is also recognized that there
are many

minor irritations in working conditions,
but under the view here taken, such
matters would have to be worked out
between stations and locals.

Strike Averted

On the whole, therefore, IRNA re-
ports to affiliates that a national strike
of musicians is averted and that peace
will be preserved if affiliates generally
give due consideration to the thought
that it is in the best interests of broad-
casting and of the maintenance of a
satisfactory supply of competent staff
musicians for the future, to provide an
incentive for live talent by continuing
to employ those musicians as they have
been using, in so far as their serv-
ices
are reasonably compatible with
program requirements and possibilities.

Affiliates who will continue to em-
yो staff musicians are advised to
notify the local specifically that in
the absence of an agreement (as ordered
by President Weber) it is clearly
understood that none of the terms or
provisions of the previous agreement
relating to the National Plan of Set-
tlement are carried over by implication,
and that the only provisions in the
former agreement which are relevant
to continuance of employment are those
relating to wages, hours, and local
working conditions, and that any
continuance of employment is without
reference to any national plan or
quote.

Affiliates may wish to discuss indi-
vidualiy with their networks the sub-
ject of credits toward expenditures for
musicians.

With apology for repetition it must
be emphasized again that to date for
more than 90 stations have paid to IRNA
the modest dues requested. Con-
sequences of not being able to be
continue
without full support.

Faithfully yours,

IRNA EXECUTIVE COMMITTEE

Mark Ethridge, WHAS, Louis-
ville, Ky.
Walter J. Damm, WTMJ, Mil-
waukee, Wis.
John Shepard, 3d, WAAB, Bos-
ton, Mass.
L. B. Wilson, WCKY, Cincin-
tatt, Ohio.
Paul W. Morency, WCIC, Hart-
ford, Conn., Vice-Chairman.
Samuel R. Rosenberg, WPIL,
Philadelphia, Pa., Chairman.

Greetings Piped

INSTEAD of the usual for-
mal greeting cards for agen-
cy people at the year's end,
KSTP, Minneapolis and St.
Paul, worked out a new twist.
Station Manager Ward, station
president, got the staff or-
chestra together and piped a
special greeting program to
every agency in the Twin
Cities. The program also fea-
tured personal greetings to
all, sent by people from Mr.
Hubbard.

WPEN to Dismiss
Staff Orchestra

Failure to Reach Agreement
Leads to Station Action

STAFF orchestra of WPEN, Phil-
adelphia, was dismissed early
on Jan. 13, after months of negotia-
tions between the station manag-
agement and officials of Local 77 of
the American Federation of Mu-
sicians. WPEN management
had failed to produce a satis-
factory means of settling their
financial differences or the amount
of money the station should expend
for the employment of staff musi-
cians.

Notice was given the musicians
two weeks in advance by Arthur
Seed, station manager. WPEN had
been employed on a week-to-week basis
since October, when the sta-
tion took similar action after
the<br>

Hardship Claimed

Crux of the disagreement be-
tween union and management is the un-
willingness of the union to permit
any reduction in the $42,000 per year expended by WPEN for mu-
sicians under a contract entered
into more than three years ago by
the late John Iraci, then owner of
the station. During its period of
operation the station has been operat-
ing in the red, according to Harold A.
La-
quant, general manager of the
Bulova radio interests, and with the
unwillingness of the union to
affiliates.

Since that contract was signed
the independent stations and the
national AFM board negotiated a
national plan of settlement under
which each station contracted with its
local union to expend not less
than 5½% of its annual income to
affirm union membership. Under this
plan, WPEN's quota would have been
approximately $12,000 instead of
$42,000, if it had been stated, the agreement con-
tained a provision, however, that no
station should curtail its present expenditure for WPEN, regard-
less of how far that sum exceeded the
5½%.

On that provision the local union
has stood pat, arguing that since the
agreement was worked out and
approved by the national AFM off-
ices, no local had the authority to
change its provisions. When the
station appealed to the AFM head-
quar ters, however, it was told that
the national office had no authority
to interfere with the autonomy of
its locals and that the nego-
tiation of contracts between a local
union and a radio station clearly fell
under the sole authority of the local
in question.

Failure to break this technical
deadlock in the AFM rules, added
to the impracticability of continued
operation at a loss, led the station
to act as it did last October and,
after continued failure to find a
mutually agreeable compromise, to
repeat that action now. This time
it is expected that the other employes of
WPEN, members of the American
Communications Assn., a CIO union,
will not respect the AFM
picket line but will continue at
their posts. A new contract covering
these employes was recently signed
by the ACA and WPEN.
DANIA BEACH HOTEL
DANIA, FLORIDA

Spend your Winter vacation in the relaxing environment of this delightful East Coast Florida resort. Dania Beach Hotel provides restful seclusion if you desire it, as well as an ideal location for the more active vacationist.

Situated between Palm Beach and Miami, the sporting, entertainment and social centers are all quickly accessible. Two 18-hole golf courses are only 7 minutes away; three beautiful beaches are less than a mile distant; the thrills of deep-sea fishing are an unforgettable experience.

Every room is a handsomely decorated outside room with private bath. The dining room is renowned for its excellent cuisine and its fresh Florida fruit, vegetables and sea-food.

**EUROPEAN PLAN DAILY RATES:**
SINGLE ROOMS FROM $2.50
DOUBLE ROOMS FROM $4.00

Weekly, Monthly and American Plan Terms
WRITE FOR DESCRIPTIVE BOOKLET

OWNERSHIP-MANAGEMENT

APPROVED
A.A.A.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- PROGRAMS - SALES - PRODUCTION - PROMOTION

WGY, Schenectady
Air Conditioning Training Corp.
Youngstown (correspondence course), 5 days a week.

Calwhey

Unity Carter

California Federal Savings

C. McAdams.

Wm. Douglas McAdams.

Los Angeles.

Emett

N. Y.

Chicago.

Swach.

LA-LAX Inc., Brooklyn, N. Y.: (laxative), 65 ft. thru Joseph Kats Co., N. Y.

WKBK, Baltimore

Bulova Watch Co., New York, 994 sq.


Y. through:

Horton-Noyes Co., Providence.

Cowen Publishing Co., New York

(Merchandise). 130 ft. thru Joseph Katz Co., N. Y.

Loros & Bro. Co., Richmond (Edgeworth, Domino), 15 ft. thru Wurwick & Legler, N. Y.

Thomas J. Lipton Inc., Hoboken (tea), 130 ft. thru Young & Rubicam, N. Y.

White Laboratories, New York (Fenamint). 75 ft. thru Wm. Esty & Co., N. Y.

WNEW, New York


Brown Tobacco Co., Brooklyn (Regent cigarettes), 80 ft., thru J. D. Tarcher & Co., N. Y.

KJH, Los Angeles


Buch's Krediet Jewelry Co., New York, 60 sq. weeks, 52 weeks, thru Wm. E. Hume Co., Chicago.

Adam Hat Stores, New York, 5 sq. weeks thru Lew Kahluk, N. Y.


KECA, Los Angeles

Los Angeles.

National Funding Corp., Los Angeles, thru Wm. B. Dow Co., N. Y.

Unity School of Christianity, Kansas City, thru R. H. Alber, Los Angeles.

Calwhey Co., San Francisco (food products), 2 sq. weeks, thru Theodore Segall, San Francisco.

WCCO, Minneapolis

Armstrong Cork Co., Lancaster, Pa. (Quaker rugs), 3 sq. thru BBDO, N. Y.

Sears Roebuck & Co., Chicago (mail order), 5 sq. thru Blackett-Sample-Hummert, Chicago.

J. A. Folger & Co., Kansas City (coffee), 5 sq. thru Lord & Thomas, Chicago.

J. C. Penney Co., New York (retail), 5 sq. thru Pedlar & Ryan, N. Y.


International Harvester Co., Chicago. thru Anheu, Moore & Wallace, Chicago.

Oakwood Overall Co., Oakwood, Wis., 3 sq. thru Ruthrauff & Ryan, Chicago.

Pineco, Fort Wayne (cough syrup), 3 sq. thru Russell M. Seeds Co., Chicago.

Bristol-Myers Co., New York (Ipana), 5 sq. thru Pedlar & Ryan, N. Y.


Land O'Lakes Creameries, Minneapolis. thru Newell-Emslie, Chicago.

Columbia Recording Co., Bridgeport, Conn. thru Presba.


Oyster Shell Products Co., New Rochelle, N. Y. thru J. D. Tarcher & Co., N. Y.

Smith Bros., Poughkeepsie, N. Y. (cough remedies), thru Presba.

Bulova Watch Co., New York. thru J. D. Tarcher & Co., N. Y.

KOMA, Oklahoma City

Great Western Sazer Co., Denver, thru J. D. Tarcher & Co., N. Y.

Brown & Williamson Tobacco Corp., Louisville (Bugler tobacco), thru J. D. Tarcher & Co., N. Y.

WJZ, New York

(cigarette), 1 sq. thru Maddox, S. A., Chicago.

Bozeman-Brooks, thru Pedlar & Ryan, N. Y.

Brown & Williamson Tobacco Corp., thru J. D. Tarcher & Co., N. Y.

Williamson's Chewing Tobacco, thru J. D. Tarcher & Co., N. Y.

KOA, Denver

Brown & Williamson Tobacco Corp., thru J. D. Tarcher & Co., N. Y.

WGY, Schenectady

Air Conditioning Training Corp.
Youngstown (correspondence course), 5 days a week.

Calwhey

Unity Carter

California Federal Savings

C. McAdams.

Wm. Douglas McAdams.

Los Angeles.

Emett

N. Y.

Chicago.

Swach.

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Bulova Watch Co., New York, 994 sq.


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White Laboratories, New York (Fenamint). 75 ft. thru Wm. Esty & Co., N. Y.

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Brown Tobacco Co., Brooklyn (Regent cigarettes), 80 ft., thru J. D. Tarcher & Co., N. Y.

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Adam Hat Stores, New York, 5 sq. weeks thru Lew Kahluk, N. Y.


KECA, Los Angeles

Los Angeles.

National Funding Corp., Los Angeles, thru Wm. B. Dow Co., N. Y.

Unity School of Christianity, Kansas City, thru R. H. Alber, Los Angeles.

Calwhey Co., San Francisco (food products), 2 sq. weeks, thru Theodore Segall, San Francisco.

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Armstrong Cork Co., Lancaster, Pa. (Quaker rugs), 3 sq. thru BBDO, N. Y.

Sears Roebuck & Co., Chicago (mail order), 5 sq. thru Blackett-Sample-Hummert, Chicago.

J. A. Folger & Co., Kansas City (coffee), 5 sq. thru Lord & Thomas, Chicago.

J. C. Penney Co., New York (retail), 5 sq. thru Pedlar & Ryan, N. Y.


International Harvester Co., Chicago. thru Anheu, Moore & Wallace, Chicago.

Oakwood Overall Co., Oakwood, Wis., 3 sq. thru Ruthrauff & Ryan, Chicago.

Pineco, Fort Wayne (cough syrup), 3 sq. thru Russell M. Seeds Co., Chicago.

Bristol-Myers Co., New York (Ipana), 5 sq. thru Pedlar & Ryan, N. Y.


Land O'Lakes Creameries, Minneapolis. thru Newell-Emslie, Chicago.

Columbia Recording Co., Bridgeport, Conn. thru Presba.


Oyster Shell Products Co., New Rochelle, N. Y. thru J. D. Tarcher & Co., N. Y.

Smith Bros., Poughkeepsie, N. Y. (cough remedies), thru Presba.

Bulova Watch Co., New York. thru J. D. Tarcher & Co., N. Y.
Anderson to Gen. Mills

HARRY F. ANDERSON, onetime NBC western division sales manager, has discontinued his recently organized public relations firm in San Francisco to head the public relations department of General Mills, Minneapolis. Henry B. Bollen, former Federal Radio Commission and former CBS vice-president, who for the last two years has been director of public relations for General Mills, died in Minneapolis Dec. 29.

LLOYD R. HILLMAN, Los Angeles public relations manager and advertising manager of Southern California radio stations, Jan. 7 started a 52-week weekly one-hour variety show, "Rollman Hour," on KFWB, Hollywood. Program features Fred Keating, film actor; Martha Tol- ton, comic; George Jay, interviewee; Louis Leonardi, orchestra, assisted by Bobby Sherwood, with Gary Breenker as announcer and mc. Firm is also using a weekly one-hour program of recorded music on KFWB and a similar two-hour show on KMTR.

SAFEWAY STORES, Oakland, Calif., recently launched a five-minute program, "Frost Warnings," over its 16 stations. This campaign of warnings is broadcast daily, except Sunday to the West Coast employees of the Safeway Stores chain. Messages are handled by Media of the Northwest, Inc., Seattle, the West Coast division of Goodyear Advertising Agency, Los Angeles.

ROE FARM MILLING Co., Atwood, Utah, (dry foods) Jan. 1 started the transcribed 10-minute "Happy Hour" program, handled by Mrs. Atkin and Horace Lapp's orchestra which has been on CFRB, Toronto, for the last five years. The program is heard at the same time five days a week, Rendals Adv. Agency Ltd., Toronto, placed the account.

ROE FARM MILLING Co., Atwood, Utah, (dry foods) Jan. 1 started the transcribed 10-minute "Happy Hour" program, handled by Mrs. Atkin and Horace Lapp’s orchestra which has been on CFRB, Toronto, for the last five years. The program is heard at the same time five days a week, Rendals Adv. Agency Ltd., Toronto, placed the account.

LIBBY, MCNELL & LIBBY of Canada, Halman, Ont., (canned foods) Jan. 3, started four-weekly transcribed quarter-hour "Donald Nova Show" on CKLW, Windsor; CKBI, Prince; CHLN, Halman; CFGB, Windsor. "Donald Nova Show" is heard on these stations each Sunday, one day a week.

CERTIFIED MOVERS ASSN., Los Angeles (moving and storage), has a new radio program, "Housemoving Tips," which started Feb. 19. Six minutes weekly, it is heard on KFWB, Hollywood, Raymond R. Morgan Co., Hollywood, has the account.

UP! Again!

For the seventh straight year the famous WWVA JAMBOREE beats the previous year's total!

118,088
PAID ADMISSIONS
Staged Every Saturday Night
52 Weeks a Year for 7 Years

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO. — National Representatives

WBG in Greensboro, N.C.

Ednye Ridge, Director
George P. Hollingbery Co.
National Representatives
FOR SALE

GREAT FALLS MONTANA
10:00 to 10:15 P.M. Daily Except Sunday
31,000 RADIO FAMILIES LISTEN TO THIS NEWS

Representatives:
WEED & COMPANY

ON AGENCY LISTS IN THE FARM BELT
IT'S KMA BY A MILE!

Ask any agency time buyer in the farm belt (Des Moines, Omaha, Kansas City) and he'll tell you that KMA is tops for selling the rich farm market.

With agency men who live in the farm belt, testing the farm market is axiomatic with using KMA and its rural audience (primary) of over a million.

The Number One Farm Station in the Nation's Number One Farm Market.

MARK IT NUMBER ONE ON YOUR LISTS, TOO
KMA 930 kc.

HERE'S THE RECORD*
1833 over 1938

*98% Commercial Mail Orders
+60% Account Renewals
+42% Time Sales
+23% Buy Local
+18% STANDARDS

STANDARD STORAGE GARAGES
Los Angeles, one of the largest used car dealers in the United States, has substantially increased its 1940 radio advertising budget, and on Jan. 1 revised its 12 weeks the spot 90-minute recorded Swing Session on KFWB, Hollywood. Firm in addition has renewed a similar three-hour Sunday morning program on that station and also a two-hour session of the same show on KFOX, Long Beach. Cal. The latter programs are broadcast simultaneously through five stations of Radio Central in downtown Los Angeles, with Peter Potter as m.c. Standard Storage Garages, will also use other Los Angeles area stations during the year, playing through Ivar F. Wallin Jr. & Staff, Los Angeles agency.

CHICAGO TECHNICAL College, Chicago, has started a quarter-hour Sunday afternoon show on WMAQ, Chicago, titled College Melodies. The show features chats on educational opportunities by Dr. F. Brown of the school staff and NBC Thessaurus music. Critchfield & Co., Chicago, handles the account.

Colgate Promotions
ROY W. PEET, advertising manager of Colgate-Palmolive-Peet Co., Jersey City, has been advanced to the position of advertising director. Hugh Mc- Kay, in charge of European advertising in Paris, has been appointed advertising manager of the United States division. E. Healy, formerly Mr. Peet's assistant, has been named advertising manager of the soap department.

BULOVA WATCH Co., Toronto, has renewed on 35 Canadian stations for 1940, Maclean Adv. Co., Toronto, placed the account.

WCR Uses WJR
WHEN the new WCR, Pontiac, Mich., went on the air last month, its operators purchased a 15-minute evening spot on WJR, Detroit, 25 miles away, at full card rates to introduce themselves to the audience. The WJR orchestra was used, with Stanley N. Schultz, WCR program director, acting as m.c. and paying high tribute to Leo J. F. Niess, WJR general manager, for his cooperation in helping the building of the new enterprise go. The air. The WJR general manager had furnished much friendly guidance to WCR. He's associated with the Pontiac station, which operates with 1,000 watts daytime on 1100 kc.

WLW Names Robinson
WILLIAM P. ROBINSON, a member of the sales staff of WSJ, Cin- cinnati, since August, 1938, has been appointed a special sales representative of WLW, according to an announcement by Mr. James D. Shouse, vice-president of the Cincinnati Broadcasting, in charge of broadcasting. Mr. Robinson, in radio work for the last 12 years, will work with the sales staff of Transamerican Broadcasting & Television Corp., WLW national representatives, in contacting advertising agencies and clients. His work will be concent- rated chiefly in Chicago, New York and Cleveland. The appointment, Mr. Shouse emphasized, in no way changes the present status of Trans- american.

On Recording
In the various methods of making electrical transcriptions form the subject matter of Techniques of Recording, a methodical presentation has been given in Recording, which has been published by F. H. Goldsmith and V. G. Geisel, of Electro Sound Products Co., Chicago recording and equipment firm (Gamble Music Co. $1.25). Suggested for non-technical readers, the book discusses recording techniques in lay language. Recording, heads, stylus, turntables and needles form four of its 16 chapters while a section of the book discusses processed records, dubbing, adding of tone and off the air recordings. Charts and diagrams used in the book total 14. Mr. Goldsmith be- gan his career as a recording engineer with Victor Talking Machine Co. in 1926 and friendship was formed as manager of Victor's Japanese office. He later joined RCA Mfg. Co., Mr. Geisel, co-author, has spent the last 18 years in the non-technical phase of the recording business as a distributor and salesman.

Neural Normalcy
INDICATION that broadcasters of neutral countries are returning to normal entertainment programming is indicated by recent announcements. Particularly by Heroservice, Paris, France, for script shows of the type they have been practicing, according to Dr. Lenke, head of the organization. Among stations order- ing shows within the last few weeks are Radio Bremen, Switzerland; VARA in Ullersum, Hol- land; Palestine Bestg. Service, and VARO, Amsterdam, Holland.

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ASCAP Waging Good-Will Drive

Bill to Merge Copyright Laws

Radio Promotion Listed

For Retailer Discussion

The use of radio as promotion for retailers will be the subject of the Jan. 17 session of the 29th annual convention of the National Retail Dry Goods Assn., to be held Jan. 15-19 at the Hotel Pennsylvania, New York. The theme of the session will be "Information Please—Radio for Retailers?" and will be conducted under the chairmanship of William H. Campbell, publicity director of G. Fox & Co., Hartford. For the past several weeks the NRADA has requested department stores all over the country to submit questions they would like discussed.

A resultant number of 20 to 30 questions have been scheduled under the four headings: Retail radio programs; merchandising over the air; cost of radio advertising, and current sales results from radio. Answers to the questions will be given by a group of department store executives who have successfully used radio as an advertising medium.

"Roar with the Roaring Forties!"

IF YOU HAVE OR WANT A UTILITY ACCOUNT*

and you want a plan that will go "Click, Click, Click," right from the jump, wire today for free samples of

Leisure House!

the custom-built recorded radio program the whole electrical industry is talking about.

Built by advertising men, for advertising men, to do a specific job, for a specific industry,—it's doing that job, and how!

55% increase in major appliance sales for Tampa Electric . . . 30% gain the first month in Knoxville. Every original sponsor repeating. Ladies fighting to get into LEISURE HOUSE cooking schools and sales demonstrations.

For the first time here is the fascinating story of ELECTRICAL SERVICE dramatized. 50% domestic drama; 50% dramatized sales and service, 100% entertainment!

Never before a show like this . . . never before a time like this. 26 15-minute episodes, recorded, air-tested, ready. Don't wait, WIRE! Cash in on "The Fortunate Forties" with LEISURE HOUSE.

GEORGE LOGAN PRICE

MERTENS AND PRICE, Inc.

3926 West Sixth Street, Los Angeles


Ralph Ams, president of the Ams-Hard Co., San Francisco agency, has announced opening of a Los Angeles office at 426 South Hill St, Harold W. Cheatham, formerly of Chicago, has been placed in charge.


Francis Todhunter, art director of McCann-Erickson, San Francisco, recently was awarded first prize at the Bay Region Art Awa, annual showing at the Oakland Art Gallery for his canvas, "Marin Daisy Farm.

E. Schuyler Ensell, former timebuyer of BBDO, New York, on Dec. 2 joined International Radio Sales, New York. He will be succeeded at BBDO by Joe Hornally, formerly in the agency's marketing department.


Robert M. Closser, formerly of WPRR, Syracuse, N. Y., and WGY, Schenectady, has joined Flack Adv. Agency, Syracuse, as manager of the radio department.

ACCOUNT executive Harold Lindley, of Buchanan-Thompson Adv. Agency, Omaha, approvingly scans the Mid-Western Avenue of KFAB, Lincoln, on the Paxton & Gallagher (Butter Nut coffee) Coffee Pot Inn program, shortly after the agency signed for 52 more weeks for the show on a special regional network of 11 Midwest stations located in Nebraska, Minnesota, Kansas and North and South Dakota. Coffee Pot Inn, a quarter-hour music-variety show featuring KFAB staff talent, is piped out each morning, 8-8:15.

Dan B. Davies, former manager of J. Walter Thompson Electric Co.'s theatre at the 1939 New York World's Fair, has joined Fuller & Smith & Ross, New York, agency handling the Westinghouse account. Mr. Davies will assist S. J. Andrews, radio director of the agency, on the new Westinghouse Music-Americana program which starts Jan. 25 on WOR-Blue.

Benton & Bowles, Chicago, has added its office quarters to occupy the entire 34th floor of the Prudential Building, H. H. Jaeger has been added to the agency staff in an executive capacity, and Estelle Mendolsohn recently joined the creative staff.

Gwynne A. Prosser, former educational secretary of the New York chapter of the American Institute of Banking, has been named personal manager of McCann-Erickson, New York.

McCann - Erickson, New York, has opened an office at 10 Pryor St., Atlanta, with Robert H. Scott, formerly of Eastman, Scott & Co., Atlanta, in charge.

It's Gay in St. Louis

For five years the voice of Carol Gay has entered St. Louis homes with a message for women. Today "Carol Gay" is the foremost feminine name in St. Louis radio. Her "This Woman's World" brings to KWW listeners in the Nation's 9th Market, five times weekly, a colorful and varied quarter hour of news and comment on subjects important in the world of women. Miss Gay presents in an interesting and enterprising manner the woman's side of the news, comments on fashion and the stage, reviews books and interviews visiting celebrities.

Miss Gay's programs SELL. Five years in radio with a background of sales promotion work for one of the country's leading department stores lend an unusual sales intelligence to her program.

A new "Tomorrow's World" is now available for sponsorship. Call the Paul H. Raymer office.

TO GIVE Hollywood radio and TV men an opportunity to get informally and discuss problems of mutual interest, Alpha Delta Sigma, national professional advertising fraternity, has formed a Wednesday luncheon club which meets at the Premier Restaurant, 6334 Sunset Blvd., that city, Edward E. Keesler, Los Angeles representative of the Sigma Sigma Science Monitor, is president, John A. Stewart, New York, Hollywood account executive; William D. Shaw of CBS Hollywood public relations staff and John Donaldson Jr., of Leo & Thomas, that city, have been active in organizing the new group, which has signed speakers each week.

F. A. Hughes Co. is the new name of the Rochester, N. Y., agency formerly known as Hughes-Wolff & Co. F. A. Hughes is president and treasurer of the new firm; John P. McCarthy, secretary. No changes in personnel have been made and the agency's offices remain in the Taylor Bldg., Rochester.

Carl Zachrisson has returned to the San Francisco office of Y. W. Ager & Son from the Honolulu office, where he was directing publicity. He has been succeeded in the Islands by Donnally Long, transferred from Ager's New York office.

Tom Hulington, radio department head of Young & Rubicam, New York, was in Hollywood during early January for conferences with Joe Stauffer, manager of the agency's production office.


Weill & Wilkins, New York advertising agency, reports that it has filed dissolution papers with the Secretary of State, as of Dec. 30, 1939.

Mogul Forms Agency

Emil Mogul, former secretary and treasurer of Austin & Specter, New York, has announced the personnel and radio advertising of his new agency, the Emil Mogul Co., located at 625 Madison Ave., New York, with telephone Eldorado 5-1756. Alfred Paul Berger, former head of copy at Austin & Specter, holds the same position with the new agency; Seymour J. Salzman is art director; Mr. Mogul, formerly of the E. W. Hellwig Co., is production manager, and Helen Monroe is space buyer. Mr. Mogul will handle the radio accounts, which are Barney's, New York (men's clothes); Fruit Wine Co. of America, and Mano-War Publishing Co.

Named Kastor V-P's

Robert G. Jennings, radio director of H. W. Kastor & Sons Adv. Co., Chicago, and William H. Kears, account executive for Teel, Proctor & Gamble Co.'s liquid dentifrice, handled by Kastor, have been appointed vice-presidents of the agency. Mr. Jennings was formerly vice-president of the Wm. S. Bally Corp., Cincinnati, and Mr. Kears was formerly with Blackett-Sample-Hummert, Chicago.

Emil Brisacher & Staff, San Francisco, recently announced the following changes in their organization: Norton Jacobs, formerly production manager, appointed assistant account executive; Clark Pettit, formerly with Neighbors & Co., named production manager; Malcolm Dewees, formerly account manager of Kelly, Nason & Winston, named publicity director.
LeRoy Hasenbalg Dies in Pittsburgh

LeRoy Hasenbalg, national spot representative of NBC in Pittsburgh, died at his home, 27 Woodlawn Ave., Crafton, Pa., Jan. 2. Mr. Hasenbalg, a pioneer in radio, joined WMAQ, Chicago, in 1925 when that station was still owned by the Chicago Daily News. He was in that city's studios and likewise served as announces. When WMAQ was placed on a commercial basis in 1927, Mr. Hasenbalg was assigned to the sales staff and continued as sales manager until Nov. 1, 1931, when NBC purchased the station.

At that time he joined the sales department of the Chicago-based company remaining there until July 1, 1933, when he was transferred to Pittsburgh as sales manager of EDKA. In 1935 he was appointed national sales representative of NBC with headquarters in Pittsburgh, continuing in that capacity until July 1, 1939, when he was placed in charge of national spot advertising originating in the Pittsburgh area.

Mr. Hasenbalg was born in Chicago May 10, 1903, and was educated at Lane Technical High School, Chicago, and Dubuque U.

He is survived by his wife, Mrs. Frances Hasenbalg, a son, Russell, 12, and a daughter, Patricia, 10, his parents, Mr. and Mrs. A. J. Hasenbalg of Devil's Lake, Wis., and a sister, Mrs. William S. Hedges of Scarsdale, N. Y., wife of the NBC stations vice-president.

Advertising Women's Course

RADIO will be the subject of the Jan. 22 session of the eleventh annual Survey-Advertising Council, which is sponsored by the Advertising Women of New York, to offer its members a "comprehensive study of advertising as an American industry." E. H. James, sales promotion manager of NBC, will address the members on "Radio as an Advertising Medium," after which they will be conducted on a tour of the NBC studios, and will be guests of the Vice-President's program.

TO COORDINATE the various services of the NBC Press Department and for the convenience of radio editors receiving its weekly News Report, the network's press division on Jan. 6 issued its new single sheet, illustrated with photographs, replacing the former 12 to 18 mimeographed sheets sent out daily. The new method will be tested for a time, while comments and suggestions are received from radio editors as to its convenience.

Guild Writers on Coast End Speculative Scripts

The practice of gratis "speculative" writing and the selling of other than broadcast rights to any radio material without additional payment, will be discontinued by Hollywood writers as of Jan. 15, it was unanimously voted by Western Division of Radio Writers Guild at its Jan. 3 meeting in that city. Both measures are still to be voted on by the New York and Chicago units before becoming part of the RWG national constitution [BROADCASTING, Jan. 1]. A standard form of contract has been drafted by Leonard Janofsky, counsel, which will be used by all West Coast members of RWG in signing agency deals.

RWG claims 80% of the recognized 300 radio writers in the Los Angeles area as members.

WSPY

WSOY

250 W.
Decatur Ill.
18 hours daily

The New Big Money Crop

Soybeans

Serves the World's Soybean Centres

Central Illinois

$32,000,000 Soybean Crop 1939
Great corn and livestock lands.
Manufacturing, Pop. arts, 100 miles. Motel business up 12 to 15.

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**Purely Programs**

Discussion in Dallas
WFAT, Dallas, is extending the public forum discussion series, You Ask The Right, launched last October for 13 weeks, through 1940. The series is carried under joint sponsorship of WFAA, the Dallas News and the Civic Federation. The half-hour Sunday programs originate in the Scott Hall at the Civic Federation headquarters in Dallas before an audience, and are presided over by Elmer Scott, executive secretary of the federation. Main feature of the program is a discussion of some public question by recognized authorities from Southwestern universities and colleges. Two programs are devoted to each question, the first to discussing the issue and the second to answering questions listeners write in after hearing the first program.

• • •

Cash for Stumpers
MUSICAL OUR feature started recently by D&H Coal Co. on WGY, Schenectady, offers cash prizes of $10 to listeners able to stump the featured singing experts, the Landi Trio, by suggesting the title of a popular song, written in the last 30 years, which the trio cannot sing or hum. Another feature of the half-hour show is a studio contest during which the trio offers cash awards to studio listeners who can identify by title songs which they sing.

**Selling the EYES... through the EARS**

KGW builds sales for Columbian Optical Company

DR. SID G. NOLES is a well known Portland name. His Columbian Optical Company is a business institution in the Oregon country. Harnessing the power of radio salesmanship to the professional experience of his staff, Dr. Noles has increased his volume materially.

Columbian’s 15 minute daytime radio program “Eyes of the World” is broadcast three times a week via KGW. Rounding out a year of special promotion over the air waves, Dr. Noles has the sales evidence before him when he says:

“KGW’s thorough coverage has enabled us to tell our story to a wide-spread audience. We consider KGW a definite factor in our continually widening sphere of optical service.”

MORAL: Do as the “home folks” do—sell your products or services to prosperous Oregonians over KGW or KEX.

**‘Bluebird Club’**

ONE YEAR ago, on Dec. 26, Kay Irion, pretty stenographer in the office of Josei Chemists, Inc., a drug factor of WLY, Cincinnati, was injured so seriously that since then she has been confined to her home as an invalid. Her affiliation with radio, however, resumed Jan. 2 when she started a new program for shut-ins that will be broadcast twice weekly on WSAI, Cincinnati, directly from her residence. The program, The Bluebird Club, is of inspirational nature, with Miss Irion acting as a clearing house for the dissemination of ideas.

All Sorts of Weather
ORIGINATED from the Philadelphia office of the U.S. Weather Bureau. The first story on the Weather started Jan. 11, at 7:30 a.m. feature on WCAU, Philadelphia. The five-minute broadcasts elaborate upon the usual “fair and warmer” report by supplying reports on flying weather, road conditions, weather, high and low pressure areas, general weather conditions, temperature reports, predicted storms, and a special report for the farm districts of Pennsylvania, Delaware and New Jersey.

More About People
SECOND series of dramatizations based on the premise that every individual is subject to various psychological twists started Jan. 12 when Dr. Harry D. Laswell, lecturer on medical psychology, returns to NBC with his Human Nature in Action programs. The series was featured first on NBC from March to August, 1938, following a suggestion by the educational committee of the NBC Advisory Council.

Midnight Solace
POEMS and passages pertaining to night, mingled with chamber music and read by Ralph Knox, are carried on the new three-weekly, 11:30-midnight feature, The Clock Strikes Twelve, on WGL, Fort Wayne, Ind.

**ONE MORE MILE**

Of Dimes Solicited for
Birthday Ball

THE NBC-Washington Evening Star “Mile of Dimes” campaign, which last year raised more than $10,000 in contributions for the President’s Birthday Ball Fund to fight infantile paralysis, will be repeated in Washington Jan. 14-20, according to an announcement made by Kenneth H. Berkeley, general manager of WRC-WMAL, Washington. The NBC-Star “Mile of Dimes” stand again will be located directly in front of the entrance of the WRC-WMAL studios in the Trans-Lux Bldg., on a busy downtown corner.

Pointing out that the “Mile of Dimes” campaign last year was credited with raising the largest individual contribution by a single organization in the entire country, Mr. Berkeley also announced that the national committee for the Birthdays of the Nation campaign has made available to its entire organization the plans and campaign material used by WRC-WMAL in the Washington campaign. He also stated that other stations have announced their intention to sponsor a similar campaign and that NBC has issued to its stations a complete outline of plans, including diagrams for construction of the special stand.

Youth Before the Mike COON-SWANIN, who plays the local St. Louis Park Theatre, WCCO, Minneapolis, has started the new Kiddie Kuts program, broadcast from the theatre stage Saturday afternoons. Children between the ages of 6 and 16 are called up from the audience to answer questions, and the lucky value, ranging from 25 cents to a dollar. Each child questions gets a theatre pass also, and each one submitting a group of three usable questions receives two dollars if in attendance when the questions are used, one dollar if absent. An amateur child performer, chosen immediately after each show, appears on the following week’s program.

It is planned to revive the famous old Tops & Tails reunions with the talent thus uncovered. Watching the puzzled lad here are Eddie Jahn, whose program, and Toby Prin, 325-pound singing comedian, who takes the part of Tubby Toby. * 

Rural Background
DESIGNED as an extra farm serv-
Vice, on Jan. 15 started Farm Front, heard Mon-
days through Saturdays at 6:30 a.m. Conducted by Ralph Masters in conjunction with Carl Beebe, head of the Cincinnati office of the U. S. Dept. of Agriculture, the program features latest Washington news with a farm slant, weather and stock market reports, with the Fri-
day programs set aside to answer questions sent in by farmers seeking information regarding problems confronting their land.

**KGO**

Dominated the largest wholesale center between Butte and Spokane.

Statistics prove it!

Advertisers know it!

Send for all the facts.

National Representatives
WILLIAM W. MARSH CO., INC.
New York and Chicago

5000 w. day • 1000 w. night

MISSOUILA • MONTANA
Dollars for Answers

NATIONAL LEAD BROADCASTING, Inc., San Francisco (Dutch Boy Paints), new to radio, through Erwin, Wasey & Co., that city, on Feb. 10 starts for 3 weeks a new type of quiz program, The Answer Auction, on 12 CBS West Coast stations (KNX, KSPU, KOKO, KTVI, KFRC, KFPP, KRCW, KTVN, KTVK, KFRE, KFRO, KFBC, KFBO, KFPG, KFGR). The prize is $1,000, plus some of these, in Washington, the annual contest of the Twin City and KDKA radio stations.

The contest, sponsored by the broadcasting firm, will be given to the right answer. If an answer is incorrect, the audience will receive a sum of money. The bids, which are added to the original $2, wrong answers subtract from the original fund. Contestants retain what is left of their original $2, plus any winnings at the end of the program. In addition, special prizes are to be awarded weekly to contestants finishing the broadcast with the largest sum of money.

The program idea originated from the CBS and Hollywood continuity department.

Farmers at Mike FARM and home quiz with farmers of two States competing was aired by WLS, Chicago, Jan. 10, during the Farm & Home Week celebration in Purdue U, Lafayette, Ind. Farmers attending the celebration at Purdue U and at Illinois U chose two teams of five members each. The teams comprised one farm boy and a girl, a farmer, a farmer's wife, a county agent and a county home demonstrator. Art Farmer, farm program director of WLS, claimed a “radio first” for a quiz show confused to farm questions.

Catholic News

PRESENTLY the Catholic Youth Council on KSTP, St. Paul, the new Catholic News feature incorporates national Catholic news supplied by the National Catholic Welfare Conference News Service, in Washington, and Twin City and Northwest items gathered locally. KSTP feeds the program to Minnesota Radio Networks, including KYMS, Mankato, KBO, Rochester, and KFAM, St. Cloud.

Peoria Service

FREE announcements of church, school, club and lodge parties and meetings are carried on the 10-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minute five-minut...
F-M Broadcasters Organize

(continued from Page 81)


At its first meeting on Jan. 6, the board set annual dues of $900 per station, to provide for the presentation of technical data and legal representation at FCC hearings. In addition to the executive engineering committee a general committee, was appointed. It comprises: J. E. Brown, Zenith Radio Corp.; Joe Chambers, consult engineer; Maurice H. Clarke, WHEC; E. K. Cohan, CBS; Walter Evans, Westinghouse; G. W. H. Finch, WGBH; D. W. Gallerup, WTMJ; O. B. Hanson, NBC; Maurice Levy, WHAM; I. Martino, WDBR; H. H. Newell, WTAG; Clayton Randall, WTIC; Jerry Taylor, W3XO; W. J. Wilt, WTIC; R. M. Wilmette, WQX.

PLANE SPKERS
TWA INSTALLING RECEIVERS—FOR EACH SEAT

RADIO speakers serving individual passengers and connected to a master receiver capable of carrying both regular broadcasts and special announcements made over the cabins of commercial airlines, are to be installed on 22 air liners of Trans- continental Airlines, according to an announcement by Jack Frye, TWA president. Individual receivers, designed to provide reception for each passenger without disturbing non-listeners, may be plugged into outlets at each seat and fastened to backrests.

Hostesses controlling the master receiving unit in stations near the plane's course, are now keeping a close watch on reception and tuning stations and in out. Because of the 180-200 m.p.h. cruising speed of the large planes. Announcements from pilots will be sent directly through the speaker system rather than by sending back the customary written communication. The Hush-tone speakers used are so small they can be held in the palm of the hand or fastened under a seat cover which the TWA installation is claimed to be the first time passenger radios have been adopted as standard equipment by any airline.

Sues Radio Newreel

SUMMONS and complaint papers have been served in New York Supreme Court on American Radio Newreel of which Erich Don Pan is president, Ayers-Prentiss, Robert J. Prescott and S. Kirby Ayers by Michael Blair, a former employee, who charges conspiracy to defraud, non-payment for services rendered and failure to carry out various agreements. Blair also claims he originated the idea of a recorded music service three years ago and that he was verbally promised 50% of the American Radio Newreel stock. He is asking $25,000 damages. Executives of American Radio Newreel, which recently terminated its alliance with Ayers- Prescott, deny all Blair’s claims, stating that he was engaged as an interviewer under a managerial contract and was discharged for inability to do the work.

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BROADCASTING • Broadcast Advertising
Kaye Objects
(Continued from page 28)
statutory damages unless he is unable to
prove actual damages or actual profits. The proposed bill
provides that the plaintiff may elect
any of three remedies—actual dam-
age, accounting of profits, statutory
damages—at any stage of the proceed-
ings.

Maximum Increased

Although the present statute is
regarding the amount of a
plaintiff can recover in an account-
ing for profits, "the U. S. Circuit
Court of Appeals in the Second
Court has held in a well-reasoned
decision that the recovery of the
plaintiff is limited to such portion
of the profits as may be attribut-
able to the infringement. The pro-
posed bill provides not that profits
recovered by the plaintiff shall be
limited to the profits justly
attributable to the work infringed but
rather that it may be all or any
portion of such profits which the court
may decree to be just and proper.

The present maximum statutory
damages of $2,000 would be in-
creased to $10,000 in the proposed bill.

"The old law provides, in
the case of ordinary musical com-
positions, $10 statutory damages for
every infringing performance with
a minimum of $250 and a maxi-
imum of $5,000 in any one case.
The courts have construed the $10
provision not to be mandatory
above the minimum of $250 and
have ruled that 25 performances of
the same work do not carry with
them greater minimum or maxi-
imum penalties than for a single
performance, namely $250 and
$5,000. The proposed bill elimi-
nates the $10 provision and pro-
vides for each infringing perfor-
mance of a musical composition,
maximum statutory damages of $2500
and a minimum of $150.

"What this purported benefit to
copyright users does to the broad-
caster is obvious. Let us assume
that a small local independent sta-
nion, not connected with any net-
work, performs a musical work 25
times before a suit is brought. The
work in fact turns out to have
been plagiarized from another
musical work unknown to the
broadcaster. Under the existing law
all that the court is compelled to
grant as statutory damages to the
plaintiff is $250. Under the pro-
posed bill the minimum the court
is permitted to grant is $750, or 25
times $30. The maximum, instead of
$5,000, is $62,500."

NBC Artistic Bookings

BOOKINGS for the NBC concert
during 1939 were the largest
the department has ever had, with a net
gross of $1,430,000 as compared with
$1,300,000 for 1938. The three out-
standing events, the division reports,
were the concerts by Ragnarshoff and
Maxo Anderson and the recital by
John Charles Thomas. During 1939,
the NBC Artistic Service instituted
a "Radio Features Division" to test
"package shows" on the networks for
commercial sponsors. To increase its
service to artists, the division formed
a lecture division, winning such talent
as Graham MacManus, John B. Ken-
ney and H. R. Banfield.

1939

JULY AUG SEPT OCT NOV DEC JAN

1940

R

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 W TAR 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 W TAR's national spot volume as com-
pared to the same months of 1938:

<table>
<thead>
<tr>
<th>Month</th>
<th>Gain in Dollar volume</th>
<th>Gain in No. of accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>30%</td>
<td>50%</td>
</tr>
<tr>
<td>September</td>
<td>44%</td>
<td>85%</td>
</tr>
<tr>
<td>October</td>
<td>53%</td>
<td>44%</td>
</tr>
<tr>
<td>November</td>
<td>58%</td>
<td>21%</td>
</tr>
<tr>
<td>December</td>
<td>58%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Our advertisers' success tells the 1939 story for us!
Thank you—and, in return, we pledge 1940 to be even
a bigger and better New Year for you on W TAR.

"Add only 20% to your W TAR time contract and re-
ceive identical service on WRTD in Richmond—two
stations almost for the price of one!

National Representatives: EDWARD PETRY & COMPANY

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

Big Mid-Winter BUSINESS

in Western Carolina!

Industries going full tilt. Pay rolls up. Burley tobacco market bringing in new cash. There's money to spend—and make— in Western Carolina! WWNC blankets this area: no other station can! Good time to begin your schedules on WWNC in N-O-W!
RCA Mfg. Goes CIO
UNITED Electric Radio & Machine Workers of America, Local 103 of the CIO, was represented by the National Labor Relations Board as the sole collective bargaining agent for about 7,500 employees in the production department, model-making shop, engineering and office-service divisions of RCA Mfg. Co., Camden, N. J. In the secret ballot election, which was ordered by the NLRB to determine the employees' choice of representation, the CIO union received 6,294, the IBEW, AFL union, received 1,055, and 127 voted for neither union.

Perfect Record
PERFECT record of uninterrupted operation was scored during 1939 by WOR, New- York, which represents a total of 1,366 hours of programs broadcast, or 81% of the 1,676 hours in a year. Adding in the time for signing on and off the air, WOR's total broadcast time, including hours 221 or 94% of the total number of hours in 365 24-hour days. This left only 6% of the year for the occasional absence of the transmitter. (Transmission of the transmitter.

Western Electric Co., from whom the transmitter was purchased, its transmitter equipment, is presenting a commemorative gift to Charles Singer, superintendent of engineering at Carteret, New Jersey, where the transmitter is located.

New 'Radio Chart'
NEW method of listing a full week's schedule of network and local radio programs shows an additional audience of 7,000,000 over the next past Christmas. Well over 3,000 books were received in a 2-week period. However, the numbers received in the Netherlands and Daily. Another example of the enthusiasm of the subscribers WFLBL has obtained for its clients. For full details, as well as rates and available, write

WFLBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representative

32 GREAT EXAMPLES
chosen from 6000 scripts presented during radio's two greatest years...

Best Broadcasts of 1938 - 1939
Selected by Max Wylie
Director of Script and Continuity, C.B.S.
With a foreword by Neville Miller, President, N.A.B.
32 complete scripts, 576 pages, $3.50

You can relive those great moments of 1938-39's many superlative programs as you read this book, for each has been reproduced in "as broadcast" form. Those two years, just passed, brought radio to new heights in news, entertainment, education, and enlightenment, and Max Wylie has included the best programs of each of the 22 different classifications. A perceptive and impartial critic, the editor examined over 6000 scripts before making his choice. This new book includes original scripts and adaptations, variety shows and dramas, forums and quizzes, humor and news analysis, documentaries and monologues, verse experiments and children's shows, etc.

"That there is so much good writing in radio today will surprise many of the readers of this volume . . . one of the happiest contributions in many years to the health of broadcast enter-

-Neville Miller

Equipment

FARNSWORTH Television & Radio Corp., through E. A. Nicholas, president and secretary, announced the company's research laboratories and special products division at Elmhurst, N.Y., which started the commercial production of a variety of electronic devices, including television equipment and electronic multiplexing devices of various types. Among the items of interest are television sector tubes, multiplexor tubes, telecon¬
strophy tubes, television projectors for television picture¬
thiny (or television picture tubes, phototube multiplexor tubes, master timer and the generators and control studio and radio transmitting equipment for both sight and sound. The company has published a series of engineering bulletins describing the products.

FINCH TELECOMMUNICATIONS Inc., New York, has announced that it has granted a license to Radio-Ha¬

nand Cuba S. A., Havana, to use Finch equipment for facsimile broad¬
casting in Cuba. The license covers seven stations now owned and operated by the organization, and also grants the right to sell and distribute Finch’s equipment in Cuba subject to the company’s li¬
cense to International Transmis¬
sion Corp., subsidiary of the I. T. & T. Co. It is understood equipment is to be delivered immediately.

NEW "long life" phonograph needle, claimed to be capable of 1,000 playings under normal conditions with no friction and with minimum maximum wear, has been announced by RCA Victor. Each needle is individually packaged in a rectangular box of transparent plastic.

KOIL, Omaha, has acquired a new portable recording outfit to augment its regular mobile unit. The new equipment, designed by Engineer Robert J. Burt, fits into the back seat of a passenger automobile, and is used on the road of where it is impractical to call out the larger mobile unit.

THE 450-foot constant cross section Truscot vertical radiator now covering the show floor of the RKO, Los Angeles, is expected to be put into operation by Feb. 1, the station reports.

RCA MFG. Co., Camden, N. J., has announced the sale of an RCA 250K transmitter for South America.

AFRA and Television
GEORGE HELLER and Alex Mc¬
Kee of the national board of the American Federation of Radio Arti¬
sts appeared at the Jan. 9 meet¬
ing of the Equity Council to discus-

cuss AFRA's stand on the terms, conditions and wages for actors em¬
ployed in television and also the question of jurisdiction over this new entertainment field, with which Equity has claimed its own. Some of the material was arranged by Executive Director George W. Seidman, a union spokesman following the session, adding that "action against the broadcasters of television programs will be initiated in the near future," but refusing to state when or by whom. Whether the question of wages and conditions of em¬
ployment in television have been worked out by a joint committee made up of representatives of Equity, AFRA and the Screen Ac¬
tors Guild, all of whom claim in¬
herent interest in this field, but no decision as to jurisdiction has been arrived at.

KLZ, Denver, has published a revised rate card, effective Jan. 1, 1940, listing Class A time rates as $210 for a full hour, from 6-10 p.m., $257 for a half-hour and $75 for a quarter-hour.

Four Part-Time Stations
Put on Unlimited Basis
FOUR part-time stations secured fulltime operation in decisions rendered by the FCC Jan. 4. WLOK, Lima, O., daytime 100-watt outlet, was granted fulltime with 100 watts on 1210 kc. WDMJ, Marquette, Mich., part-time station on 1310 kc., was granted 550 watts fulltime on that frequency.

KFVS, Cape Girardeau, Mo., was authorized to change frequency from 1210 to 1370 kc., and to change operation from specified hours to fulltime, using 100 watts. WEPQ, Harrisburg, Ill., with which KFPS formerly shared 1210 kc., was given fulltime on 1210 with 50 watts.

Four of WJEI, Hagerstown, Md., was increased to 250 watts fulltime in lieu of 100 watts night and 250 day on 1210 kc. Application of Lackawanna Broadcasting Co., Scranton, Pa., for a new local station on 1370 kc. there was dismissed for failure of applicant to appear at hearing. Application of Louis R. and Maurice R. Spivak for WSHU, Bridgeport, Conn., was ordered set for hearing.

CBS Shortwave Guests
NEW series of guest programs for shortwave broadcasts on CBS was started Jan. 2 for presentation during 1940 to augment the regular shortwave pro¬
grams and add greater variety to the CBS schedules. Professional, industrial and social service leaders will appear on the programs, according to Eliza¬
than Ann Tucker, CBS director of "Voice of America," who is currently arranging a series of Spanish language broadcasts for South America and Europe.

FINCH Facsimile
The next money-maker for broadcasters

Keep your eye on developments in Finch Facsimile—the radio system that transmits written and illustrated bulletins of events while they happen to receivers anywhere. "Instantaneous air¬
mall" with pictures—by radio.

Engineers and executives! Write for particulars of the new Finch Facsimile station WXFDB—daily operation at 1910 Broad¬
way, New York.

FINCH TELECOMMUNICATIONS, Inc.
PASADENA, CAL.

Aircraft Laboratory, Bendix, N. J.
N. Y. Sales Office. 1819 Broadway, New York.
Networks, Stations Aid Birthday Ball
Industry Cooperates in Drive
To Help Paralysis Victims

RADIO as a medium to promote
the national "March of Dimes"
campaign, which will cli-
max with the "March of Dimes"
and various celebrations in honor
of the President's Birthday on Jan.
30, is being used even more widely
this year than last, according to
Frederica Millet, national director
of radio for the committee in
charge. Stations all over the coun-
try cooperated in carrying special
talks promoting the campaign,
stressing especially this year ex-
actly how the contributions to the
drive are spent.

A unique phase of the drive via
radio was the incorporation into the
scripts of such daily NBC programs
as Stella Dallas, Dr. Barclay's
Daughters and Just Plain Bill of
the story of the Infantile Founda-
tion characters in the serials
telling what he or she was doing to
help the campaign.

Television Helps

Two special television programs
were presented on NBC's television
station WIBBS early in January,
one featuring James J. Walker,
former mayor of New York City,
and the other presenting an orch-
stra composed of children crippled
by the disease. On Jan. 6, NBC and
MBS broadcast a special program
from the White House featuring
women volunteers from the 48
states, including Dorothy Thomp-
som, Mary Pickford, Mrs. Cordell
Hull and Mrs. Franklin D. Roose-
veld.

One-minute transcriptions of ap-
peals for funds featuring the lead-
ing stars of radio, stage and screen
were broadcast throughout Janu-
ary by stations all over the coun-
try. In New York, for example, a
special series was recorded in the
studios of WNEW, New York, fea-
turing Raymond Milland, Paul
Muni, Fred Allen, Clifton Fadiman,
Elmer Davis and others. Eddie
Cantor, originator of the "March
of Dimes" campaign, again this
year recorded, "Brother, Can You
 Spare a Dime" for presentation on
all stations.

Artists Appeal

Richard Maxwell, CBS artist,
made an appeal on each of his pro-
grams; Alma Kitchell made an ap-
peal of her programs on NBC to
the campaign; Ed Fitzgerald of MBS
also featured the drive on two of
his broadcasts. On Jan. 28, Joseph-
ine B. Neal, noted for her work in
the fight against infantile, will be
guest woman of the week on Gen-
eral Electric Co.'s Hour of Charm
program on NBC, while the day of
Jan. 30 will be observed throughout
the nation as "Infantile Paralysis
Sunday."

CBS, MBS and NBC on Jan. 20
will broadcast a special hour-long
program, March of Dimes of the
Air, which originates from Holly-
wood, featuring noted stars of ra-
dio and screen, and has Eddie Can-
tor as m.c. The networks will again
cooperate on Jan. 30 when special
programs are presented from the
many Birthday Balls held all over
the country in honor of the Presi-
dent's Birthday.

Recording Enterprise

WBNS, Columbus, made timely
use of its recording facili-
ties when the new mayor of the
Ohio capital, Floyd F. Green,
was inaugurated New Year's Day. Since
there was no time available for broad-
casting during the regular
ceremonies, the staff made
arrangements to record the
entire show, including the
swearing-in of the
mayor, and his inaugural
address. The program
was broadcast at 9:30 in the
evening and was relayed by P.A.
to the banquet hall where
Mayor Green and his asso-
ciates were being feted. Then
Jack Price, program director,
and Irwin Johnson, educa-
tional director, presented
the mayor with a recording of
that part of the program in
which he had figured.

ROOSEVELT HELPS
Recorded Portion of Speech

DEVOTED to assisting unem-
ployed persons find work, A Want a
Job scored a radio scoop Jan. 5
when it presented the voice of
President Roosevelt for the first
time on a commercially sponsored
show on WGN, Chicago, the
station announced Jan. 9.

A recording of a portion of
President Roosevelt's message to
Congress the preceding Wednes-
day was broadcast on the program,
which upon this occasion inter-
viewed unemployed youths, several
of them college graduates. In his
message to Congress President
Roosevelt touched on the need of
solving the unemployment program
for youth.

Walter Schwimmer, of Schwim-
mer & Scott, advertising agency,
conceived the idea. He sent a tele-
gram to President Roosevelt,
requesting permission to rebroad-
cast, a recording, that portion of
his address. The request was grant-
ed, but it was stipulated that the
paragraphs from the address must
be identified as to time and place
of delivery and that no commer-
cialization of the President's words
be permitted. A Want a Job is spon-
sored by Hirsch Clothing Co., and
is conducted by Vee Smith, Made-
linn Chase and John Weigel.

Here is a turntable designed for practical operating conditions
in broadcasting stations where from two to five different makes of
recordings are used daily. In place of the ordinary tone controls this
Presto turntable is equipped with a compensating network accurately
calibrated to reproduce the full range of NORTHERN
WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA
and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the
individual characteristics of each of these makes of recordings as well
as PRESTO instantaneous recordings. Thus you obtain a perfect,
uniform reproduction of the full range (50-9,000 cycles) of the finest
lateral recordings.

In addition to this valuable feature the Presto 62-A turntable
employs a radically new drive system. The turntable rim is equipped with
a heavy, live-roller bearing driven by a steel pulley on the motor shaft.
With this design vibration is negligible and the speed is as steady as
the finest Presto recording turntables. Speed may be changed
instantly from 28 to 33 1/3 RPM.

The pickup is equipped with a permanent diamond stylus which
stays in good condition and is self-cleaning. The turntable can be
removed if damaged by accident and replaced for a few dollars.

Attractively finished in two-tones of gray and chromium, the Presto
62-A turntable will improve both the appearance and performance of
your station. Write today for descriptive folder.
An advertiser who works with a small appropriation rarely has a chance to put in his nickel's worth. What he buys on the air, in the newspapers, and in other media, doesn't make much of a ripple in a big pool. But according to a few figures I've seen, a lot of us small advertisers do a great deal to keep the advertising fraternity in coffee and cakes.

I make and sell a product called Stokes Chile. My market is all of Colorado, Wyoming, Montana and Idaho, the western halves of Nebraska and Kansas, and the Oklahoma panhandle. I have no national problem—mine is purely local. I have an informal product and when you have such a product—my advice is to advertise it in an informal manner.

Value Received

We're doing just that with Stokes Chile—participating on KLZ's Lady, Lend an Ear program. Six days weekly Stokes Chile goes on the air with an orchestra, a tenor, a contralto, an announcer, and a woman commentator. To buy the whole show would throw the Stokes budget into a lather, but to participate is right down our alley.

For the amount of money we're investing in radio, we're getting value received. Look at the figures.

Right now Stokes Chile is 16.2% over any peak in any year in the 29 years the company has been in existence. National figures show an average increase of around 10%. We're doing any sort of advertising or promotion we haven't been doing right along—except radio—so that's why we figure radio has upped our business at least 6 2/3%.

Maybe more. For the past eight weeks our normal production has been doubled. Again we point to radio. During the time we've been on the air, several towns never contacted before began sending in inquiries and orders. These orders were un solicited. Our radio we do use does not cover those towns. So there you have a definite proof that radio is creating a demand for Stokes Chile.

Stokes Chile has contracted for six months of Lady, Lend an Ear, about three months having passed. If we continue to get such good results, we'll undoubtedly cut down on our newspaper appropriation.

Here's our background. My father, F. E. Stokes, opened a restaurant in Colorado Springs back in 1911. This cafe was the forerunner for all the high school and Colorado College students in town. Stokes Chile got to be pretty well known and my father started canning it. I don't have the figures, but I'm sure Stokes Chile was one of the first brands to be canned. In a year it was necessary to move the factory to the market—Denver. Stokes Chile was sold only in the state. A couple of moves and enlargements brought us to the present time and our present distribution. In 1932 I stepped into the picture—forsaking professional golf.

Despite Depression

1934 was a very fine year! The depression was doing its worst, but we decided to try radio—turning to KLZ. We had a quarter-hour at noon and used Mexican music. Then was the first time we felt the public pulse in regard to radio and decided then that it paid. At the program's completion, we went to spot announcements. Although I believe that any radio that meets our budget will do us a lot of good, I believe we've found the answer in one station. What newspaper?

Our appropriation takes Care of street card cards, one column-three inches once a week in 20 newspapers in our area (over a 16 week period) and our radio. I repeat that if radio continues to pull as

The first reaction was receiving inquiries and orders from new territory—our newspaper campaign had not touched and where no missionary work had been done. The second reaction came from friends and from members of the company. My employees and their families have commented favorably upon the type radio advertising we're doing and I'm of the opinion that you employees and their families have opinions that should be considered.

Margaret Moore, who writes and does the announcing on the show, visited the factory before the schedule started. Shortly after that, the show had a Mexican music group. The group appeared as they said, "we're interested in what Margaret Moore says about radio. Tell "The Lady, Lend an Ear" program will do us a lot of good, believe we've found the answer in one station.

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KMO-KGIO, San Francisco, originated several broadcasts from the new streamlined Daylight Limited on the Southern Pacific train's initial run between San Francisco and Los Angeles on Jan. 2. The broadcast originated from the moving train, with Don Thompson, special events announcer, in the cab and Larry Keating in the engine room. A difficulty contributing to the broadcast resulting from the train's passing through tunnels during the last 16 minutes of its run into San Francisco. Broadcasting from the train was impossible while underground, so timing had to be accurate in that the depot should pick up the program just as the train entered the tunnels.

As STATION promotion and to create goodwill, KQW, Phoenix, recently turned its Studio A into an art gallery and exhibited paintings by Arleen Atwood, noted artist. For several days before the exhibit opened the station conducted a series of personal interviews with the artist.

KMO, Tacoma, staff members were guests of Carl E. Harmon, general manager, at a Christmas party and dinner, held in the hotel Winthrop, that city. The party was held after station hours so the entire staff could attend.

GEORGE C. CLANTON, publisher of the Rappahannock Times, Tappahannock, Va., who as former secretary of the Fredericksburg (Va.) Chamber of Commerce interested Richard Field Lewis Jr. in establishing the new WZFA there, has arranged with Eddie White, commercial manager of WRLN, Richmond, for weekly sponsorship of local talent over that station. Mr. Clanton has plans to establish a station of his own in the Virginia Northern Neck region.

KOIN-KALE, Portland, Ore., recently completed two additional offices on the mezzanine of the New Heathman Hotel. The new offices mark the second office expansion of the stations within three years. Fluorescent lighting also is being installed in offices and studios, and the air conditioning system is being modernized and enlarged.

WHEN Fletcher Wiley, producer and commentator of the daily Sunrise Salute and Housewives Protective League programs on KNX, Los Angeles, this year started his annual two-week campaign to collect 30,000 books for distribution through philanthropic agencies, he enlisted the aid of three of his sponsors—Heinz Bakeries, Hollywood-Broadway department store, and Ralph's Grocery Co., operating 20 provision stores. The latter two firms acted as deputys, and about 500 Heinz Bakeries Bakeries booths helped make the holidays a Christmas Bow Club goal. This year was exceeded by more than 3,000 volumes.

WFMD, Frederick, Md., on its December program schedule carried 128 remote broadcasts, with WFMD announcers and engineers traveling an estimated 2,200 miles during the month. A new feature for WFME, was put into service by the station on Jan. 7.

WOWO-WGL, Fort Wayne, during the Christmas holiday season ran a line from the Lincoln Tower, tallest structure in Indiana, to the stations and used the powerful loudspeaker system on the 21st story of the building for holding Christmas tree caroling and hymns programs at various local churches. The program gained much attention from downtown shopping crowds.

CHRISTMAS gift checks were presented to all employees of KSFO, San Francisco, by Manager Phil Laskey. Mr. Laskey, who leaves that post Feb. 1 to devote full time as manager of KROW, Oakland, in turn was presented with a leather portfolio by the staff.

WMBD, Peoria, Ill., sent Jack Brickhouse, sports announcer, to Washington, D.C., Jan 8 to handle the 1,000-mile remote broadcast of the George Washington U—Bradley College (Peoria) basketball game. Last year Bradley games were broadcast from California and New York, and for the second year the entire Bradley schedule is sponsored by the station. Home games interfering with the commercial schedule are recorded and broadcast later in the evening.

HEENE WICKER, noted for her radio stories for children as The Ringing Lady, on Jan. 8 started a new series of musical stories for children on NBC-Blue, Mondays through Thursdays, 3:15-3:30 p.m.

WRAL, Raleigh, N. C., originating its first program for MBS, on Jan. 12 broadcast a quarter-hour dramatization of the 10-year development of the new high-yield and resistant Sequio potato, perfected by North Carolina State College horticulturists. The show was produced and announced by Fred Fletcher, WRAL program director.

WPNF, Philadelphia, carries a daily report on highway conditions in the State. Information comes from the State Highway Department.

WDAR, Philadelphia, has established a clearance bureau, composed of General Manager P. J. Stanton, Harold Davis, program director, and Jerry Stone, publicity director of the station, to consider requests for station time made by various organizations and individuals. The bureau is designed to save the double purpose of calling time wishing groups but aiding worthy.

KGOF, North Platte, Neb., during the slack week following Christmas gave a station as a present to year-round advertising accounts, both national and local, double the amount of time called for under contract. The double time offer was made to all firms that had advertised on KGOF for one year or more.

WWRP, Fort Worth, Tex., as Christmas gifts gave employees cash bonuses, those with the station more than a year receiving two weeks' additional pay, less than a year, one week's pay.

ST. LOUIS Chamber of Commerce on Jan. 9 started a new series, St. Louis Set to Music, on KMOX, St. Louis. Featured on the weekly quarter-hour are local choral groups and a two-minute interview with some civic executive.

FOLLOWING a fire which recently destroyed the studios and furnishings of KSUN, Lowell, Ariz., Carleton Morris, manager, is working on plans to rebuild that portion of the station. The control room and announcer's booth, from which programs are now being broadcast, were not damaged. Cause of the fire is still undetermined.

Because of the enlargement of its staff, WWL, New Orleans, has enlarged its quarters in the Roosevelt Hotel, with an additional room to be remodeled into an announcer's lounge.

This map (courtesy Nation's Business) proves conclusively that business is up throughout the vast area served by

**KEYR**

**Wanna Come Along?**

**Let Us Sell Your Story**

MEYER BROADCASTING CO.

**500 Watts Day**

**1000 Watts Night**

Bismarck • North Dakota

National Representatives — JOHN BLAIR & CO.
Listening Gains Shift Program Rating

McCarthy, Benny, Lux Retain Their Top Positions

(Continued from page 1)

by geographical area is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

Programs in Rural Areas

The CAB has recognized the need for information concerning the radio habits of rural and small town radio owners by making special studies in the spring of the past three years. The interviews have totaled more than 60,000, divided almost equally between farmers and persons located in small towns.

Radio audiences are larger during the daytime than in evening audiences, but are smaller in the evening and the late hours.

The rural survey of 1939 showed about the same degree of difference in favorite programs between the rural and the urban populations as had been found before. Of the ten leading programs in rural areas four were not among the top ten in urban areas. These were National Barn Dance, Fitch Bandleader, Fibber McGee & Co., and Lowell Thomas, Kraft Music Hall—Bing Crosby, Good News of 1939, Big Town, and Candid's Camel Cervanas, among the first ten in the city, were not as well favored in the country. As to daytime programs, rural and urban preferences were a trifle closer. Bachelor's Children, David Harum and The O'Neill's ranked among the first ten in the country but not in the city, while the contrary was true of Big Sister, Aunt Jenny's Real Life Stories and Our Gal Sunday.

The ensuing tables compare the ranking of programs in rural areas with their ranking in cities and vice versa:

<table>
<thead>
<tr>
<th>Ranking of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rural Area</strong></td>
</tr>
<tr>
<td>Chase &amp; Sanborn</td>
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<tr>
<td>lookeen</td>
</tr>
<tr>
<td>Jack Benny</td>
</tr>
<tr>
<td>Lowell Thomas</td>
</tr>
<tr>
<td>Bob Burns</td>
</tr>
<tr>
<td>Kate Smith</td>
</tr>
<tr>
<td>Max Troy</td>
</tr>
<tr>
<td>The John radiator</td>
</tr>
<tr>
<td>Fibber McGee &amp; Co.</td>
</tr>
<tr>
<td>Burns and Allen</td>
</tr>
<tr>
<td>Carter's Camel</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ranking of the 10 Leading Daytime Programs in Rural Areas Compared with Their Large City Ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rural Area</strong></td>
</tr>
<tr>
<td>Mal Perkins</td>
</tr>
<tr>
<td>The Guiding Light</td>
</tr>
<tr>
<td>Bachelor's Children</td>
</tr>
<tr>
<td>Morey Amsterdam</td>
</tr>
<tr>
<td>Pepper Young's Family</td>
</tr>
<tr>
<td>Steile Daily</td>
</tr>
<tr>
<td>Backstage Wife</td>
</tr>
<tr>
<td>David Harum</td>
</tr>
<tr>
<td>Mary Martin</td>
</tr>
<tr>
<td>The O'Neill</td>
</tr>
</tbody>
</table>

The average for the season was 35.3 compared with about 35 for the previous year.

Baseball always draws well, especially the World Series, but listeners in 1939 did not expect the radio audience to reach the year before. The average rating for the games in 1939 between the New York Yankees and the Chicago Cubs broadcast over a single network, was 21.3. The corresponding figure for the four games in 1938 between the New York Yankees and the Chicago Cubs broadcast over four networks, was 25.2. In 1937 the average for four World Series games between the New York Yankees and the New York Giants, also on four networks, was 25.8.

During 1939 the CAB issued monthly reports on listening to baseball broadcasts. The figures were:

<table>
<thead>
<tr>
<th>Month</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-May</td>
<td>17.9</td>
</tr>
<tr>
<td>June</td>
<td>17.3</td>
</tr>
<tr>
<td>July</td>
<td>18.7</td>
</tr>
<tr>
<td>August</td>
<td>18.1</td>
</tr>
<tr>
<td>September-October</td>
<td>16.3</td>
</tr>
</tbody>
</table>

The All-Star game on July 11 attracted 14.9% of set owners. The ratings for both baseball and football broadcasts are overplayed by planned promotions and not for resums or sports news bulletins.

The foundation for the CAB was laid by the special committee of the Association of National Advertisers in January, 1929, as a result of the committee’s discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the ANA’s request were submitted to a cooperative investigation which would include “ranking of program popularity”.

The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc. on March 1, 1930.

In 1934 the CAB was reorganized, taking its present setup as a mutual, non-profit organization with a governing committee of five, three of whom are appointed by the president of the Association of National Advertising and two by the president of the American Association of Advertising Agencies. This committee sets all policies, business, financial and research, Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agents and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term “recall” should not be applied to the technique the CAB now uses. As the result of 11 years of practice, constant experimental improvement, and revision, it is now using a method which perhaps would be better defined as “the triple check method of identification”. Under this method the listener need not remember the exact program name. He or she needs to give the station identification about the program to enable the investigator to cross checking station, time, or description of the program, CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question “Has the program made an impression?”—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at four stated times each day, working simultaneously 160 days of the year in cities from coast to coast complete 510,000 interviews based on more than 800,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of ra-
dio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each report, which appears in the report, is 20. The number of stations carrying a program does not affect the size of the report.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type and compare programs by length of broadcast. The CAB is used, give variation in popularity preferences both geographically and by income levels, allow the relationships between the amount of time devoted to types of programs, and the average popularity of these types. The summer report, for the five months of day-light saving time is based on approximately 212,500 completed surveys with radio set-owners; the seven-month winter report on 297,500.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by hours of the day, by income levels, by geographical sections.

The CAB has also made three comprehensive studies of program audiences and listening habits in rural areas, comparing these data with the data previously obtained in large cities. In the latest rural survey, conducted in the spring of 1939, investigators interviewed 212,242 rural set-owners, of whom 10,165 were farmers and 11,077 were located in 350 small towns having an average population of less than 8,000.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further, the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, for all cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past nine and one-half years.

How Service is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
2. Follow the popularity trend of various types of programs and discover when a given type is worn out.
3. Purchase talent advantageously by comparing the performers on different programs.
4. Decide whether a given season should be included or dropped.
5. Make comparison between daytime and evening programs.
6. Compare the difference in program popularity by sections of the country, population groups, income levels, etc.
7. Discern by study of the leaders and laggers what makes a good radio program.
8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a four-week the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:


Southern Cities — Louisville, Memphis, Nashville, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities — Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities — San Francisco, Los Angeles, Portland, Seattle, Spokane.

Pat Stanton, General Manager of WDAS, Philadelphia, presented his new color motion picture, "Here is Ireland," in Philadelphia at a three-day public showing Jan. 12-14. Stanton made the film in Ireland last summer during an extensive tour. His first film, made two years ago, was so successful that he was requested to make a second picture in color. The film of the premiere, made on the WDAS Four Province Trail, several days before the showings, brought an advance ticket sale of 4,000.

Cartoon Lessons

A WEEKLY quarter-hour cartoon lesson via television is being given on WXXO, Los Angeles, by Jimmie Dickie, Hollywood cartoonist.

Fairchild Unit 227 Transcription Turntable

The best reproducer in the world won't give you perfect record playing and split-second timing unless your turntable is absolutely accurate. Fairchild offers its Unit 227 as the most accurate turntable made.

With Fairchild Unit 227 you can:

1. Change simply from 78 RPM to 33 RPM.
2. Mount various types of reproducers on the panel or on the enclosure in which the turntable itself is mounted.
3. Play either vertical or lateral cut records up to 16 inches in diameter.
4. Easily flush mount turntable in a cabinet or desk for permanent studio installations.

Equipment assembled on a 17-inch by 21-inch aluminum panel 3/4 inch thick finished in black crackle lacquer. A 1/50 H.P., 1800 RPM synchronous motor drives the turntable through a 2-speed adhesion drive. Turntable made of seasoned cast iron, dynamically balanced. Weight 16 pounds. For "wow" free performance gears and worms are ground to an accuracy of less than two parts in ten thousands of an inch. Equipped with quiet 110-120 volt 50-cycle motor. Floating motor assembly isolates motor vibration from turntable.

Send today for descriptive literature

"...It had to satisfy Fairchild first"
THE LIAISON between San Francisco's toughest-toward-radio newspaper (Heart's Examiner) and KSFO (CBS outlet) was celebrated Dec. 30 with a two-hour dramatic "colossal". Titled March of Events of 1939, after the Examiner Sunday section, the dramatization of news stories making the 1939 headlines produced a staggering series of superlatives. It was the longest dramatic show in San Francisco radio history (2-hours and 15-minutes) with the longest script (100 pages); it required the greatest variety of sound effects; was produced in San Francisco's newest and largest radio studio; and the chances are it developed the most headaches—both fore and aft.

The production was directed by Carroll Coleman with the entire show under the general direction of Arthur W. Stowe, KSFO's program director. Background music was especially scored by Dick Aurand, KSFO's musical director, and sound effects were in the hands of Jimmy Lyons. A special feature was a recorded montage of sound effects of crowd noises, explosions, ricochets, etc.

The broadcast was on March of Time format. The Examiner library and editorial department provided material, which was coordinated by Ted Harper, KSFO copywriter who wrote the 100-pages of dialogue and plotted the continuity.

Mutual Promotion

To ballyhoo the program during the week preceding the broadcast, the Examiner ran pictures and stories in its news columns, kept a front page box going daily calling attention to it, posted rack cards on all Examiner newsstands, and had a display in their downtown window.

KSFO's promotional activities consisted of 80 sound announcements; special five-minute evening programs of the prevue type; and a series of sound trailers in 13 neighborhood movie theatres. This broadcast was the initial of a series of promotional broadcasts on KSFO in cooperation with the Examiner. Negotiations with the Examiner's management leading into the promotional affiliation were handled by Manager Philip G. Lasky and R. W. Dumm, promotion manager.

New Ex-Lax Drive

EX-LAX MFG. CO., BROOKLYN, (prospective) as of Jan. 1 has added a large list of stations to the list which carried its spot announcements three to ten times weekly during 1939. The exact total of stations used has not been released by Joseph Katz Co., New York, agency in charge.

Two Coast Publications

Handling News of Radio

TWO San Francisco publications recently opened their pages to radio news. San Francisco Casinoads, a new tabloid, is devoting two full pages to program notes, personalities and comment regarding broadcast programs and people. It is issued each Thursday and is distributed to all downtown hotels and apartment houses.

On Jan. 3, the San Francisco Shopping News inaugurated a radio section, devoting approximately one third of its front page to a chatty column edited by Tom Tyrell and topped by a picture layout. This feature is now appearing twice weekly in the Shopping News, which has a circulation of 200,000. Merryl Cooley, publisher of the Shopping News, announced that in the near future he will start a similar radio column in the San Francisco Eastbay Shopping News, with a circulation of 125,000. San Francisco stations are putting out courtesy spot announcements for Shopping News in return for the publicity.
NBC WINS
Nation-wide Popularity Polls!

Once again U.S. and Canadian radio editors award majority of "firsts" and other coveted positions to NBC programs and artists.

NATIONAL BROADCASTING COMPANY
WORLD'S GREATEST BROADCASTING SYSTEM • A Radio Corporation of America Service
### 1939 Network Advertisers by Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>NBC</th>
<th>CBS</th>
<th>MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$52,010</td>
<td>$2,201,293</td>
<td>$25,296,000</td>
</tr>
<tr>
<td>Building Materials</td>
<td>$65,400</td>
<td>$5,045</td>
<td>$101,722</td>
</tr>
<tr>
<td>Cigars, Cigarettes, Tobacco</td>
<td>$2,055,716</td>
<td>$2,215,181</td>
<td>$13,067,000</td>
</tr>
<tr>
<td>Clothing</td>
<td>$157,093</td>
<td>$691</td>
<td>$96,135</td>
</tr>
<tr>
<td>Confectionery &amp; Beverages</td>
<td>$2,055,716</td>
<td>$2,215,181</td>
<td>$13,067,000</td>
</tr>
<tr>
<td>Drugs &amp; Toilet Goods</td>
<td>$13,872,559</td>
<td>$963,959</td>
<td>$79,761</td>
</tr>
<tr>
<td>Food &amp; Beverages</td>
<td>$14,412,411</td>
<td>$5,058,774</td>
<td>$557,731</td>
</tr>
<tr>
<td>Furniture &amp; Furnishings</td>
<td>$496,033</td>
<td>$2,309</td>
<td>$499,032</td>
</tr>
<tr>
<td>Jewelry &amp; Silverware</td>
<td>$2,201,293</td>
<td>$25,296,000</td>
<td>$3,079,200</td>
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<td>Luminaries &amp; Fuel</td>
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</tbody>
</table>
Actors Appointed To KMPC Board
Occupies Its New Hollywood Plants, Dedicated Jan. 15

A NOVEL departure in radio—election of five outstanding radio and entertainment personalities to a station's board of directors—has been announced by KMPC, Beverly Hills, Calif., coincident with the announcement that it would begin full time operation Jan. 15.

Freeman Gordon and Charles Correll (Amos 'n Andy), Bing Crosby, Harold Lloyd and Paul Whitmore are the new board members. They supplement George A. (Dick) Richards, president and chief owner of WJR, Detroit, and WGAR, Cleveland, as well as KMPC; Leo Fitzpatrick, executive vice-president of the stations; John F. Patt, vice-president; F. M. Thomas, secretary-treasurer, and Leo B. Tyson, vice-president and general manager.

Plant Improved
KMPC, which becomes an optional Los Angeles outlet for CBS (Broadcasting, Dec. 15) was purchased in June, 1937 by the Richards group as a 600-watt station on 710 kc. with limited time. Under its new operating setup, the station acquires full time with 5,000 watts daytime and 1,000 night. Many improvements have been made, including new studios and equipment in the location on Wilshire Boulevard. The Jan. 15 dedication program was to include an elaborate ceremony with the new celebrity-directors to appear along with many other motion picture favorites. The new board, it was announced, is financially interested in the station and will meet Jan. 14.

KMPC will be offered by CBS as an optional outlet available to both coast-to-coast and Pacific Coast advertisers in addition to or in place of KNX, basic 50,000-watt CBS-owned outlet.

KMPC has purchased the site of the former KECA transmitter which was newly constructed and equipped just two years ago but abandoned by Earl C. Anthony when he acquired KEHE. Tests conducted by R. Morris Pierce, chief engineer of WGAR, who has been in Los Angeles since the first of the year, indicate a phenomenal improvement in signal and coverage from the new location.

An elaborate merchandising and promotional campaign to direct attention of local and national advertisers to the station's new features also is in preparation. Eastern executives of the station, including Messrs. Fitzpatrick, Patt and Thomas, will remain in Los Angeles temporarily, it was stated.

The Selling Voice that UPS Your Sales!

WNAX

receives Variety's SHOWMANSHIP AWARD for Farm Service

WNAX service to the LARGEST daytime rural audience among all Columbia Stations wins Variety's award. And it can win sales for you. This type of showmanship is one of the "factors that make WNAX a top station in listeners per dollar."

WNAX—only Columbia station between Minneapolis and Denver, between Omaha and Canada—has the 24th largest urban daytime audience and the SIXTH largest total daytime audience among all Columbia Stations.

WNAX with 5,000 watts that do the work of 50,000, and at 5,000 watt rates, can help you sell your products profitably. Can't we tell you more about it.

WNOX

570 ON YOUR DIAL

Studios-WNAX Building, Yankton-Orpheum Building, Sioux City

January 15, 1940 • Page 85
Districts Responding to NAB's Promotion Campaign

ROUNDING the home stretch in his nationwide campaign on behalf of Broadcast Music Inc., which would become the industry-owned music organization, NAB President Neville Miller has reported even more encouraging responses from stations covered at district meetings since the first of the year.

With 13 of the 17 NAB districts canvassed, a total of 271 stations already have committed themselves to support of the project for a $1,500,000 copyright fund. These stations represent 65% of the aggregate broadcast income in those areas, which provides the 65% figure.

Based on the estimated income figures by districts, the analysis indicates that stations in Districts 1 (New York City); 2 (Philadelphia, Pa.); 4 (D. C., Md., N. C., S. C., Va. and W. Va.); 12 (Kans. and Okla.); 13 (Idaho, Wyo., Mont.) had subscriptions representing more than 80% of the aggregate station income. Stations in Districts 6 (La. Miss., Tenn.); 11 (Minn., N. D. S. D.); and 13 (Tex.) reported 60 to 80% while 31 (Baltimore, Md.); 21 (New York); 7 (Ky., Ohio); 8 (Ind., Mich.); 9 (Ill., Wisc.), and 10 (Iowa, Mo., Neb.) reported in the neighborhood of 50%.

Additional Pledges

Besides those stations already listed as having committed themselves to Broadcast Music [Broadcast Advertising News, Jan. 1, 1940], which announced the following additions, based on pledges at the new district meetings:

District 1: WDEL, WILM, WHMM, WDNJ, WCMC, WCAT, WAWT, WWHO.

District 2: WJJF, WVNE, WHCE.

District 3: WIPQ.

District 4: WHN, WHBO, WHBR.

District 5: WMAE, WLEX, WOR. Additional districts represented.

Printing industry.

Allen, the station manager at WOR, reported that the station had sold over 100 copies of the program and that the station had been asked to do another program on the same subject.

The station manager at WHN, during the meeting, suggested that the station might consider a program on radio advertising.

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The station manager at WHBO, during the meeting, suggested that the station might consider a program on radio advertising.

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Johnson, KTSA; J. W. Runyon, Clyde Rembert, KRLD; Charles Jordan, WKY; Don KGO; Hugh Hallif, WOAI; Kerma Tips, KPBC; Earl Stranberg, KFRA; Ray Nienkens, KVJO; Joe Carrigan, KWFT.

* * *

**QUESTIONING** the effect of his views on the "morale of the industry" at a time when "a few more stations is an absolute necessity" C. R. Richardson, manager of WDAN, Danville, Ill., on Jan. 9, wrote Ed Craney, owner of KGIR, Butte, Mont., in opposition to his position on Broadcast Music Inc. as an independent source of music for radio. Mr. Richardson wrote the Western broadcaster after having received a copy of a letter sent Dec. 22 to NAB President Neville Miller. An abstract of this letter was published in the Jan. 1 BROADCASTING.

Mr. Richardson observed that Mr. Craney had put a lot of time and thought into his letter and that his understanding of the situation was quite thorough. Although he said he agreed with many of the points presented, he wondered if it wasn't more important to overlook some minor flaws which can be corrected later and avoid the quibbling "which might defeat our efforts". He expressed wholehearted support for Broadcast Music Inc., declaring that "a reasonably-priced music source is just as important as our physical properties and should likewise be just as well covered with insurance."

**Seen Flaws Corrected**

"I have subscribed for this station [to Broadcast Music Inc.], knowing that there are flaws in the present setup but feeling that the men in charge would correct those flaws at the proper time," Mr. Richardson advised Mr. Craney. "Because of the multiplicity of details involved in organizing such a setup, I can well appreciate why the minor details would be temporarily ignored."

"I am quite sure your letter was not sent in the spirit in which many broadcasters will read and interpret it. I believe the men of the industry will join me in feeling that whether we as individual managers have complete faith in the possibilities for the success of Broadcast Music, we owe it to ourselves and to the industry to do a fair chance by subscribing 100%.

**Radio-Press Display**

**CONCLUSION** evidence of the relationship between the radio industry and the newspaper business will be shown Jan. 15-20 when well-known New York newspaper executives will describe the functions of all departments of a newspaper in the following series of broadcasts on WNEW, New York, during the state-wide observance of Newspaper Week. The radio series will be similar to those which have been produced by the National Association for newspapers in all sections of the country for readers throughout the week.

**FTC Citation on Calox**

MACKENZIE & ROBBINS, New York, Jan. 1, 1940. In a letter to the Federal Trade Commission to discontinue certain misleading representations in advertising for Calox Tooth Powder in broadcast and publications. The FTC also has ordered Relaxation Purina Co., Saint Louis, to discontinue certain advertising misrepresentations for Purina Dog Chow.

"Town Meeting" Record

AN INCREASE of 86% in the number of NBC-Blue stations carrying America's Town Meeting of the Air program last season, according to George V. Denny, Jr., president of Town Hall, New York, and moderator of the program, which is in its fifth season on 88 NBC-Blue stations. A total of 14 stations carried the first broadcasts five years ago. Mr. Denny also reported that live audience attendance in Town Hall for the 26 programs from Nov. 10 through May 4, 1939, was 38,679 as compared with 31,182 for the 1938-39 season. Mail response showed approximately 88,000 letters from all parts of the world in connection with the programs, an average of slightly over 2,400 for each week's broadcast, while nearly 200,000 pamphlet reprints of the broadcasts were sold during the season.

D. EASLEY WAGGONER, vice-president and general manager of the United Fidelity Life Insurance Co., Dallas, has applied for a new 200-kw station on 1370 kc. in Greenville, Tex.

**How Lapp Doubled the Strength of the Porcelain Compression Cone, Without Changing Dimensions, Wall Thickness or Weight**

The advance of modern industrial science has been achieved largely through making minute changes in physical or chemical form to effect tremendous changes in performance characteristics. Consider the matter of steel. If you know how, you can take a pound of common nails, add a little ounce of carbon and make tool steel with a tenfold increase in strength and five times the hardness.

As pioneers in radio tower insulation, Lapp men had to develop whole new engineering concepts. Recognizing early that the tremendous mechanical loads that could be carried by porcelain loaded only in compression, they developed the porcelain compression cone for use in all types of footing and guy insulators. And, then, not content with their first efforts along these lines, they set out to improve the design—

With the result that by changing slightly the contour of the cone, they doubled the strength of the insulators. • • • It's the know-how of Lapp engineers that has kept Lapp the dominant force in insulation for radio broadcast. Today, if you contemplate installation of a new transmitter, or modernization of present equipment, you can't afford not to consider Lapp for tower footing and guy insulators, for porcelain water cooling systems, for pressure gas-filled condensers.
CBS NETWORK SWEEPS ALL MAJOR "FIRSTS" IN 1940!

CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.

These tangible records, today, reflect the "intangibles" that

AUDIENCE: CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." They show CBS with a consistently stronger schedule than any other network from 6:00 to 11:00 in the evening—winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for both others combined! This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone—the most tensely competitive hours in radio—when again CBS wins more "firsts" than both other networks combined.
have so long been associated
with Columbia...the intangibles
of service, of performance,
of action; the basic contribu-
tions which CBS has made to
radio in twelve vigorous years.

By these things the leadership
of a network is measured.

FACILITIES: CBS caps the swiftest technical rise in
radio history with more high-powered U.S. stations, in 1940,
than any other network—a total of sixteen CBS 50,000 watt sta-
tions. But that’s not all. In the past twenty-four months 91 CBS
stations made major technical improvements which increase
their service-areas without increasing wattage; and a total of 45
CBS stations directly increased their wattage as well.

ADVERTISING: CBS now carries a larger volume
of business than any other network; the largest volume ever
carried by any network in the history of radio. And CBS, con-
sistently from October through December, 1939, carried the
largest volume of business ever carried by any network in any
one month or in any quarter of any year.

COLUMBIA
PACE SETTER FOR THE NETWORKS
NRC WILL CONTACT
BYRD'S EXPEDITION
radio will again supply the
link between civilization and the
United States Antarctic expedition
begun Feb. 2, a series of pro-
grams, arranged by prominent
newsmen throughout the coun-
try, will be inaugurated. Carried
on NBC-Red, these programs will
be heard in this country and will
reach the Byrd Expedition through
General Electric's shortwave trans-
mitters, KGO, Schenectady. Pro-
grams will be broadcast every other
Friday night, from 11:30 p.m. to
12 midnight (EST), and will be followed
with a reservation in the radio
mailbag, a feature which has sup-
pplied the two previous Byrd expe-
ditions with its loyal friends and relatives at home
during their ice-locked desolation.

The shows will alternate in the
NBC studios in New York. Among publications which have
already accepted dates for sub-
sequent programs are the Wash-
ington Star, Boston Herald-Traveler,
Syracuse Post-Standard, Richmond
News-Leader, Detroit News and
Cincinnati Post.

Noxzema's New Pair

NOXZEMA CHEMICAL Co., New
York, on Jan. 8 started the weekly
half-hour program Quiz of Two Co-
test on WMAV, Columbia, and
CFRB, Toronto. The program, pro-
duced by John Gordon of Ruthrauff
& Ryan, New York, the agency
handling the account, has been
sponsored since last November by
Biber & Black, New York, on WCCO,
Minneapolis-St. Paul, and since last August by Gunther
Brewing Co., Baltimore, on WFBF, Bal-
timore, and recently, Washington from
Ruthrauff & Ryan is the agency
for both these accounts.

Changes at KDYL

S. S. FOX has inaugurated new
policies and announced reorganiza-
tion of its staff at Lake City.
Myron Fox is now handling
local sales as well as continuing at
his old post as general man-
er, while Douglas Gourry takes over the job
of arranging announcers' schedules, in
addition to handling special events.
Charlie Buck, recent addi-
tion to the staff, becomes publicity di-
yector, with Dave Simmons going over
to sales. Nelson McIninch heads
the sports department. Carl
Christopher becomes creator of
news ideas, cooperating with the
sales and program departments.

Court's Power Over the FCC
Is Argued in Supreme Court

HOW FAR the U. S. Court of Ap-
peals for the District of Columbia
can go in requiring the FCC to
engage in any administrative
function will be determined by
the U. S. Supreme Court follow-
ing arguments Jan. 11 in the
Heitmeyer and Pottsville cases.
The Department of Justice, at
the behest of the FCC, peti-
tioned the Supreme Court to decide
this fundamental issue, claiming
that the FCC has no power to
order it to do anything unless it
is properly charged with the
decision to carry out certain acts
by performing certain functions.

Solicitor General Robert H. Jack-
sen, who is Attorney General-des-
ignate, argued both cases for the
Government. His argument may be
his final appearance before the tribu-
unal as Solicitor General. He in-
sisted the two cases were parallel
and that the lower court had no
power to restrict the action
of the FCC after it has once
remanded a case. His position was
that if the original party felt
he was still aggrieved after the
new direction of the Commission
on a remanded case, he still has
the right to appeal to the same
court.

Priority Contended

Charles D. Drayton, Washington
attorney and principal stockholder
of the Pottsville Broadcasting Co.,
which had appealed the FCC deci-
sion, and Elliot C. Lovett, his at-
torney, argued against the Com-
mission. The lower court had held
that the FCC had erred in denying
the Pottsville Co. application and
remanded the case to the FCC.
Meanwhile, two other applicants
had filed suit in the same district,
580 kc, in Pottsville, Pa., and
had been heard. The FCC sought
to combine oral arguments, after
which Petriello testified that the
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court.
GARDNER COWLES, Jr. knows media

"I think BROADCASTING Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with."

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D. C.

December 20, 1939

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D. C.

I have just finished reading your December 15th issue thoroughly and I cannot resist writing you and Sol a note of congratulations on the amazingly good job you are doing with the magazine.

Because of my interests in the newspaper and magazine fields as well as broadcasting, I follow rather closely all of the advertising trade journals. I think Broadcasting Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with.

I wish you continued success in 1940 and in the years to come.

Sincerely yours,
Mike Cowles

Gardner Cowles, Jr.

Mr. Cowles knows all major media, and knows them well. He is president of The Cowles Stations, including KSO, WMT, KRNT and WNAX; editor of Look; associate publisher of The Des Moines Register & Tribune; vice-president of The Minneapolis Star-Journal. We can't deny that his thoughtful letter gives us a real thrill.
AFRA IN NEW YORK
STUDIES DISC CODE
AMERICAN Federation of Radio Artists on Jan. 11 submitted the
rough draft of its proposed trans-
cision to its New York local, which referred it back to commit-
ttee. When all branches have ap-
proved it, the union is to present it
to the transcription producers,
probably sometime early in Febru-
ary.

The AFRA demands for wages and conditions of employment
parallel those embodied in the
contracts signed last year by the
networks for use of their own fac-
tors on network programs. Chief
difference lies in policing provi-
sions.

The other recording situation in
which broadcasters are currently
interested, the appeal of RCA, White-
man and WNEW from the court
decision of last summer which RCA
used as a basis for its attempts to
license the use of its phonograph
records on the air, has not changed
in the past month. Attorneys for all
parties are drawing up the neces-
sary papers which must be printed
and filed with the appellate court
before hearings start.

RCA has not divulged the names
or the number of broadcasters that
have taken out its letters, but a
spokesman for the company stated
that "while there are not as many licensees as we had hoped for,
there are more than we had expected."

OBERLICH & BERRY Co., Chicago
(Old Mane syrup, has started a
three-weekly interview series on
WOK. Chills titled What Would
You Do? Albert Kivre Co., Chicago,
is agency.

Late Personal Notes

CHARLES INGLIS, formerly
in charge of the promotion and merchan-
dise department of KZT-Denver, on
Jan. 15 transferred to Oklahoma City
city station, OKLAHOMA Publishing Co., which operates
KZT. KYOK, Colorado Springs, and
WKY, Oklahoma City, also transferred Don Carney, who has returned to
New York. Jeff Baker, formerly of WRTA,
Richmond, Va., succeeds Inglis at KZT.

JACK MITCHELL, former program
director of Texas State Network, on
Jan. 5 joined KOMA, Oklahoma City,
in that capacity. W. S. Lukehill, for-
erly KOMA program director, has
been transferred to promotion director, and will act in an advisory capacity in
the program department.

JOHNNY HACKETT, sportscaster of
WOW-WGL, Fort Wayne, Ind., is
convalescing after fracturing two ribs
in a fall on the ice Jan. 5.

HILL LAWRENCE, CBS Hollywood
producer, after a 10-year association,
has resigned to free-lance. He is cur-
rently producing and announcing the
XBC I Want A Divorce, co-sponsored
by Royal Trust.

HUGH HESLIAND, Hollywood
announcer, has been assigned to the
weekly "Adventures of Dr. Hust," spon-
sored by "Kodak," by National Lead Co. (Dutch Boy Paints).

HERBERT M. MOSS, of the CBS
production staff and formerly with
WNC, resigned Jan. 6 to free-lance.

HILLI LAWRENCE, has joined the an-
nouncing staff of WMBD, Peoria, Ill.
He was formerly with WMJ, Detroit.

JOHN POOH, announcer for WHQH,
Memphis, was selected by Robert
Clark, assistant program editor of the Memphis Commercial Appeal, as one of the three
best male vocalists on the local radio
stations for 1938 in Gray's year-end
summary of Memphis radio.

S. BUCK, of Hollywood, has
joined the announcing staff of
KDYL, Salt Lake City, following an emergency ap-
pearance.

CHARLES S. BUCK, of Hollywood,
has joined the announcing staff of
KDYL, Salt Lake City.

CHARLES STARK, CBS announcer,
who was to join My Son and I
CBS feature starring Betty Garde and
Kingsley Bolton, as announcer.

KENTH McCURLE has joined the
sales department of WCMU, Hourtin-
town, Va.

Radio Figures Honored
THREE men of radio were
selected by the annual biog-
graphical alliance, America's
Young Men, a Who's
Who of American men under 40.
It is the "ten outstanding young men of 1939." They are William S.
Paley, 32, president of CBS; Fulton Lewis Jr., MBS Wash-
ington news commentator, and
Philip Wylie, in aviation, radio and television inventor and executive. In the Dic-
ictionary of America's Young Men, also about to be published, Anne S.
Hummer, vice-president of Blacket-Blanket-Hummert Inc. agency, was listed as one
of the "outstanding women of 1939."

Network Billings
(Continued from page 18)

January 15, 1940
BROADCASTING • Broadcast Advertising
MBS Expands Network Base

(Continued from Page 17)

Detroit, United Broadcasting Corp., comprising WHK, WOR, WCBS, Cleveland, and WHKC, Columbus; WKRC, Cincinnati.

The MBS operating board is said to be unique in network history. It is composed of one representative from each of the seven member station units, with additional representation appointed by other affiliated mutual stations. Under this plan all stations in Mutual will have an active voice in the network's general operation and policies and will meet four times a year with Fred Weber, MBS general manager. The plan is an amplification of the network's original policy inaugurated by WGN and WOR, formulated Sept. 15, 1934 when a group of leading independent stations organized MBS as the first cooperative network.

Ovaltine Contract

President MacFarlane also pointed out that the recent contract placed with MBS by the Warner Bros. studio, Ovaltine for a 52-week strip of daytime programs on 85 stations starting Jan. 22 is the largest daytime renewal made to date. Together with 1940 contracts with Carnation Milk Co., Richfield Oil Co., American Tobacco Co. and Revelation Tobacco Co., MBS looks forward to 1940 as its greatest year in both commercial and sustaining programs.

Coincident with the announce ment by MBS President MacFarlane that seven independent broadcasting organizations, including MBS of the network's 124 stations in the United States, had renewed their contracts with the network for five years effective Feb. 1, there was filed with the FCC a memorandum explaining the reasons for this action. The memorandum was submitted by Louis G. Caldwell, Frank D. Scott and Percy H. Russell Jr. as MBS counsel, to the FCC Network Monopoly Committee because of the apparent effect of this action with the position taken by MBS during the Network Monopoly Inquiry of 1938-1939. The committee is engrossed in the preparation of its report to the FCC on this all-inclusive investigation.

MBS counsel said the network still believes in the policies and principles testified to by its witnesses regarding exclusive contracts and long-term contracts, but that contracts have to be modified since the hearings made it necessary to follow this new course. The memorandum said that MBS still mutual under which, subject to existing contracts, in the major networks and affiliated stations. It added:

Exclusive Contracts

"No such regulations having yet been adopted, however, and it appearing that a substantial further period may elapse before the Commission takes action in the matter, Mutual now finds itself in a position where, in order to continue its existence as a national network and to maintain the development it has so far achieved, it is forced to enter into contracts containing, to some of the provisions to which it has objected," the memo states. "In particular, it is facetious of Mutual to be bound to make any further grants of its members and contributing member stations enter into contracts with Mutual under which, subject to existing commitments, they undertake not to associate with any other national network."

In its detailed explanation, Mutual alleged that NBC and CBS have continued to enter into contracts containing "all of said objectionable features," both with respect to renewals of existing contracts and to new contracts with stations not heretofore affiliated with them. Most of these contracts, it contended, are exclusive, many containing time option provisions greatly in excess of the maximum permitted by law. In the past, the network, and practically all of them are for at least five years, longer. Specific members of the commission made of the WLW contract with NBC, which had been a previous subject of complaint to the FCC by MBS. It pointed out prior to option contract WLW had been an MBS basic station.

During the past year, MBS contention further, NBC has introduced and is maintaining "a system of discounts largely made possible by its ownership of two national networks, and constituting an exorbitantly unfair trade practice at the expense of any company having only one network." Formation of Transcontinental Broadcasting System, with Elliott Roosevelt as its original president, had been the subject of the new MBS contract, since the contracts of Transcontinental specified five-year affiliation, it was pointed out. The Transcontinental was proposed as a plan contemplating the use of five hours daily on each affiliated station at "much less than standard cable rates," it stated, with an expected average of approximately $5.52 per quarter-hour per station from which would be deducted agency commission, network expenses and such sum as the network might choose to retain. While it recited that recent reports indicated Blaekett-Samuel Hummer Inc. may have withdrawn or modified its connection with Transcontinental, the memorandum stated that the new network has announced service definitely would begin Feb. 1.

Immediately after its organization, MBS charged, Transcontinental started a campaign to induce CBS stations to sign five-year contracts, and in a "small number of instances" persuaded owners to enter into contracts, thereby making the stations unavailable for use by Mutual in the future.

The memorandum concluded that, although MBS finds itself compelled to enter into certain contracts containing an exclusive feature, it "nevertheless stands ready and willing at all times to comply with such regulations as the Commission may adopt forbidding such provisions and will promptly discontinue them once such regulations have become effective with respect to it and to the other national networks." It added that in order to survive and preserve the advantages of station-supported, cooperative network, and to justify the continued willingness on the part of Mutual's contributing members to bear the brunt of financial expense and of program production, "Mutual must assure itself of the undivided interest of its stations as distinguished from an attitude in which the benefits are accepted and the obligations are ignored."

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

1000 Streamlined Watts

"In the Heart of the Motor Industry"

PONTIAC — MICHIGAN

BROADCASTING • Broadcast Advertising
January 15, 1940 • Page 98
NAB Sales Report

BUREAU of Advertising of the NAB has published a report on "Sales Administration of Radio Stations", issued in loose-leaf folder form and outlining typical sales department organizations and activities, compensation and control of salesmen, and special problems of station sales administration. The report is the result of a survey conducted among 88 stations in 1939 under supervision of Dr. Herman S. Hettinger, associate professor of marketing, Wharton School of Finance & Commerce, Pennsylvania U., reported originally by Dr. Hettinger before the NAB sales managers' committee at the 17th annual NAB convention last May. Extra copies of the report are available to members, free of charge, on request to the Bureau of Radio Advertising.

TEXAS Co., New York (Texas gasoline line), Jan. 15 is starting a seasonal program for 15 weeks on WQAM, Miami, using Tommy Atkins, the Texaco "fishing reporter", giving fishing information today, Thursday and Saturday, 6.30-8:45 p.m. Agency: Buchanan & Co., New York.

No Nazi Rations

LIFE looked pretty dark to William L. Shrir, CBS correspondent in Berlin, when Germany began rationing food on a stringent war basis according to calories required to perform one's work. Things worked out happily for Shrir, however, as foreign correspondents are classified as hard laborers and receive double rations. Besides, he gets a box of bacon, eggs and butter from friends in Denmark every third week.

Piano School Tests

HAROLD Rhodes Correspondence School, Los Angeles (piano instruction), is sponsoring a twice-weekly quarter-hour transcribed musical program on WWVA, Wheeling, and a similar 30-minute show each week on KFAC, Los Angeles, in a test campaign. Other stations are to be added. Ted Dahl Adv. Agency, Los Angeles, has the account.

Frank Rand's New Firm

FRANK RAND, former director of public relations of CBS-Chicago, has opened up a new public relations firm called Rhodes & Rand. Mr. Rand started in radio in 1938 when he became publicity director of the Yankee Network with offices in Boston. In December of 1936 he joined the public relations staff of CBS-Chicago and was then named director. The new firm has offices located at 360 N. Michigan Ave., Chicago; telephone, Randolph 0001. And F. Rhodes, Mr. Rand's partner in the new firm, was formerly associated with Public Relations Inc., Chicago.

Radio Writing Course

TECHNIQUE of writing for radio, covering the field from theory to the finished script will be one of the ten courses offered during the seventh term of the Writers' School, New York, which starts Feb. 6. The radio course will be conducted by George Annes, former director of the radio unit of the Federal Theatre, and director of the Actor's Relief Fund programs on NBC. A series of five lectures will be given by the Writers' School in addition, the March 31 lecture to be given by Norman Corwin, CBS radio director and author of The Call of Radio, speaking on "The New Literature of Radio."

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, to per week. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 26th and 10th of month preceding issue.

Help Wanted

Employees.—Let us help you get a position through our National Radio Employment Bureau, Paramount Distributors. Box 644, Denver, Colo. Immediate.

Midwest NBC affiliated station wants capable, experienced operator or chief engineer. Prefer you be man familiar with RCA equipment, both in its operation and repair. Only applicants with commercial broadcast experience and those who can come in for personal interview will be considered. Starting salary will depend upon individual and his experience. Position open immediately. Address inquiries to Box A641, BROADCASTING.

Situations Wanted

AVAILABLE IMMEDIATELY

Station or sales manager with more than 10 years successful radio experience. Proven record for sales and operation. Best references. Box A644, BROADCASTING.

Wanted

Announcer wants position with station. Write continuity, news, programming. Box A648, Broadcasting.

Operator. Radiophone first 1 1/2 years, transmitter, control and construction experience. Box A642, Broadcasting.


Salesman—age 24; experienced; sells "incrased sales", not mere "sales"; prefers midwestern station. Box A646, BROADCASTING.

Sports Announcer handle play by play account all sports, sport commentary, references, recordings. Box A647, BROADCASTING.

Announcer: 5 years experience, desires permanent situation, Manhattan. Box A645, Broadcasting.

Announcer—ee with ten years excellent record desires change. New employed as chief 5 kw station. College degree. Excellent references. Box A649, Broadcasting.


Production Man, ten years experience, production, programming, program writing. Employed, but wants to make change. Married. Will accept small salary. Box A656, Broadcasting.

Program or Production Manager: Six years varied radio experience at stations ranging from 100 to 60,000 watts. Presently with large metropolitan station. Box A653, Broadcasting.

Announcer—specialist in commercials, copywriting, programming, account writing. Do special events, sports, 3 years with present organization. Desires change. Records available. Box A655, Broadcasting.

Situations Wanted (continued)

Engineer: Now employed by network station desires to make change. Experienced in all phases of broadcast and high frequency work. Interested in construction. Mar. A.R. reference. Travel, or foreign locale no objection. Box A684, BROADCASTING.

Wanted

Used Allied or Fairchild Portable Recordable Turntable, with or without Amplifier. Box 293, Broadcasting.

Wanted complete set IRE Proceedings to date. Box A651, BROADCASTING.

For Sale

100% ownership in local Station town of over 50,000. Box A640, Broadcasting. For Sale—Equipment

Best offer takes Western Electric 601-A 100 watt transmitter. First class condition cost $5000.00. Address Box A650, Broadcasting.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 7SB field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 116th St., New York City.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the SERVICE OF BROADCASTING

National Press Bldg. Wash., D. C.

There is no substitute for experience

GLENN D. GILLET

Consulting Radio Engineer

982 National Press Bldg. Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer

Phone: Montclair (N. J.) 2-7859

MCDONALD & CHAMBERS

Radio Engineers

National Press Bldg. Nat. 4048
Washington, D. C.

JOHN BARRON

Consulting Radio Engineer

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington, D. C. Telephone National 7797

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BROADCASTING

SAINT PAUL, MINNESOTA

HERBERT LEE BLYE

Radio Construction Engineer

THIRTEEN YEARS EXPERIENCE

LIMA

OHIO

Martin V. Kiebert, Jr.

Consulting Radio Engineer

associated with Jansky & Bailey

Russ Bldg. San Francisco, Cal.

A. EARL CULLUM, JR.

Consulting Radio Engineer

719 North Henderson Avenue

Telephone—14079 and 8-2946

DALLAS, TEXAS

They Never Miss...

Station owners, managers, sales managers and chief engineers come every issue of BROADCASTING.

Frequency Measuring

Service

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

R.C.A. Communications, Inc.
66 Broad St. New York, N. Y.

1940 YEARBOOK OF THE

BROADCASTING

BROADCASTING 

Broadcast Advertising

Page 94 • January 15, 1940
Kramer Named House Patents Head; Radio Not Active as Congress Opens

By LEO V. GILPIN

ASIDE from the surprise appointment of Charles Kramer (D-Cal.) as chairman of the House Patents Committee and introduction of a bill (S-3043) by Sen. Thomas (D-Utah) to amend and consolidate copyright statutes [see page 28], the opening days of the second regular session of the 76th Congress were quiet from a radio viewpoint. The few other radio matters called up were temporarily shelved, as expected.

Rep. Kramer was named Patents Committee chairman, succeeding the late Rep. William I. Sirovich (D-N.Y.), after the post had been declined by the two ranking Democratic members of the committee, Reps. Lanham (D-Tex.) and Dunn (D-Penn.), who hold other chairmanships. Rep. Lanham heads the Public Buildings & Grounds Committee and Rep. Dunn the Census Committee. Under House rules either would have had to relinquish leadership of his other committee to accept the Patents Committee chairmanship [BROADCASTING, Jan. 1].

Favors Movies

Previously in copyright matters the new chairman has reflected promovie sympathies. Since the Los Angeles County district he represents includes the film and radio centers of Hollywood, it is considered likely his picture industry leanings will continue as he takes over as chairman. Rep. Sirovich was known as a staunch ASCAP supporter, and at the time of his recent death it was pointed out that Rep. Lanham, ranking successor, also had shown ASCAP sympathies.

Rep. Kramer, whose home is Los Angeles, where he is an attorney, attended public and parochial schools in Chicago, DePaul U., and Illinois College of Law. He was elected to the 76th Congress and has been serving continuously since.

In addition to introduction of the Thomas bill, two other measures concerning radio were passed over on the Senate Calendar Jan. 8—the Johnson bill (S-517) outlawing the broadcast of liquor and beer advertising, and the Logan bill (S-915) to revise administrative court procedure. Sen. Johnson (D-Col.), told BROADCASTING he would press for immediate consideration by the Senate and attempt to bring his bill to a vote during the present session. He added that if the bill were defeated, he probably would introduce a modified proposal. Although he has worked out no details for a substitute, he stated it likely would be built around a requirement that stations accepting liquor or beer advertising provide an equal amount of free time for anti-liquor "educational broadcasts".

Logan Bill Status

Sen. King (D-Utah), chairman of the Judiciary subcommittee which held hearings on the measure, has handled the Logan bill since the death last session of Sen. Logan (D-Ky.). When the measure was passed over Jan. 8, at the request of Majority Leader Barkley, who stated that consideration of the measure should be postponed until Department of Justice amendments could be offered, Sen. King urged speedy offer of all amendment proposals and stated that he would try to have the bill considered "at an early date!"

The first Congressional cognizance of the NAB program code controversy appeared Jan. 10 when Rep. O'Connor (D-Mont.) had printed in the Congressional Record a resolution of the Billings (Mont.) Townsend Club taking issue with the controversial issues restrictions of the code. Among other demands set forth in the resolution was one that the FCC cancel the licenses of all stations adhering to the rule, either voluntarily or by statutory requirement. In addition the resolution urged a boycott of all advertisers using the facilities of NAB member stations until the rule is abrogated.

Listening Post

WBWM Chicago, has established a shortwave listening post in the home of J. Owen Weaver, news editor of CBS-Chicago. Using a CBS-Hammarlund Super-Pro receiver, Mr. Weaver checks shortwave broadcasts in French, Italian and English from 4 p.m. through 1 a.m. (CST) for news summaries used on his regular 6:55 a.m. newscast. The service is used to supplement the CBS European news roundup heard each morning in Chicago at 7 a.m.

PERMIT GRANTED-FULL TIME
For 900 Watts
KFRO
LONGVIEW, TEXAS
Voice of East Texas

BROADCASTING • Broadcast Advertising
January 15, 1940 • Page 95
20TH ANNIVERSARY
WHAS Weather Service Begins
Jan. 3, 1920

OBSERVING the 20th anniversary of regular weather report broadcasts on WHAS, Madison, Wis., the station on Jan. 3 carried a special commemorative program. The program was directed by Eric R. Miller (left), veteran Madison meteorologist, who was interviewed by Carl Brosel in his office at the U. S. Weather Bureau. Mr. Miller started his regular weather broadcasts on the station, then an experimental transmitter 9XM, on Jan. 3, 1920. Experimental telephonic reports had been broadcast by the station previously as early as 1917. In the interview Mr. Miller reviewed the early broadcasting attempts and cited the changes modern communication facilities have made possible in weather forecasting work.

The present WHAS schedule includes three official broadcasts each day removed from Mr. Miller's office— a preview at 8:15 a.m., complete morning summary and forecast at 10:15 a.m., and final 5:30 p.m. The station also carries other weather information at 12:30 and 1 p.m., and sign-off time, and during weather extremes, temperature is reported hourly on the hour. A microphone and line are maintained in the weather bureau office, and broadcasts can be carried on a moment's notice.

An 'ABC of the FCC'

TO ANSWER questions which pour in from an injudicious public regarding the FCC, an 'ABC of the FCC' was published by that agency Jan. 11 for general distribution. Compiled by George O. Gillimnith, press relations director, the document has been released in mimeographed form and can be obtained on request.
Sauce May Use Blue
GROCERY PRODUCTS Mfg. Corp., Union City, N. J., which has been running a test campaign of participations since last Octo-
ber for Kitchen Bouquet on Martha Deane's program on WOR, New York, and a woman's program on KNX, Los Angeles, is consid-
ering a half-hour daily program fea-
turing Mary Margaret McBride on 27 NBC-Blue stations. No starting date and no definite period for the schedule as according to Ruthrauff & Ryan, New
York, the agency placing the ac-
count.

ETHYL GASOLINE CORP., New York (gas) on Jan. 12, renewed Tune-Up Time on 66 CBS sta-
tions, Mon., 8-8:30 p.m. Agency: BBD&O, N. Y.
PRUDENTIAL INSURANCE Co. of America, New York, on Dec. 16, 1939, renewed When a Girl Marries on CBS stations, Mon. thru Fri., 12:15-
12:30 p.m. Agency: Benton & Bowles, N. Y.


STERLING PRODUCTS Ltd., Wind-
slow, Ont. (Phillips Milk of Magnesia) on Jan. 12 started Wake Time from NBC New York, on 94 NBC-Blue stations (KECA & KPO), Sun., 7-7:30 p.m. Agency: Black-Hett-Sample-Hummert, N. Y.


NEHH Inc., Columbus, Ga. (Royal Crown Cola), on Feb. 16 will resume Robert Ripley's Believe It or Not on 77 CBS stations, Fri., 10:30-11 p.m. Agency: BBD&O, N. Y.

LARUS & BRO. Richmond (Domino cigarettes), on Feb. 6, will start Monmouth Minstrels on 4 NBC-Blue Pacific stations, Tues., 7-7:30 p.m. Agency: Warwick & Legler, N. Y.

Renewal Accounts
LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Sunshine Graham crackers) on Jan. 2 renewed quarter-


THE CRYSTAL SPECIALISTS SINCE 1925
NEW LOWER PRICES!
LOW TEMPERATURE REFRIGERANT CRYSTALS
Approved by FCC
$30

Supplied in freon, Air-Gap Hold-
ers in the 50-150 Zr. band. Fre-
quency drift guaranteed to be “less than three parts per degree cedegude change in temperature” Accuracy “better” than 0.1%. Order direct from:

Scientific RADIO SERVICE
124 JACOBS AVENUE
University Park
HYATTSVILLE, MARYLAND

Sauce May Use Blue
GROCERY PRODUCTS Mfg. Corp., Union City, N. J., which has been running a test campaign of participations since last Oc-
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TELEVISION RELAYS TO GET RCA TESTS

RCA engineers will make extensive tests of the feasibility of using radio relays in television from the originating station to points beyond the horizon, experiments which will parallel the way for a wireless networking of television programs, during the coming spring, it has been learned. However, RCA officials are refusing to comment on the situation at this time.

It is known, however, that laboratory experiments toward this end have been in progress for more than a year and that they indicate that the company's engineers are about ready to try out their laboratory developments in the open.

A low cost relay station, which can be mounted on a single pole about 60 or 70 feet high, and which can pick up and relay a video signal for a distance of from 25 to 60 miles, is said to be the heart of the system. Where the first relay stations will be set up or when this activity will begin, could not be learned.

WXYZ Signs AFRA

CONTRACT covering the employment of successful and willing radio artists at WXYZ, Detroit, was signed Jan. 10 by the station and the American Federation of Radio Artists. Emily Holt, executive secretary of the talent union, made a trip to Detroit to work out negotiations, which Maj. James F. Holmes, AFRA's national field representative, understood to have been preliminary in character, and to set the stage for the contract, which is the first AFRA contract signed in Detroit. Contract is said to be to be signed in all AFRA cities outside the four major program producing centers. In New York, negotiations with WHN were being continued, with similar probability that WEVD and WOR, foreign-language stations, would be approached by AFRA as soon as the WHN contract is signed.

WEVD, WXQR Pick IB EW

WEVD, New York, has executed a contract for a two-year period with Local No. 619 Radio Broadcast Technicians & Allied Workers, an AFL affiliate. The agreement, effective Jan. 1, 1940, and running until Dec. 31, 1941, provides a minimum wage of $2.50 per week for all technicians and engineers employed by the station, irrespective of the $45 minimum weekly wage provision contained in all the local union contracts in the area. The agreement was signed by AFTRA, as their collective bargaining representative.

The AFL affiliate was chosen by three of the five voting members of the CIO American Communications Assn. union. The other two members of the five-man board, which held the election, are as their collective bargaining representative.

The CIO affiliate was chosen by three of the five members of the CIO Radio-Communications union. The other two members of the five-man board, which held the election, are as their collective bargaining representative.

Canadian Broadcasters Meet Jan. 22

To Discuss Effect of War on Industry

By JAMES MONTAGNES

THE effect of the war on broadcasting in Canada, the copyright situation, negotiations are to be pro-
gram promotion, musicians' union, and Canadian Broadcasting Corp. policy regarding network, are two of the subjects that will be discussed when the Canadian Association of Broad-
senders begins its sixth annual con-
tention at Montreal Jan. 22 in the Mount Royal Hotel.

About 50 of Canada's 75 pri-

vate network stations are to be rep-

resented at the convention. It is

understood that a second station ex-

ecutives may not be present because

of wartime activities, and one CAB
director will not be on hand as in

former years — Maj. William C. Cor-

rett, CHNS, Halifax, who is serv-

ing with the Canadian Active Serv-

ice Force [broadcasting Dec. 15].

Results of War

Wartime effect on broadcasting will be mentioned by CAB president Harry Sedgewick, CFRB, Toronto, in his review of the year, and dis-
cussion is expected on advertising

trends, censorship, and other prob-
les in connection with war-time

conditions. CAB director by more than

the CAB being of the opinion that

stations should do as little of this as

necessary at their own cost, leav-

ing such matters for the judgment

of individual station managers.

Lately there has been a trend

of new promotion require-

ments from advertising agencies at

station expense.

With nearly four months of op-

eration of the Canadian Broad-

casting Corp. policy on custom-made

networks, it is expected Canadian

stations will be willing to recognize

collectively the results of this policy

for future discussion with the CBC

officials. H. N. Stovin, CBC station

engineer, will be on hand to iron out any problems in which the

CBC policy and operations adopt

impediments to private radio broad-

casting stations. The CAB may ask either CBC General Man-

ager Gladstone Murray or CBC As-

sistant General Manager C. E. R. Frigon to discuss matters with the

broadcasters in convention.

The CAB will also talk up the effect

on the importation of records of

the proposed increases being

asked by the American Federation

of Musicians from transcription

makers. Such increases will hit

Canadian broadcasters extra hard,

for the importation of recordings

means payment of heavy customs
duty as well as an 11% premium

on United States funds.

Directors of the CAB will meet

on Jan. 21 to line up the agenda.

No main speaker is expected at

the convention, but representatives

from the Association of Canadian

Advertisers and the Association of

Canadian Advertising Agencies are

expected to address the convention.

All-Canada Radio Pageant will

give a cocktail party Jan. 21, and

Western Canada Flour Mills, To-

to, Va., will also entertain by more than

23 of the 34 stations carrying the current Camel

and Wills' Christmas campaign to present

awards in the promotion done by

stations for this campaign [Broad-

casting Dec. 1]. Stations CKC,

CKAC, CHPL, of Montreal, will be

hosts to the broadcasters.

More than 33,000 books from 672
cities and towns in ten Eastern States were contributed for shut-ins in hos-

pitals and institutions in 1939. Ed. Cook's annual Christmas drive in his Morn-

ing Radio newscasts program on WAB, New York. This year other CBS stations
together took the idea and which have reported an in-
take of 35,000 more books.

Snowman Motif

CHRISTMAS decoration mot-

tifs of the studios of KNFR,

North Hollywood, Calif.,

—instead of the traditional

green was a seven-foot,

prune tree and a snowman,

The snowman's internal struc-

ture was a banana crate, bushel

basket, and a tall round carton.

Decorating his cotton batting wardrobe

were a hat, button, and cuffs of red streamers,

with a belt of fir twigs and holly.

Spence an Applicant

APPLICATION for a new local in

Washington, in which Edwin M.

Spence, manager of the Capital

NAB, would hold an interest, was

filed with the FCC Jan. 4 by the

Capital Radio Corp., of Stanley

E. Horner, president of the Buick

distributor in Washington, and

Dyke Cullum, Washington repre-

sentative of the automobile manu-

factory dealers, each holds 100

shares in the applicant company,

with Mr. Spence holding 50 shares.

Mr. Spence, prior to joining the

NAB nearly two years ago as sec-

cinde, and manager of WICAL,

Baltimore. Prior to that he headed

the Atlantic City municipally-

owned station. The application

is for 1420 kc. with 250 watts.

WOV's New Transmitter

WOV, New York, since it began

operating full time Jan. 1, has

transferred its transmitter opera-

tions from Secaucus, N. J., to

Toronto. The move involves the

startling excitement of one of the

250-foot steel towers, the installa-

tion of a coaxial transmission line,

construction of a coupling unit

and new ground system, as well as necessitating a re-arrangement of the tower to facilitate these changes. The entire construction was done be-

tween Dec. 29 and Jan. 3, under the supervision of Robert E. Study, WOV chief engi-

neer. The transmitter equipment was borne by a team of Labora-

tories acting as consultants.

Buttermilk Hookup

CONSOLIDATED Products Co.,

Dayville, Ill. (the semi-sold butter-

milk), on Feb. 6 starts a thrice-

weekly quarter-hour program origi-

nating from the station, WIXD,

on the following special net-

work: WLS, Chicago; WHK, Columbus; WNOX, Nashville; WOK, Way-

ne; WDW, Tusca; WMT, Cedar Rapids. Titled the Semi-sold Rowlers, the program will be aired Tuesday and Thursday at 5 p.m.

East Coast, late Saturday, 3:30-4:45 a.m., CST. Agency is Mace Adv., Peoria.

WOODMEN ACCIDENT Co.,

Lincoln, Neb. (insurance), as part of its advertising campaign, will sponsor for eight weeks a thrice-

weekly five-minute philosophical live talk on \"The Man of the Hour,\" with Ralph R. Noyes on KNX, Hollywood. Agency is Pressa-

ers, Fellers & Pressa, Chicago.

MUZIK CORP., headed by Waddell Catches-

field, utilities magnate, Jan. 12 with the FCC an application for a new FM broadcast station in New York. The station will be under the supervision of B. B. Willis. Agency is Muzik, 111 E. 34th St., New York. Councils bought are 44.8 and 141.0 mo.

Page 98 • January 15, 1940 • BROADCASTING • Broadcast Advertising
While crossing Ohio, the crew of Admiral Byrd’s snow cruiser is interviewed by Jerry Burns, announcer, and Herb Flaig, WLW Special Events director.

With three Mobile Units, WLW covers the events of outstanding interest in WLW-land. Besides innumerable local pick-ups, these units obtained over 200 out-of-town events for WLW listeners during 1939.

From the air, Michael Hinn, WLW newscaster, gets a vivid picture of Morehead, Ky., just after it was hit by a flash flood. Few hours later, the WLW Mobile Unit was broadcasting from the spot.

WLW not only welcomes, but maintains a Special Events department of four people, to seek out events which reflect life as it is lived in WLW-land.

Innumerable requests for time on WLW by various institutions and organizations and committees are not treated as one of those ‘necessary evils’ incident to the operation of a broadcast station. But we consider these requests as definite opportunities to make our station a more integral part of the land which we serve.

This policy has taught listeners to depend upon WLW for broadcasts of news events and happenings that are genuinely of interest and concern to them. Three Mobile Units enable WLW to bring its listeners every major event within a radius of 250 miles—and frequently from as far as 600 miles.

REPRESENTATIVES - TRANSAMERICAN BROADCASTING & TELEVISION CORP. — NEW YORK — CHICAGO

WLW THE NATION’S most “Merchandise-Able” STATION
5-kilowatt RCA transmitters installed in college and university radio stations

When professors of electrical engineering and their associates choose a 5-kilowatt transmitter for their university *IT'S GOT TO BE GOOD!*

RCA is pleased to announce the selection of its famous air-cooled 5-D and 5-DX broadcast transmitters by the following universities:

5-D ... WLB  University of Minnesota, Minneapolis, Minn.
5-D ... WLL  University of Illinois, Urbana, Illinois
5-D ... WTAQ St. Norbert's College, West de Pere, Wis.
5-DX. WOI  Iowa State College, Ames, Iowa

When you select a 5-kilowatt transmitter, we believe you will find that a careful study of costs and performance will cause you to agree with the authorities in these colleges. You, too, will rank the 5-D and the 5-DX at the head of the class.

3 REASONS WHY YOUR REQUIREMENTS WILL BE SATISFIED, TOO

1. **COMPLETELY AIR-COOLED** — Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

2. **POWER COSTS CUT NEARLY IN HALF** — Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

3. **LOW AUDIO DISTORTION** — Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier noise level. Feedback is stable. No critical settings.

Use RCA tubes in your station . . . for reliable performance

**“RCA 5 KWS. join the faculty”**