When you come right down to it, most of the inefficiency of big organizations is just the unwillingness or the inability to move out of the accustomed routine . . . But here at WHO we've grown big without settling into a dignified doze: we grew big by slugging the ball every time up—and we're still doing it! . . . Therefore, if you have a flash for the millions of people in IOWA PLUS, don't worry about closing dates “six weeks pre”, or even about airmail schedules. Teletype your needs to WHO and have done with it RIGHT NOW!

WHO for IOWA PLUS

Des Moines . . . 50,000 Watts
J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives
Spending more money with KLZ than with any other station are Denver's department, furniture, jewelry, men's and women's stores.

In their own sales books, Denver merchants find the kind of radio data they can quickly understand. These are the data books which day-by-day record clearly and decisively the selling power and profit-value of their advertising media. These are the data books which carry weight with local merchants.

On the basis of data gathered and compiled by themselves, Denver's biggest and most successful firms spend more of their radio money with KLZ than with any other station.

KLZ offers this as competent, credible and convincing evidence of its ability to satisfy the requirements of the most result-demanding advertisers . . . of its ability to do the most efficient job of speeding up sales of your product in the Denver-Rocky Mountain region.

KLZ Denver

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY
Your Courier to New England's most Profitable Markets

BETWEEN southern Connecticut and Aroostook there are more than a dozen active, prosperous, urban shopping centers. Though widely scattered they can be covered economically and so effectively that response to your sales efforts will be reflected immediately in sales volume.

This intense and comprehensive coverage is best obtained by using the Colonial Network as the courier to deliver your message. It makes available to you fourteen stations in a strong, popular, regional network. It provides coverage in more New England markets than can be reached by any other combination of stations at comparable cost.

For Direct Contact with the New England Market

The COLONIAL NETWORK
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Representatives
This summer—

ADD ANOTHER MILLION to
the 25,000,000 radio families of '37 when
planning your summer advertising budget!

REMEMBER what happened last summer! 75.6% of all home radios were in use sometime daily — average listening time, 4 hours and 54 minutes. Specifically, 18,900,000 families tuned in each day for a total of 92,610,000 family-hours of daily summer-listening.* And this summer there'll be at least another million new radio families to swell the audience! But these figures do not include radios on the road. Last summer, every fifth U. S. automobile was radio-equipped. The most conservative estimate indicates that this summer every fourth car (6,000,000 of them) will carry radio with them as they ride. And most of them are new automobiles, whose owners are the most responsive market in America. That's why radio's summer-curve is the swiftest rising curve in all advertising. So—start planning for summer radio now!

COLUMBIA BROADCASTING SYSTEM

*Data from Dr. Starch's continuous study of the listening habits of the American people.
A Merry Christmas to All

and a "RECORD" year in 1938

Our heartfelt wishes for a full measure of joy and prosperity...

...And a note of thanks to those stations, who during 1937, have broadcast almost a quarter of a million hours of Standard Transcriptions, our biggest, most successful year.

Standard Radio

180 N. Michigan Ave., Chicago, Ill.
TO CARRY TO THE PEOPLE OF THE STATE

The most elaborate and impressive local program ever presented to the Northwest.

A FULL HOUR — SUNDAY EVENING — 26 WEEKS

THE LEADING businesses and great basic industries throughout the state, realizing the need of promoting a better understanding and appreciation of Minnesota resources sponsored the job of selling Minnesota to its citizens. The medium most effective in coverage and variety of presentation, is, they decided, radio.

... and in Minnesota only WCCO is equipped to do this type of job. With top-notch production facilities ... 50,000 watts ... and a nationally cleared channel, only WCCO is equipped to deliver the show and audience. In Minnesota only WCCO can be heard throughout the state.

THE MARCH OF MINNESOTA, broadly conceived, splendidly executed, and of distinguished sponsorship, features Minneapolis' famed symphony orchestra, dramatized highlights of Minnesota history, appraisals of basic industries, and remote control interviews with leading citizens. The March of Minnesota establishes a new high in civic promotion.
ONE of the best things about spot radio is that it enables you to fit your weapon to your job: Whether you hunt business on a local or a national scale, spot broadcasting permits you to do it more sensibly and economically than by any other method.

That's why so many advertisers are getting away from hard-set groups and chains and networks, and are buying individual stations. The time-buyer today is playing a more valuable role in radio than the talent.

Free & Peters, Inc. is a national group of time-sellers. But many a conscientious time-buyer knows that Free & Peters is essentially on the same side of the desk, since our final fate depends on our ability to help make radio more productive. Do you want help in that assignment?

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
160 N. Michigan
Franklin 6373

NEW YORK
119 E. 42nd St.
Lexington 2-8660

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6164

ATLANTA
Bon Allee Bldg.
Jackson 1678

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BROADCASTING • Broadcast Advertising

Exclusive Representatives:

**Southeast**

- WGR, WKBW Buffalo
- WKNY, KDKA Pittsburgh
- WHK, WCLE Cleveland
- WGO, WJZ Washington
- WOR, WWL New Orleans
- WIOD Miami

**Southwest**

- WCBS New York
- WINS New York
- WNOX Knoxville
- WPTF Raleigh

**Pacific Coast**

- KMBC Kansas City
- KOMA Seattle
- KOIL, KFAB Omaha
- KSDK St. Louis

**Exclusive Representatives:**

- WCR, KJR, KMM, KTip
- WRT, WXXL
- WOR, WJZ
- WJO, WOR
- WINS, WNOX
- WPTF
- KMBC
- KOK, KFAB
- KSDK
- KOIL, KFAB
- KMBC
- KOMA
- KOIL, KFAB
- KSDK
- KOIL, KFAB
- KMBC
- KOMA
Havana Acts Require U. S. Wave Shifts

Reshuffling of North American Assignments Safeguards United States But Involves Changes All Over Band

(Hay Special Correspondent of Broadcasting)

HAVANA, Dec. 13—A reallocation of broadcasting stations in the United States, which will run the length of the 500-1500 kc. spectrum and involve a substantial number of assignment shifts must be expected during the next two years to comply with the terms of the treaty on the international broadcasting channels among nations of the North American continent reached at the Inter-American Radio Conference which completed its work today.

Adopting a drastic plan of allocation which, in the main, safeguards the position of the United States from the standpoint of station assignments available to it, the conference nevertheless agreed to a project which requires a reshuffling of portions of the band to make possible designation of exclusive and semi-exclusive facilities to Canada, Mexico and Cuba, as well as shared facilities with Haiti, the Dominican Republic and Newfoundland—all parties to the agreement.

After six weeks of protracted negotiations, in which FCC Commissioner A. M. Craven, chairman of the United States delegation, was the key figure, the six nations reached the agreement. Under its terms, it will not become effective until a year following ratification by the four principal nations—the United States, Mexico, Canada and Cuba or by three of them if the fourth signifies its intention of doing so.

All U. S. Stations Safe

All of the 700 stations in this country are assured of continued existence, under the allocations, but there will be shifts up and down the band. Because of the assignment of wavelengths for major stations in portions of the band to the other nations, the assignments of clears, regionals and locals in this country except in isolated instances, will be subjected to change, in most cases moving from 10 to 30 kilocycles, but keeping their same relative positions.

This country, it is anticipated, will not essay to work out the reallocations until the Senate ratifies the treaty. Should that be accomplished early in the next session of Congress, then presumably the FCC would be authorized to devote its allocations pursuant to the treaty, and hold whatever hearings are necessary. Thus, conceivably, the new allocations might become effective in about 18 months, since they cannot be made operative until a year after ratification.

Deeply significant is the fact that by assigning specific station positions to Mexico and Cuba, the so-called “border” station will become practically non-existent. Operating with high-power and directive antennas aiming their signals to the United States, these stations are causing disastrous interference in this country and Canada.

Only Canada and the United States have adhered to an agreement on use of wavelengths in the past, and as a consequence, the Southern countries have exercised what amounted to squatter’s rights in the absence of an agreement.

Principal features of the allocations treaty (which is published in text in this issue) are frequency allotments and conditions are concerned) can be summarized as follows:

Principal Features

The broadcast band is widened 10 channels and will cover from 550 to 1500 kc., with the added 30 kc. upward. The local channel on 1500 kc. is shifted to 1400 kc., and the four high-power regional channels, henceforth to be classified as clear channels, are shifted from 1460-1490 kc. to 1500-1530 kc.

Increases in Power

The treaty proposes increases of maximum night power on certain regional channels from 1,000 to 2,000 watts and on local channels from 100 to 250 watts.

Time-sharing clear channel stations, 10 in number, will be in position to get full time operation on duplicated assignments. These include such stations as WOWO, KDKA, WOC, WRC, WCOI, WCAI, WOD, and WMEW.

Basic Provisions of North American Agreement

Allocations, on an assignment basis, agreed to by the Inter-American Radio Conference in Havana, subject to ratification by the nations involved, are set forth as follows:

1. Three classes - The 100 channels in the standard broadcast band are divided into three principal classes - clear, regional and local.

2. Clear channels - A clear channel is one on which the dominant station or stations will remain free of over-all areas and which are cleared of objectionable interference. Within their primary service areas and over all or a substantial portion of their secondary service areas.

3. Regional channel - A regional channel is one on which several stations may operate with powers not in excess of 300 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. Local channel - A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. Number of channels of each class - The number of channels of each class shall be as follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>Number of Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear</td>
<td>70</td>
</tr>
<tr>
<td>Regional</td>
<td>41</td>
</tr>
<tr>
<td>Local</td>
<td>6</td>
</tr>
</tbody>
</table>

6. Allocation of specific channels to each country - The channels are allocated to the several classes as follows: (See table on page 11.)

7. Use of regional and local channels by countries - All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. Priority of use of clear channels by countries - That clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the ranking forth in Appendix I.

9. Each such channel shall be used in a manner conforming to the best engineering practices with due regard to the service to be rendered by the dominant stations operating therein, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangements as may be made upon the initiation of the respective administrations and without necessity for revision of this Agreement.

10. No country to which a clear channel has been assigned shall have made the channel or any part thereof useful to any other country, parties to this Agreement, or to agents of such countries, without the permission of the owner of the channel or parties to this Agreement. If during this period of 30 days (calendar days) any other country shall present objections to such usage of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(Continued on page 72)
Havana Delegations Pay High Tribute To Untiring Efforts of Comdr. Craven

HAVANA, Dec. 13.—High tribute to Commissioner T. A. M. Craven, head of the U. S. delegation to the Inter-American Radio Conference in Havana, for his "tact and ability," was expressed by Commissioner of the concluding sessions of the conference and at concluding committee sessions. Comdr. Craven carried the primary burden of the sessions, having been responsible for drafting of the basic plan adopted, and having served as chairman of the all-important allocations committees.

The head of each of the delegations, at the concluding sessions, expressed his confidence in outcome of the treaty arrangements, and also took occasion to express gratitude for the American assignments in the forts, and more particularly, the work of the United States' delegations and of Comdr. Craven.

At one of the concluding sessions of the six-week conference, during which Comdr. Craven acted as doyen for this country because of the enforced absence of the second delegate, Minister Henry R. Norweb, the chairman expressed satisfaction that the United States had stessed the attitude of the United States toward North American allocations.

These shifts of course are simply deduced from the treaty and cannot be construed as accomplished until ratification and subsequent FCC action.

U. S. Clear Assignments

The allocation agreement specifies that the United States shall have priority on 32 clear channel stations, of which 25 shall be for Class I-A stations which will operate with a power of 50,000 watts or more and which have their primary service areas within the limits of the country free from objectionable interference from other stations on the same or adjacent channels and secondary service areas within the same limits free from objectionable interference from stations on the same channel. The remaining clear channel stations of the United States are authorized to assign Class I-B stations, which are stations operating with power of not less than 10,000 watts or more than 50,000 watts, which are in the nature of duplicate clear channels. The United States thus is free to assign two or more Class "I-B" stations and Class "I-A" stations, or a Class "I-A" station (which is a secondary station operated on a clear channel with 250 to 60,000 watts) for nighttime operation on each of these 7 channels.

In addition to the 32 clear channels on which the United States has clear channel assignments, provision is made for 18 Class I-B and 6 Class 2 stations on other channels shared with other countries.

In adopting that portion of the agreement relating to priority of use of channels, it was specified that the United States was to be given priority over Cuba, Mexico, and other countries in making the assignments of its existing stations in order to make possible the carrying on of the agreement. It was pointed out that the adjustments will require approximately a year and that it is not possible for the United States at this time to specify on which of the 32 channels it will have priority of use for Class "I-A" stations, Class "I-B" stations, and Class 2 stations respectively for the locations of such stations, power and other information respecting the assignments. This is done on the basis that the United States will not later than 90 days before the effective date of the agreement it will communicate this information to the other countries which automatically would become a part of the agreement.

Additional Channels Involved

The broadcast band agreement deals with the 106 channels, 10 kc. wide, contained in the band 550 to 1600 kc. These 55 channels are reserved exclusively as clear channels, 41 as regional channels and six as local channels.

While the clear channels are specified in terms of allotment to countries, the local and regional channels are not allocated to specific countries but rigid engineering requirements for the protection of interference to the extent that any will protect local stations.

The broadcast band agreement, therefore, specifies in general terms the conditions under which the FCC will order the local or regional channels to be operated.

From the technical standpoint, it is held by engineers that the interference standards for practice, as far as the understanding of the FCC is concerned, may be materially improved. Despite this contention, however, there is some talk that objections will be raised to the remaining shifts on the indication that the adverse effect that service of stations may be curtailed.

The formal agreement approved by the United States Senate, has been signed by the United States and Cuba, and it is expected that the other countries will sign the agreement in due course. The agreement is expected to be in operation in the United States within a year.
Specific Allocation Provisions of Havana Agreement .

DESIGNATIONS OF CHANNELS

Clear channels—The following channels are designated as clear channels: 460 500 670 690 700 710 720 730 740 750 760 780 800 810 830 840 850 860 870 890 900 910 920 930 940 950 960 970 980 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1150 1160 1170 1180 1190 1200 1210 1220 1230 1240 1250 1300 1310 1320 1330 1340 1350 1360 1370 1380 1400 1410 1420 1430 1440 1450 1460 1470 1480 1490 1500 1510 1520 1530 1540 1550 1560 1570 1580 1590.

Regional channels—The following channels are designated as regional channels: 465 500 670 690 700 710 720 730 740 750 760 780 800 810 830 840 850 860 870 890 900 910 920 930 940 950 960 970 980 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1150 1160 1170 1180 1190 1200 1210 1220 1230 1240 1250 1260 1270 1280 1290 1300 1310 1320 1330 1340 1350 1360 1370 1380 1390 1400 1410 1420 1430 1440 1450 1460 1470 1480 1490 1500 1510 1520 1530 1540 1550 1560 1570 1580 1590 1600.

Local channels—The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490.

Assignments of Positions on Clear Channels to Nations

Under the provisions of Section II of this Agreement each country may use all the 106 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

<table>
<thead>
<tr>
<th>TABLE I</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE II</td>
</tr>
<tr>
<td>TABLE III</td>
</tr>
</tbody>
</table>

CLASS I- A STATIONS

(Canada, Cuba, and Mexico)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Location</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>640</td>
<td>Quebec, Canada</td>
<td>1</td>
</tr>
<tr>
<td>730</td>
<td>Mexico, D. F.</td>
<td>2</td>
</tr>
<tr>
<td>740</td>
<td>Ontario, Canada</td>
<td>3</td>
</tr>
<tr>
<td>800</td>
<td>Sudbury, Mexico</td>
<td>4</td>
</tr>
<tr>
<td>860</td>
<td>Ontario, Canada</td>
<td>5</td>
</tr>
<tr>
<td>900</td>
<td>Mexico, D. F.</td>
<td>6</td>
</tr>
<tr>
<td>950</td>
<td>Manitoba, Canada</td>
<td>7</td>
</tr>
<tr>
<td>1010</td>
<td>Alberta, Canada</td>
<td>8</td>
</tr>
<tr>
<td>1050</td>
<td>Nuevo Leon, Mexico</td>
<td>9</td>
</tr>
<tr>
<td>1120</td>
<td>Tucuman, Mexico</td>
<td>10</td>
</tr>
<tr>
<td>1250</td>
<td>Santa Clara, Cuba</td>
<td>11</td>
</tr>
<tr>
<td>1570</td>
<td>Nuevo Leon, Mexico</td>
<td>12</td>
</tr>
<tr>
<td>1550</td>
<td>Quebec, Canada</td>
<td>13</td>
</tr>
</tbody>
</table>

*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII, and VIII following herewith.

CLASS III B STATIONS

(Canada, Cuba, and Mexico)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Location</th>
<th>Power</th>
<th>Limitation</th>
<th>Requirements to directive antennas</th>
</tr>
</thead>
<tbody>
<tr>
<td>810</td>
<td>New York, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>810</td>
<td>California, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>810</td>
<td>Quebec, Canada</td>
<td>None</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>940</td>
<td>Mexico, D. F.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1000</td>
<td>Jalisco, Mexico</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1000</td>
<td>Washington, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1000</td>
<td>Illinois, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1030</td>
<td>Havana, Cuba</td>
<td>None</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1060</td>
<td>Mexico, D. F.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1060</td>
<td>Pennsylvania, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1070</td>
<td>Maritime Provinces, Canada</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1075</td>
<td>California, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1075</td>
<td>Connecticut, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1075</td>
<td>Texas, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1075</td>
<td>Illinois, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1090</td>
<td>Maryland, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1090</td>
<td>Arkansas, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1110</td>
<td>North Carolina, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1110</td>
<td>Nebraska, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1130</td>
<td>British Columbia, Canada</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1130</td>
<td>New York-New Jersey, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1140</td>
<td>Chihuahua, Mexico</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1140</td>
<td>Virginia, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1170</td>
<td>Ohio, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1170</td>
<td>West Virginia, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1190</td>
<td>Indiana, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1190</td>
<td>Illinois, U. S. A.</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1250</td>
<td>Ontario, Canada</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1250</td>
<td>Vera Cruz, Mexico</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
<tr>
<td>1260</td>
<td>Havana, Cuba</td>
<td>5 kw., min. permissible</td>
<td>None</td>
<td>Determine from operation</td>
</tr>
</tbody>
</table>

The treaty is designed to bring an end to the turmoil that has existed in the broadcast band because of the absence of an agreement to which Mexico, Cuba and the Latin American countries were parties on assignment of frequencies. Only Canada and the United States have adhered to an understanding on division of the 96 channels in the band between 550 and 1500 kc., which now is widened 10 channels to 1600 kc.

Because these other nations, less

For the full text, please refer to the source: www.americanradiohistory.com
Facsimile Printer Is Offered by RCA

Carbon System Features Both Line and Black and White

RCA MFG. Co., Camden, announced Dec. 13 that it is ready to offer to broadcast stations on an outright sale basis its carbon system, which features half-tone reproductions of photographs as well as text in straight black and white. The equipment being offered, it was disclosed by H. C. Vance, manager of communication equipment and standard radio circuits at RCA C, the carbon printer system developed by Charles J. Young, RCA engineer. It introduces the various shades of gray between the extremes of black and white on a roll of white newsprint in inches wide at the rate of about 4,000 to 4,800 words per hour, or 65 to 75 words per minute. This speed is based upon the use of 10 point type. Use of smaller type is not recommended by RCA.

Half-tone Equipment

Because reproduction of high-quality half-tone pictures is said to be especially difficult, RCA has included compensated amplifiers with the facsimile scanner, along with a complete and especially designed radio receiver chassis in the receiver-recorder units. This equipment will be available in two different chassis one containing the standard 550 to 1800 kc. broadcast band and the other for operation in the 10 to 11 megacycle ultra-high frequency band. Either of these receiver chassis can be installed in the standard recorder cabinet.

Two designs of carbon recorders have been made by RCA, one quite elaborate which automatically cuts the paper into pages 12 inches long and deposits them in a tray, the other a more simple design which does not cut the strip of paper into pages. It is the simple designed recorder which will be placed on the market by RCA at this time. It is felt that for the purpose of initial stations by the apparatus in the form of an automatic device should be as simple and inexpensive as is consistent with reproduction of good quality carbon. The scanner equipment includes scanner mechanism, a compensated line amplifier and a regulated power supply, together with a time clock and synchronous drive mechanism. The equipment delivers a zero level signal of 500 ohm line and can be connected in any convenient location, such as in a news room, special studio or newspaper office. The audio output of the scanner can be used to modulate any standard broadcast transmitter.

Samples of RCA Facsimiles

RCA VISUAL VANS DELIVERED TO NBC

AMERICA'S first mobile television unit, consisting of two vans the size of large busses, was delivered to NBC on Dec. 12 by RCA MFG. Co., from its Camden factory. Delivery ceremony was broadcast as part of RCA's Magic Key program. NBC plans to use the new equipment for presentation of such items as parades, sports events, and other out-of-doors spectacles.

In one van are the synchronizing generators, high-frequency rectifiers for supplying Iconoscope beam voltages, amplifiers, and all the apparatus necessary for picking up both sight and sound, as well as a control room in which engineers can see what is going on both broadcast and sound, as well as a control room in which engineers can see what is going on both broadcast and sound. In the other a camera and oscillograph can be controlled from the studio in the other.

The second van connected to the first by 500 feet of cable, houses the picture transmitter, to operate on a frequency of 177,000 kc., with a power consumption of 1,500 watts, and is equipped with a series of high-gain antennas which will be relayed by micro-wave to the transmitter in the Studio building for rebroadcasting. Principal apparatus is here the radio frequency unit which generates the carrier wave for picture signals and the modulating apparatus for imposing picture signals on this carrier. Because of the great amount of heat generated by the large vacuum tubes in television, this van is fitted with a large air-cooler for the tubes and an air-conditioned unit for the engineers.

KGAR, Tucson on CBS

KGAR, Tucson, will become a CBS outlet on Dec. 24, available, as a "bonus" station for all CBS advertisers purchasing time on KOY, Phoenix. Sustaining programs of the network will also be broadcast by KGAR, fed through KOY. Both stations are members of the Arizona Network, which also includes KSUN, Lowell.

Alswet's List Now 40

SWIFT & Co., Chicago (Alswet margarine), has added two Vermont stations carrying spot announcements. The list now includes 40 stations, four stations in each city, a total of 26 stations, in the Midwest and West. In addition, the Alaska, Hawaii, and the Pacific Coast reaches are now covered.

Steel Firm on MBS

WHEELING STEEL CORP., Wheeling, Va., on Jan. 2 will start a half-hour Sunday afternoon institutional program featuring Musical Steel Makers. While the musicians are professional, all other talent is from the company's plants and offices. Show will originate at WWVA, Wheeling, where it has been broadcast locally, and will be heard on 50 Mutual stations, placed direct.

Labor Pain

TECHNICIANS at WINS, New York, have signed 100% with IBEW, the union report announced by the American Federation of Radio Artists, which organized by AFRA. While these unions are organized at the station level, a national plant agreement has been put on the "unfair" list by AFM Local 802 pending negotiations for a new contract, and the FM was picking up WINS Dec. 13.
NAB to Hold 1938 Convention Feb 14-16

BY SOL TAISHOFF

Washington Picked as Site; Committee Submits Plans To Revamp Association, Based on $250,000 Budget

THE 1938 NAB convention, called to effectuate plans for drastic reorganization of the trade association and to give the industry "new leader-
ship," will be held at the Will
dard Hotel, Washington, Feb.
14, 15 and 16.

A comprehensive plan of reorganization, including hiring
of a paid president and abolition of the office of man-
aging director, and entailing
a proposed doubled budget of
$250,000 a year, has been
drafted by the NAB Reorgan-
ization Committee, which set
the date for the convention.

The committee made public its plan after meeting in Wash-
ington Dec. 8 and 9, and submitted it to all
stations. It was drafted in basic
form by Philip G. Loucks, former
NAB managing director and Wash-
ington attorney, who is serving
as the committee’s counsel.

Convention Speakers

Simultaneously, the committee
tentatively arranged for invitations to
Senator Burton K. Wheeler, FCC Chairman Frank R. McNinch,
FCC Commissioner T. A. M. Cra-
wen and Rep. Bruce Barton (R-
N.Y.), chairman of the board of
Batten, Barton, Durstine & Osborn
Inc, to address the convention.

In addition to creating the post
of paid president, similar to other
large trade associations, the broad
reorganization plan advocates re-
tention on a full-time basis of a
managing director, who would
become executive officer on non-
policy making matters—of a legal
director, labor relations director,
research director, public relations
director, engineering director and
educational director. Under the
powers given the committee, it
cannot hire the personnel but is
instructed to make its recommenda-
tions to the board of directors
and the membership.

The increased budget of a quar-
ter million dollars, more than dou-
ble that now received by the asso-
ciation, in the opinion of the 50% in-
dcrease in dues voted at the special
NAB convention last October,
would be based upon station in-
come brackets. A minimum of $10
per station would be raised, with
$50 per station, calculated upon
station receipts, are recommended.

The plan proposes to rebuild the
association from the ground up.
The old convention hall, "incom-
patible with the inception of the NAB in 1923,
would be abolished with an entire-
ly new set of by-laws to become
An order of directors of 21 mem-

HIGHLIGHTS OF NAB REORGANIZATION PLAN

1. Appointment of paid president by newly-created board of directors, with broad policy-making powers. Salary and term of office to be fixed by board.
2. Abolition of office of managing director.
3. Appointment by board of secretary-treasurer, as administrative officer, with no policy-making functions.
4. Appointment of directors of labor relations, research, engineering, public relations, law and education to assist new paid president.
5. Creation of new board of 21 members, of whom 15 shall be nominated by 15 districts into which country would be divided, with each director to serve one-year term, whereas other directors to be elected at large by convention, for three-year terms.
6. Creation of executive committee of six selected by board itself, with two each to represent large, medium and small stations, and with power to do no more than advise the board.
7. Establishment of a $250,000 budget, or double present estimated income, to defray cost of new organization, with dues based upon income brackets of stations. Minimum dues $10 per month and maximum $500 per month.
8. Provision made for renewal of special groups within NAB such as those representing clear channels, regional, local, network, station, or any others that might have special interests. It is specified, however, that these conduct themselves to avoid conflict with policy matters involving entire industry.
9. Creation of standing committees on programs, sales, law and technical, with each state division having right to appoint one member to each committee. Recommends sales managers organization be absorbed by Sales Committee.
10. Continuation of NAB cooperation in the Joint Committee on Research between ANA and AAA, as well as the NAB convention, for next June.
12. Creation of a committee to study establishment of a credit bureau and to combine agency recognition.
13. Creation of a committee to cooperate with Radio Manufacturers Association in developing standards with which there is common interest.
14. Complete divestiture of NAB Bureau of Copyrights, covering transcription public domain library, from NAB, with some $55,000 already invested in library by NAB to be adjusted through stock procured from Bureau and held in trust for NAB members.
15. New Executive Committee should take over all copyright matters, including royalty and station subscription interests, and restore the loss of the ASCAP contracts.
16. Board to be authorized to employ special counsel to act for NAB or any of its members in litigation in which there is a general industry interest.

from arrogating to itself the gen-
eral powers of the Association.

The NAB president, who by no
stretch of the imagination would be a "new leader-
ship," would be selected by the
board of directors, which would also
select his salary and term of
office. He would have broad
powers to carry into effect the poli-
cy made by the board, or, by
majority vote, to modify it. The presi-
dent would have the right to
appoint one member to each of
these committees.

Groups to Continue

Provision likewise is made for
continuation of various groups in
the association, such as clear chan-
nels, regional channels, local sta-
tions, network affiliates or any others
that might have special interests.

It is specified, however, that these
groups conduct themselves to avoid
conflict with policy matters as a
whole. The board would be author-
ized to prevent any such group

Committee Submits

Washington, D.C. (NAB) — The
committee on reorganization of
the association, which was
selected at the convention, has
submitted its report to the
board of directors. This report
suggests a new organizational sys-
tem for the association, which
would result in a substantial
reduction in costs and an increase
in efficiency.

The committee recommends
that the association be
reorganized along the lines of a
new board of directors, which
would consist of 21 members,
each representing a specific area
of the country. The board would
be responsible for the direction
and management of the
association, and would be
composed of representatives from
various segments of the industry,
including broadcasters,
station owners, and advertisers.

The committee also recommends
that a new executive director
be appointed, who would be
responsible for the day-to-day
operation of the association.

In addition, the committee
suggests that the association
be given the authority to enter
into contracts and agreements
with other organizations, in
order to further the interests of
the industry.

The report concludes with a
statement that the association
should be given greater
independence from the
commercial interests that
might be perceived as
conflicting with the
interests of the industry.

This report will be considered
by the board of directors at
their next meeting, and
action will be taken as
appropriate.

(Continued on page 17)
Auto Firms Slice Advertising Plans

Radio, However, Not Affected As Much as Other Media

FAIRLY marked recessions in automobile sales, together with considerable reduction in output, have combined to reduce the volume of auto advertising emanating from Detroit agencies—a reduction that may be called in every other medium as well as other media.

None of the agencies talk for publication, of course, in recessive situations such as the present one, but virtually all of them admit that the record that they are curtailing expenditures for their client companies, many of them quite sharply.

At this writing three major shows are wound up. The CBS Seymour Simon's musical show for Chevrolet ended Dec. 9. The Variety Show program for Pontiac is due to wind up later this month on NBC-Blue, and the General Motors Concert on NBC Red is slated to end by the first of the year.

The two big shows—Ford Sunday Evening Hour, and the Chrysler Bundles Hour—will be closed up until Friday, when they will be scheduled to ride through the present lull in business. Hudson has no intention of continuing Hobo by Lobby, which was receiving a healthy percentage of fan mail and pleasing the dealer body. Nash appears well satisfied with the success of Prove Your Product in the hands of its women's commentator, Kathryn Cravens, even though it is giving up the sponsorship. This comprise the bulk of the chain shows.

Disc Prospects

Transcriptions, of course, have always been on the up-and-up basis and may be subject to revision as their contract periods terminate. Substantial transcription schedules are being undertaken at this time by Chevrolet whose Musical Moments have become almost a success pastime in the current field of about 26 stations. Displaying greatly from his previous programs, this year's events were much as heard on an evening hour during the week.

Fr. Coughlin had little to say about the topic matter of his talks, except that they would be on subjects decided by the church. The chain of the subjects being arranged by Fr. Coughlin and his radio advisor, Leo Fitzpatrick of WJR, Detroit.

Hurt With Frey

R. L. HURST, former president of Batten, Barton, Durstine & Osborne Corp., of Illinois, Chicago, and for the last two years account executive with Lord & Thomas, has become the new president of Charles Daniel Frey, president of the Charles Daniel Frey Agency, Chicago. Frey had returned to this partnership of Mr. Hurt was the first step in a new expansion program of the agency and that further plans as well as major developments would shortly be announced. Effective Jan. 1, 1938, when Blatz Brewing Co., Milwaukee, will place its advertising with the Frey Agency. No radio plans have been formulated yet.

Miss Kiczales Is Named As General Manager of Three Iraci Stations

JOHN Iraci, president of the group of three automobile sales, has named Miss Hyla Kiczales, assistant manager of a WOY and WBIL, New York, and Columbia Broadcasting System's general manager of the three stations, was announced Dec. 8. She takes over the duties of the late John Iraci, president and general manager of the stations under a will.

Miss Kiczales is secretary to Mr. Iraci at the time he acquired WOY in 1926 and since then has served as executive assistant in his radio operations. Her appointment as general manager was made with the consent of Mr. Iraci and of Mr. Bulova. Horace L. Lohnes, Washington attorney, is counsel for both the Iraci estate and Mr. Bulova in these station operations.

Miss Kiczales announced the appointment of Ralph Nardella, of the WOY-WBIL sales staff as commercial manager, WPEN is managed by George Lasker, who was appointed recently.

The new head of the three stations is a native New Yorker, and has lived there all his life. She had been associated with Mr. Iraci for 15 years.

Ferrin New Radio Chief As Pumpian Is Promoted

FRANK FERRIN, for the past five years vice-president of MidWest Recordings Inc., Minneapolis, has joined Henri, Hurst & McDonald, Inc., Chicago, as vice-president. Nathaniel H. Pumpian, who was made radio director Oct. 22 following the resignation of Edward B. Haus, has formed his own agency, has been promoted to account executive.

At Mid-West Recordings Inc., Mr. Ferrin handled national spot work for many nationally known accounts, including Pillsbury Flour Mills Co., General Mills Inc. (Bisquick & Wheaties), General Motors Corp. (Pontiac), Chrysler Corp. (Plymouth & Dodge), and Acme White Lead & Color Works. The current Sing Neighbor Sing program for Balston-Lincoln Co., St. Louis (cereal), was also handled by Mr. Ferrin.

Cremo Is Sponsor Of Treasure Hunt

WBAL Program Idea Adopted By American Tobacco Co.

AMERICAN TOBACCO Co., New York, has started a spot campaign for Cremo Spring Water, using its program on the Scavenger Hunt idea which took the Baltimore toll of 1--up of used objects which usually cannot be sold, but at some little difficulty and told to return with them.

Mr. Pearde, many of the list as they can at a certain time, when the one bringing in the most nearly complete list will win.

Renamed Treasure Hunt, the Cremo series consists of two five-minute broadcasts each Saturday night. First part of the program goes on about 8 p.m. during which the announcer lists 10 articles to be assassinated, such as a washboard, a graphing album, a ten-day old newspaper, the number of the fire alarm card and other objects which usually are not valuable. The second part of the program includes another list of more public interest which is sent out. The list of prizes is also announced at this time, to be awarded to the first listeners who show up at the studio with the complete list.

Time limit is set for an hour later, when the program resumes with a description of the winning list. Interviews with the winners as to their adventures in collecting the items and the awarding of prizes. Each week 35 articles are made: 8 cash prizes, 7 boxes of cigars and 25 pairs of tickets to a local theatre. Radio listeners may also compete for prizes, 10 boxes of cigars being awarded weekly to those suggesting the 10 items included in the list.

Program was launched under Cremo sponsorship Dec. 1 on WBGD, Baltimore; WCAU, Philadelphia; KOMA, Oklahoma City; KEHE, Los Angeles, and KYA, Kans, San Francisco, all Herst stations. On Dec. 11, WSB, St. Louis, was added to the list and other additions will be made later if the present broadcasts prove successful. Campaign is handled through J. M. C. Gumbinner Adv. Agency, New York. Herschell Deutsch is account executive.

Willys Plans Series

WILLYS-VERLAND MOTTORS Inc., Toledo (automobiles) will be placed through Law's Orchestra of Soloists, recorded by NBC Transmission Service. The series is based on the Willys dealers. Agency is U. S. Adv. Corp., Toledo.

MAJ. LENOX R. LOHR, president of Goodwin House, will be a dinner guest at the White House Dec. 16. He is a native Washingtonian and planned to spend the following day with his family in Washington.
Further Strike Extension Is Foreseen

Stations Proving Slow To Return Signed Contracts

By BRUCE ROBERTSON

A FURTHER extension of the strike deadline is almost certain to be proposed at the meeting, and the formulation of new contracts between representatives of the Independent Radio Network Affiliates and the American Federation of Radio Artists may be delayed until Dec. 15.

This statement is made despite optimistic reports from spokesmen that some stations, in Washington, Boston, Philadelphia and other localities, are making efforts to meet the deadline.

Contracts were due on Dec. 1 after which time stations without signed agreements would lose their broadcasting license.

It is made in view of the fact that only 50 signed contracts had been received last week and that the number of unscheduled renewal letters that number on Dec. 14 would have left the total far below the expected number.

That an extension will be asked for or that it will be granted has not been admitted by either IRA or AFRA. The former has announced an outright refusal to sign a new contract containing the standard for wages, hours, benefits, and other conditions in the absence of an offer of a deal.

The delay has been occasioned by members of the contracts committee of both organizations.

AGRAP Defers Convention to Decide On Possible Affiliation With AFL or CIO

The convention of representatives of the American Federation of Radio Announcers and Producers (AFRAP) scheduled to be held on Dec. 2, was postponed permanently until Jan. 1. The newly organized group said it will be able to put together a more complete slate of candidates for the convention committee and to call the next meeting when the necessary number of signatures to meet the required quorum of the organization could be expected.

The convention of the representa- tives of the Radio Telephony Employers of America (RTA) was expected to be called off for the same reason.

CIO Buys Radio Time

When Meeting Is Blocked

Following refusal of Mayor Hague to issue a permit for a CIO mass meeting, leaders of the union have turned to the Federal Communications Commission and the general public, petitioning time on WEVD, New York’s “Labor Station,” and broadcasting its message across the Hudson.

First broadcast was made by William Carney, CIO regional director, followed by a second on Dec. 14 by George Stafl, attorney who successfully represented the union in court suits in other cities.

A half-hour program, featuring a number of out-of-town speakers, is planned for Sunday, Dec. 19, which is the date of New Jersey’s Constitution Day celebration. Further broadcast will be scheduled from time to time, it was stated, with plans in the hands of Morris L. Ernst and Mr. Carney.

Sales Group Meeting

A DOzen station sales executives, representing a committee for sales managers, were to meet at the Hotel Sherman in Chicago Dec. 19 and 20 to plan a national convention in Chicago in January. The meeting was called by Art L. Wiener, manager of WGR-WKBW, Buffalo, and chairman of the Sales Managers’ Division created under the AAB two years ago.

The purpose of the meeting was to plan the convention plan to cover the advisability of holding sectional meetings, coordination of policy problems, rates and other sales problems.

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Recording Group Starts New Drive
Would Exact Royalties From Records on Commercial Stations
A NEW campaign to collect royalties from broadcasting stations for commercial use of phonograph recordings launched this month by the American Society of Recording Artists, companion of the National Association of Performing Artists, through Kenneth C. Davis, Seattle attorney. Mr. Davis in the past has been identified with the anti-commercialization drive, and is now managing director of the Washington Association of Broadcasters. He has already appeared in Montana and Minnesota.

In his letter to Western stations, Mr. Davis cited the Waring decision in Pennsylvania holding the recording artist has a performing right in his work. He cited also the Court of Appeals decision in San Francisco in the newspaper case of Key Publishing Co. v. William C. Mitchell, on which the decision is law in the Western District. Stations now using recordings, he said, are using them without paying royalties or without taking licenses from ASRA. He asked stations to consider whether they should reframe from using the works of members of ASRA.

Ask Quick Reply
Declaring he would convince stations of their legal obligation, he said they must pay for these rights. Mr. Davis asked that stations inform him whether they use recordings 10 days whether they are using music of his clients, whether they intend to continue using records, without payment or whether they wish to pay a license fee for such use. He added stations would receive no other communication before suits were instituted for accounting. Asserting he was willing to discuss rates or rights with a station or their lawyers, he added he did not intend to conduct "law school discussions".

The Davis letter occasioned surprise among Western broadcasters because it represented a complete repudiation of the attorney's strategy in combating ASCAP for the broadcasters of Washington and Montana. Davis pointed out also that broadcasters should scrutinize the transcription market carefully because claims many transcription companies have been bolstered from phonograph records.

Harvard Rejects Sponsors
OFFERS of sponsorship of the season's series of college football games next season have been declined by university officials, according to the Harvard Crimson, which reported this action was taken as "part of a policy to prevent overemphasis and avoid comparison with Harvard's rivals," however far only the Harvard-Yale games have been broadcast.

BLUE BIRD NAIL POLISH Co., Minneapolis, which was recently purchased by Consolidated Drug Trade Corp., has placed its account with the McCord Agency, Minneapolis. Krunk's Shaving Cream, also represented by Consolidated Drug, has consolidated, and previously placed its account with the McCord Agency (Broadcasting, Dec. 15).

Western Nations at Cairo
Will Have United Front
HAVANA, Dec. 13-The nations of North, Central and South America will go to the Inter-American Telecommunications Conference in Cairo next February as a "united front." All members of their communications needs as a result of agreements reached during the Inter-American Radio Conference in Havana.

The Conference agreed to study the widening of the ultra-high frequency broadcasting service preparatory to the Cairo Conference, and have tacitly agreed that shortwave communication should be used primarily for international purposes. Other understandings reached by the American nations related to the development of radio operations so as to minimize interference, and detailed rules governing the handling of press traffic.

NATIONWIDE RADIO DRIVE
Networks and Stations Take Up Suggestion That Audiences Be Urged to Buy Radio Sets
THE "Radio Family" editorial published in the Dec. 1 issue of Broadcasting urging station cooperation with dealers in an advertising campaign for radio receivers through a gratis announcement campaign, has been followed up upon several substantial groups of stations, including the Iowa Network, owned and operated stations of NBC, certain of the commercial owned and operated stations, and the four-station Pacific Northwest Coverage Group, all of which have reported to Broadcasting.

First to take up the campaign was Iowa Network, through its stations KSO, KRNT and WMT. An extensive campaign has been launched by commercial manager Craig Lawrence, and he reported that dealers have evidenced considerable pleasure over this type of cooperation.

NBC-owned and operated stations, 15 in number, are inter-spotting spots suggesting radio sets be purchased as Christmas gifts. The suggestion was made to the station's listeners. M. Morton, manager of NBC-owned and operated stations. NBC also planned to suggest to affiliates that it follow the example of WJSV, Washington-owned and operated station, also launched a campaign. CBS vice-president M. R. Runyon, in charge of the network's owned and operated stations, suggested to the group that they follow the same course.

The four stations of the Pacific Northwest Coverage Group, KFPY, Spokane; KGIR, Butte; KRSC, Seattle, and KPPA, Helena—are using announcements at station breaks, according to Ed Craney, official of the hook-up. In launching the Iowa event, Mr. Lawrence acquainted dealers with the campaign in a letter in which he pointed out that the time was right to boost new sets. Declaring that a number of the better known makes are on the air with Iowa Network stations, he added:

"We feel that with Christmas coming up, these next two weeks should be good weeks to urge the purchase of new radios."

He advised them that a number of programs would suggest to listeners that they buy radio sets as Christmas gifts. The campaign, which began Dec. 9 and ends Dec. 22, comprises a total of 76 announcements.

"This is only a drop in the bucket. There is no reason why the advertising should not be done in the way of selling replacement business, but we feel that it would be a beneficial effect and that some day such a campaign also be carried on in a persistent, determined manner by the leaders of the industry has yet to be merchandised," Mr. Lawrence said.

The Broadcast editorial pointed out that broadcasters not only help local dealers and the set manufacturers in advocating new set purchases, without mention of trade name, but they also aim themselves in increasing their own audience and circulation.

Cairo Delegation Soon to Be Named
Senator White, Capt. Hooper Among Those Mentioned

THE MAKEUP of the American delegation to the Cairo International Telecommunications Conference to commence Feb. 1, 1938 was expected to be presented to President Roosevelt on or about Dec. 15, according to the State Department.

While there has been no inking from official sources as to identity of members of the delegation, it is understood that the names of Senator Wallace H. White Jr., of Maine, ranking Republican on the Inter-Commissioner Committee, who is conceded to be the foremost authority on radio in Congress, and Captain S. C. Hooper, of the Navy, are high on the list. Whether any member of the FCC will be named a delegate also could not be confirmed. One possible delegate from the Commission had been previously reported to be Commissioner Norman S. Case.

Craven Too Busy
A strong demand in official circles for placement of Commissioner T. A. M. Craven, one of the world's leading radio experts, as delegate, is known to exist. The fact that the recent broadcast of the Soviet Union against his appointment, however, seems to make it a foregone conclusion.

Comdr. Craven headed the American delegation to the Inter-American Radio Conference in Havana, which on Dec. 13 reached a successful conclusion [page 12-7, Dec. 29], and he has been a delegate or major technical advisor to practically every international conference he has covered in the last two decades.

Francis C. deWolfe, of the Treaty Department of the State Department, is expected to attend the Cairo sessions either as a delegate or a major technical advisor, and has been on several recent technical delegations as a State Department representative.

For the conventional broadcast standpoint, the Cairo sessions are not of particular moment, but allocation interest in the majority of ultra-high frequencies for broadcast purposes, as well as recreation, by a larger number of radio receivers, are topics of interest. The broadcasting district, as well as the sessions. In addition, matters relating to aviation, press, science and cultural exchange and other assignments are on the advance agenda.

The sessions are held each year, and the conference has been held in 1932 in Madrid. It ran for three months.

Tosecuni Arives
ARTURO TOSCANINI, the noted Italian conductor who was recently signed by David Sarnoff to direct the NBC Symphony Orchestra in a gala opening of the TV Station's network broadcasts over the combined NBC networks, arrived Dec. 13 on the Clipper, His NBC debut, described as talk will be Christmas Night. The NBC Symphony series started earlier this month with Arturo Rodzinsii temporarily handling the baton.
An Airfull of Holiday Merchandising

Stations Offering New Ideas on Christmas Programs

THE AIR is full of Christmas programs. Out of the sky dropped Santa Claus to greet 30,000 children at the St. Paul airport and be interviewed on KSTP before flying to Indianapolis where 7,000 youngsters thronged the local airport as WPMB asked him about conditions at the North Pole. Later he flew to Salt Lake City and was greeted on KFDY.

When his plane landed at Tacoma, Washington, he found Mrs. Santa Claus with him and the kids delighted in her stories of the Northland. To other cities and towns he journeyed by train and automobile. More than 4,000 children cheered as WNBX, Springfield, Vt., met him at the local station and presented him in a series of programs sponsored by the Chamber of Commerce.

Presidential Broadcast

XBC will broadcast the ceremonies when President Roosevelt lights the National Christmas Tree, Christmas Day in Washington Dec. 24. CBS, MBS and XBC are featuring remote and special events programs during the holiday season with world coverage. Local of these many broadcasts varies from Detroit to Honolulu, from British Guiana to Palestine. As in years past, local stations plan to program them and broadcasting all sorts of programs designed to help the needy.

KGER, Long Beach, Calif., a daily spotter, has an offer to any toy from poor children, as well as arrangements are made with the more fortunate to come and buy these gifts to be distributed by the Salvation Army.

On WHI, Des Moines, a coffee sponsor is buying any toy that a child himself would give his parents. This is a most appealing offer to any mail-order business.

CHRISTMAS DOLLS—Are collected by WRC, Washington, in a downtown Dollarama House where Gordon Hittmamark broadcasts his daily program. Last year Gordon corralled 5,000 dolls. This year he hopes to beat that record. Detective Cecelia Clark of the local police will only let him alone.

and employees contributed $4,000 to buy 150 radio sets for poor people and this year contributions will exceed that amount. WCL, Ft. Wayne, Ind., is airing a series of charity programs and WSAI, Cincinnati, is doing the rounds almost every day. Miles of Dimes and reports dimes galore.

Entertainment of all varieties fills the air. A new type of contest appeared when Paul Kennedy, radio editor of the Cincinnati Post, went to WSAI to offer prizes to listeners who would keep track of the number of times they heard National Christmas programs. The contest is called The Christmas Carol, and the winners will be given the air during the holiday period. "Help save this song," Mr. Kennedy says, "and you will have the chance of hearing it on the air all over the country."

The Iowa Network will broadcast Christmas carols on WHK, Cleveland, drew an audience of 10,000 and WGY, Schenectady, has its Christmas affair every day, while P. A. System and reports keen listener interest in the stunt. The Iowa Network will broadcast Christmas morning under the direction of Orville Foster as well as a series of good, wholesome programs with sponsors aiding the poor.

New England postmasters discussed the mailing problem on WAAB and the Colonial Network, while KOMO-AM, Seattle, broadcast a series of choral programs. WMPS, Memphis, covered the city’s annual festival with many remote and KDYM Salt Lake City, broadcast from the caucade of floats that opened its holiday season. KFWB, Los Angeles, will broadcast the city’s annual Christmas parade which featured high air-fleet and rubber animals. Veteran Santa Claus, Walter Linthicum, kept the studio full of children at WSAL, Baltimore.

Among the many remote broadcasts from department store toy departments were KKKD, Los Angeles; WCBS, New York; and WWVA, Wheeling, W. Va. Seven sponsors gave their time on WDNC, Durham, N. C., to programs featuring a chorus of 800 school children. WHN, New York, is distributing toys contributed by listeners to its Amateur Hour and Warden F. Lawes appealed for toys for prisoners' children on his regular NDX show for Sloan’s Liniment.

Old timers in radio will welcome the return of Leo Fitzpatrick of the original Kansas City Nightingale and Neal Tomy of the Red Apple Club when they head the talent list of Dec. 17 for the DeWitt O’Malley show. Mr. Fitzpatrick is now general manager of WJR, Detroit, and Mr. Tomy is vice-president of WHK.

Sponsors all over the country gave freely of their time for special Christmas programs and in many instances commercial announcements were dispensed with altogether. Programs for New Year’s will include a country review of dance bands by all networks and the annual Bar- dance. The winner of this year’s competition will be decided Jan. 1.

NBC will present its third annual Twelve Crowded Months, dramatizing the 12 biggest National Christmas stories of the year as selected by a poll of newspaper city desks. NBC program planners believe that the 12 biggest stories to be chosen by a board of Associated Press members.

SOME TIPS ABOUT CONTESTS
Producers Advised to Plan Them With Great Care; Data Show Cost of Big Campaigns

By HELEN KING

ABOUT this year’s worth of agencies are checking over contests in the past, to determine the benefits derived from them. With charts, and graphs before them, they endeavor to learn the most popular type (from a standpoint of sales) and the least expensive to run. The annual increase in money allotted to contests proves their popularity.

A common practice among advertisers is to send a thank-you card to all entrants. This is a courteous and costly gesture, and appreciated by man—why hasn’t some advertiser thought to send out announcements post-cards?

Any letter house can supply a list of contest fans, and mail out cards. In a schedule outlined to run for a number of weeks, the prizes and requirements. This would act as a stimulant and start the company off with a large group of entrants. It insures a contest audience, and assures imme-

HELEN KING

group of entrants. It insures a contest audience, and assures imme-

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radio desired. It would be a new reading of the January figures, and the returns might prove of interest.

next step is to find out the type of contest they like, and the prizes that have the most appeal. A questionnaire was recently conducted to determine these facts, the results of which are in accord with the returns on most contests.

Cash, 48% Slogans, 28% Cars, 6% Horse Bids, 5% Jingles, 16% Misc. 29% Handwriting, 20%

1,000 entries, 4 rounds, 6 weeks, 40% $15,000 1,000 entries, 5 rounds, 3 weeks, 50% $7,500 2,500 entries, 4 rounds, 7 weeks, 10% $50,000

It might be of interest to note that this year a survey of 2,500 questionnaires were women! Contesting is a woman’s game, and should thus be made. It is also interesting to realize that the women liked the letter-writing contest considerably more than the other ones. According to figures released by agencies that were queried, there were 110 entries in the contests over, but the prize value of this 90% was triple that of the earlier year.

In 1935-1936 contests were staged by 80 advertisers who gave $1,250,000 prizes valued at $750,000. In 1936-1937 campaigns staged by 74 advertisers who gave 2,500,000 prizes worth $1,750,000.

Of these contests their sales increased from 10-45%, dropping off after the close. A very popular stunt reported 500% increase during the contest, with a steady increase of 150% for the three months after the close. The premise was that the campaign could not afford to run a contest efficiently, and thoroughly, should not attempt to do it at all. A sound practice to allow an inexperienced staff to do the work at a ridiculous price, the natural reaction is "How can they do it?"

It is of course difficult to judge the exact effect of the contests, but they are not the same all over the country—and the advertisers’ requirements may vary. However, all the figures that have been obtained from four contest operators, all of which are about the same. These figures are considered the most reliable, per unit, of a simple "Why I Like . . ." letter contest:

Cost of doing business, $0.003 per entry; primary reading for rules and box-tops, $0.005 per entry; secondary reading for duplicates and "fair" entries, $0.0075 per entry; final judging .0015 per entry; total, $0.017 per entry.

This is a fairly low estimate, but should be the minimum in computing any contest cost. By the time the variations have been included, the cost runs to approximately 2 cents per entry. Of course there are contests that cost 5 cents each, when there is much checking to be done.

The question of "duplicate prizes," one that is gradually coming to the foreground. It usually pops up once during each contest where a public opinion company comes up with the biggest idea of really giving a duplicate set of awards. All budgets should be made so that the possibility of such an emergency. For those who are statistically inclined, the figures from the return form for the return form might prove of interest.

Type Time Prizes Returns
Slogan 6 $2,100 14,000
Card 6 $500 5,000
Letter 5 $1,000 420,000
Handwriting 3 $1,600 260,000

* Weekly; † Daily awards of $100.

In all these contests the percentage of facsimiles was under 1%.
Uniform Accounting Pondered by FCC
Would Eliminate Present Confusion in Station Data;
Immediate Action Is Not Deemed Likely, However

INTRODUCTION of uniform methods of accounting by broadcast stations, one vehicle for providing the FCC with reasonably comparable data on station operations, may be required to remove the present haziness surrounding the subject. The matter has been discussed in Commission circles for months and is up in the air, originally with the suggestion that an economics unit on broadcast matters be created within that body.

Commission research on this subject goes back more than a year. The desire is to procure data which would be consistent for all stations so that a dollar on the books of one station is the same thing as that on the books of another. The thought is not that anything resembling rigid methods which would work a hardship, but of procuring data in a manner or in another form that will enlighten the Commission and permit it to more intelligently prescribe general rules of station operation.

Comment Withheld

Official comment was not forthcoming, but there have been a number of indications that the Commission and its accounting department are still未 able to reach a decision. A few weeks ago, for the first time in the history of the FCC, an FCC accountant was called in by an examiner in a broadcast hearing to testify on the proper form of an operating statement of a station. Normally, applicants have been turning more and more to the practice of introducing detailed financial information through expert witnesses.

There appears to be no immediate prospect of introducing uniform policies on accounting methods but the subject is expected to be one to which the Commission itself will devote considerable time. Before any broad policies would be introduced there would be a public conference at which broadcast licensees would be in a position to express their viewpoints on the type of data to be included. Very little information on the fiscal operations of stations has been available. On renewal applications, for example, the FCC requires bare statements of gross and net revenues along with an estimated largest line item such as expenditures for talent, equipment, and other large bracket items. The information was not available at all comparable in individual cases, since stations use divergent methods of bookkeeping.

What the Commission decides to pursue such a course, it probably would be inclined to follow the procedure in cases of telephone companies. It has three classifications for such carriers based on gross income, but the idea is to eliminate reports covering detailed operations while a middle group submits less detailed information and the smallest group supplies verbatim reports.

Presumably, the broadcast reports might be broken down into categories: a Class "A" station, which has $100,000 or more per year in gross revenues; a Class "B" station, which has $50,000 to $249,000, and the "C" category, covering stations with incomes of less than $50,000. In the latter case, it might be 100 watts in smaller markets, daytime stations and others upon which the burden of filing detailed reports might be construed as onerous.

Yet another system that might be introduced would limit the reports on power and channel classifications, such as clear, regional and local and part-time.

Rate Control Lacking

Despite fear of rate regulation of the kind that would arise if a uniform accounting policy, if and when adopted, would not be possible, the objective is not to regulate rates. In the first place, it has been clearly established that the FCC, under existing law, does not have the power to regulate rates, since broadcasting stations are not defined as public utility common carriers. The broadcast stations, however, of possible ultimate limitation of profits of stations, but this view has not been widely held.

In the realm of speculation, the thought has been advanced that under the proposition that the FCC would be free to invoke special tax laws but this does not appear to be imminent. The FCC, under the broad authority which it is empowered to insure that licensees serve public interest, might be in the position to enumerate policy holding that stations realizing more than a specified amount of profit would not meet the public interest requirement, but this again is regarded as a remote possibility.

On the other hand, the fact that broadcast licensees enjoy only a six-year license would be a strong argument against rate regulation or limitation of profits in any form. The hazard to the broadcast industry under a financial term license in the face of a heavy investment that would mitigate against regulation of profits or of rates, it felt.

A uniform cost accounting system for stations was recommended by the NAB in 1934, at which time Philip G. Loucks, Washington attorney, was managing director. A special committee headed by H. K. Carpenter, now general manager of WHK-WCLE, Cleveland, drafted a proposed standard system in cooperation with a group of certified public accountants. It was recommended that stations voluntarily adopt the recommended system, or if a station declines, it would be told nothing mandatory about it. A number of stations, it is understood, have followed this procedure, but the lack of uniformity in station ownership of stations has tended to delay any widespread adoption of the standard form.

Nearly two years ago the FCC accounting department began its study of the broadcasting station structure under special order of the FCC and in the course of its researches, have followed deeply into the NAB proposed standard contract form.

One of a reasonably uniform method of accounting would tie the proposal—discussed nearly a year ago by Commissioner T. M. Craven, then FCC chief engineer—that an economics unit be established within the FCC to consider economic aspects involved in all broadcast operations. The nature of competition, ability of a community to support additional facilities and similar data would be acquired. The unit would study the edification and benefit of the FCC in determining broadcast standards. If stations of the same size and under similar accounting data, it felt, would become a necessary prerequisite in order to establish such a unit, it would be probably within the accounting department, of which W. J. Norfleet is head.

Would Require Time

Commdr. Craven has drafted a two-year economic outline program, building largely on testimony adduced at the so-called broadcast allocations hearings of October, 1936, before the Broadcast Division. This report is expected to recommend creation of the economics unit. The report has been held up by the FCC pending reorganization under the chairman of Frank R. McNichol.

Originally, the recommendation contemplated setting up the economics unit within the engineering department. It has since been a part of the broadcast section of that department. Since then, however, the division of FCC operations has been abolished and all departments functioning directly under a single management organization. Consequently, it is logically anticipated that the new recommendation will be that the economics unit be established under Chief Accountant Norfleet.

Even with the spade-work for uniformity of accounting operations, and if done, the task that remains is a large one, including ways and means of financing such a program. Should it receive FCC approval and the likelihood of a hearing to get all possible information, having a public basis, for the subject. The report has estimated roughly that possibly a year would elapse before fixed principles were established.

Because of the natural reticence of any industrial group to bare its income statements to the public at all corners, it is logically presumed that a strict mandate would be embarrassing. It is feared that any public discussion of the subject might cause some licensees to question the FCC's purpose and that if the FCC statements did not reconcile themselves with those submitted in tax returns, litigation might ensue.

Minnesota Promoted

A GROUP OF businessmen of Minnesota on Dec. 5 started a full hour Sunday evening program on WCCO, Minneapolis; KDAL, St. Paul; WMT, Mankato; WFL, Mankato; WMFG, Hibbing; WALB, Virginia, and KROC, Rochester. Mann, Minn., Program, featuring the Minnesota Symphony Orchestra and entitled March of Minnesota, promotes good-will for industry in general and for the Twin Cities in particular. WCCO is a different town in the state. Agency is BBDO, Minneapolis.
Seven letters in SUCCESS
Seven letters in FAILURE
Seven letters in RESULTS
Seven letters in CHICAGO

Possibly the difference between the Success of your advertising and its Failure, might well be the Results to be obtained from a campaign in Chicago—on WLS, of course!

WLS Gets Results!

THE PRAIRIE FARMER STATION
National Representatives: John Blair and Company

50,000 Watts Clear Channel!
Keeping the Editorial Page Out of Radio

By WILLIAM S. PALEY*
President, Columbia Broadcasting System

Cause of Democracy Served by American Broadcast Plan, Which Provides a Nonpartisan and Open Forum

BROADCASTING may be divided, somewhat arbitrarily, it is true, into three broad categories. The first is the broadcasting for news - that part we all want for more exact language, I shall call culture and education. The third is certain.

If I were talking about broadcasting in the countries of the dictators, I would have nothing to tell. In those countries broadcasting has been owned by the state and used by the state to mold the people to its will, with the people compelled to listen to what its rulers wanted them to hear and barred from hearing anything else.

In America it has been different. We were pioneers and there was no authoritarian hand to mark out a path for us. We took the liberty of stumbling and groping. We saw only dimly the possibilities of mass communication, the complex and often conflicting aims of the media were open before us. We were new in a world that was changing and changing fast. Economies were needed, the man in the street, the man in the factory and the man on the farm looked to broadcasting for a more active interest in the public affairs and the politics of his country.

Power of Radio

As more and more millions abroad were forced to lay their liberties on the altar of dictators, Americans, slowly realizing that democracy anywhere might be threatened and even lost, found themselves newly and intimately and deeply concerned with the drama of Europe and the chief actors in it.

While all this was happening, the evidence was accumulating that broadcasting was the medium of action. Men who would listen, they would understand, and they would act. Legislation in the events of the world and of the nation — events great and small — had arrived. Frontiers melded like mirages, cold type turned into the warm voices of real men; ideas, good and bad, traveled fast.

Naturally once a powerful thing as broadcasting had proven itself, all sorts of people and all sorts of interests wanted to use it for all sorts of purposes. Manifest evidences of this desire forced us to the conclusion that we must define and act. Particularly in the realm of public affairs did we need, as we grew in experience, to develop a code of ethics. We were under a very compelling necessity to do our best.

Mr. Kay

WHEN the Second National Conference on Educational Broadcasting met Nov. 29-Dec. 1 in Chicago under the sponsorship of 27 educational and cultural organizations, the educators and not even the broadcasters were put on trial. Rather than simply criticize the radio industry, nationally known educators discussed ways of improving educational programs and for the first time openly admitted they had failed to provide programs of wide listener appeal. Significant was the fact that not a single speaker condemned the American System of radio broadcasting as a whole, commercial stations were highly praised.

ThewholeconferencecameoutstandingindustryfluctuetolosentolarejecttheAmericanplan.WilliamS.Paley,CBSpresident,spoke in terms of commercial radio and the benefits of competition. "With regard to the American plan," he said, "in my opinion the public interest is served better than by any bank or elevator boy or preacher or professor and put the meeting on a practical basis. A colorful pioneer in the industry, Mr. Kay pointed out that "advertising has produced the goods and services which give Americans the highest living standards enjoyed by any people on the globe." "The cost," he continued, "when split up among many stations and advertisers, was, and remains, relatively nominal when compared to the fabulous values contributed toward the public interest."

Benefits of Advertising

In defense of commercial broadcasting Mr. Kay pointed out that "advertising has produced the goods and services which give Americans the highest living standards enjoyed by any people on the globe."

Mr. Kay

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Finally he explained the position and capacity of the program day broadcaster. "In 16 years we have turned out the professional broadcaster, the one of specialist trained."

Lambdin Kay, general manager of WSB and WAGA, Atlanta, represented the mass media and his summary of radio's development put the meeting on a practical basis with the emphasis on any public question and even to refuse to publish the utterances of those who are prepared to controvert his views. He may even use his whole publication for the sole purpose of furthering his own ideas.

Why may the press be editorially partisan as it pleases, whereas the number that can be an unlimited number of publications devoted to countless purposes whereas the number of broadcasters is rigidly limited for physical reasons and therefore an editorial attitude on the part of broadcasters may well carry with it the danger of one side of a vital argument being maintained preponderantly or even exclusively. If an editor's views are stodgy, or unpopular, or if he rides hobbies that bore most people, he pays the penalty of dwindling circulation, but he has violated no public obligation.

If you accept my definition of freedom of the press, let me next define freedom of the air as I and many other broadcasters understand it. Freedom of the air means the right of a speaker to express his views, he may hold on any general interest. He must be guarded, and he is guided by the public right, regardless of how the operators of station or station may themselves feel about the thing he discusses. If he is lawfully speaking or otherwise lawful, if he is not obscene, if he does not seek to provoke racial or religious conflict, he may say what he likes, and no one may prevent him ever he pleases over the air. I admit that ordinary questions of good taste and manners arise, but virtually always they can be satisfactorily settled by consultation with the prospective speakers themselves.

Right here I want to admit, too, that isolated instances of violation of law may be found and that they lie in what is for radio the distant past. Occasionally one is due to the emergency or some act of accident or the act of some man who never before had the air in his grasp.

A Fair Air

The next great principle in keeping American broadcasting forever keyed to the needs of democracy is "Fairness of the air." By that I mean that no discussion must ever be one-sided so long as there can be found another person to take the other side. The party in power must never dominate the air. No majority must ever monopolize. Minorities must always have fair opportunities to express their views. "Because the number of broadcasters is limited by physical necessity and since, in the case of each station, the whole time, it is imperative that all sides be fairly treated. Moreover, the dramatic velocity with which ideas reach the public is through the air medium, the compelling attention gained by those who, in this modern world, make up the mass public arena of thought and opinion, the degree to which our people have come to depend upon their first-hand contact with men and events, all these are this same democratic idea of the freedom of the air and fairness. For us willfully by the

(Continued on page 58)
SPEED!

AND ACCURACY TOO!

. . In News Casting!
A battery of automatic printers feed a constant stream of news bulletins on world happenings as covered by the ace reporters of the International News Service. WMCA reports these happenings in five regular daily programs. News of transcendantal importance is broadcast the instant it breaks! SPEED!

. . In News Dramatizations!
Five nights a week at 7:15 and Sundays at 9:00, “Five Star Final” is on the air “to bring you news of the world we live in—Love, Life, Hate, Heroism”—made vividly real! SPEED!

. . In Gangplank Interviews!
As the big ships come and go, WMCA reporters interview the celebs at the pier. The doings of these famous personalities are always headline news! SPEED!

. . In Theatre Reviews!
Less than an hour after the curtain falls on a broadway premiere, the WMCA theatre critic is on the air with his candid review of the show—impressions that brook neither fear nor favor. SPEED!

. . In Roving Reporters!
There is a human-interest angle to every news story! WMCA Roving Reporters uncover the human side—often in the form of exclusive scoop interviews with the news makers themselves. SPEED!

. . In Spot News!
A burning dirigible—a devastating flood—whatever the calamity that makes news banners scream, is an SOS to the WMCA staff. By remote control, by short wave, or whatever it takes—WMCA men set speed records in relaying their eye-witness accounts of the disaster. SPEED!

NEW YORK’S OWN STATION

WMCA
**FCC to Revise Applications To Delete Present Loopholes**

Will Require More Detailed Disclosure to Avoid Citations of Type Involved in Segal-Smith Case

**TO INSURE full disclosure of information related to the steps of responsibility and qualifications of applicants for broadcasting facilities, the FCC has revised application forms eliciting far more detailed data than heretofore required. Necessity for far-reaching revisions in a measure was traceable to the disclosures made in the hearings in October on the matter of hearing M. Segal and George S. Smith, Washington attorneys, and which they repeatedly said by filing the application forms, it is presumed matters that arose in the conversations involving the attorneys will be avoided in the future.

Charges against Mr. Smith were dismissed by the FCC while Mr. Segal was suspended from practicing before that body from Dec. 6 to Feb. 5. The present broadcast application form (No. 301) has been in force practically since the FCC case, and it has been revised slightly last year. It comprises eight pages of interrogatories. The new application form, now in effect, will probably run a dozen pages, and will cover both applications for new construction and provision of license covering new facilities.

Publicity Campaign

The FCC opinion, which followed eight full days of hearing in October, was by unanimous vote of the six commissioners participating. It comprises 31 pages, more than half of them devoted to circumstances surrounding and reasons for the disqualification of Commissioner George H. Payne by his colleagues for "personal prejudice, bias and malice.

Charges against the two attorneys, instituted and made public under Payne's direction last May, were found without basis except in two instances in which Mr. Segal formed corporations at the behest of the applicants, and applied for facilities without disclosing the real identity of the principal of the corporation, who they were set for hearing. This procedure, common among practitioners before the FCC, was found to be without justification, the opinion stating that "nowhere in the law may it be inferred that an application made for a license for a totally undisclosed principal or undisclosed party in interest."

The Commission referred to testimony at the hearing of a number of the leading lawyers who practiced before the FCC, the good character and reputation of Mr. Segal. "No other fact or act of alleged misconduct in his life as an attorney, of which we have been called to our attention," the opinion stated, "this testimony shows the disqualification of character and integrity as a lawyer has been of the highest."

The opinion of the fact that wide publicity has been given to the charges contained in the Commission's answer, the opinion added, "This publicity has existed for a period of more than six months and that necessarily during this time the responsibility, Segal, has become more or less under a cloud because of these charges, and that necessarily responsible positions have been adversely affected."

In only two of the five cases into which the Commission investigated, it found that the grounds were justifiable. These had to do with applications in which the actual principal and the commission of the principals, Mrs. Adele M. Provo, Utah, also dug up by Payne as chairman of an investigating committee, were concealed.

In the two instances cited, testimony of the principals during the hearings showed they intended to make the corporation the front pages of public hearings before examiners. The Commission's opinion stated that the rule allows the applicants to grant applications without hearings. There was no mention, however, of that fact. In both instances there is a protest period and, moreover, that in each case the existence of competitive applications would have made hearings mandatory.

**Disqualification of Payne**

Seventeen pages of the 31-page decision were devoted to reasons why five commissioners upheld the motion to disqualify Payne from sitting in the proceedings after an undisputed affidavit had been filed that Payne threatened to take away any publicity given out designed to cast reflection upon them even before the formal charges were made. Messrs. Bines, Provo, Utah, and Harry F. Bowden, Al Bines, Redwood City, Calif. for broadcasting in a $100,000 "best suit" instituted by Payne, still pending.

That portion of the opinion dealing with the "bias" charges, in which the majority dissented on the grounds that the Commission was without jurisdiction to disqualify a fellow member, and consequently, its members were then cited, read in part as follows: "The facts alleged in the affidavit of June 1, 1954, in paragraphs 1 to 4, both inclusive; those relating to statements alleged to have been made by Commissioner Payne to the public through the press on several occasions, and to the public over the radio in the course of a speech concerning matters at issue in this proceeding.

**FCC Adopts New Procedural System With Rotating Plan to Handle Routine**

INVOKING an entirely new procedure in handling its duties, the Commission on Dec. 30, under the system of rotation whereby particular routine and non-policy making activities are assigned to individual commissioners for a month at a time.

Simultaneously, a motions docket was established for a totally undisclosed principal or undisclosed party in interest. The Commission referred to the testimony at the hearing of a number of the leading lawyers who practiced before the FCC, the good character and reputation of Mr. Segal. "No other fact or act of alleged misconduct in his life as an attorney, of which we have been called to our attention," the opinion stated, "this testimony shows the disqualification of character and integrity as a lawyer has been of the highest."

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**FCC to Revise Applications To Delete Present Loopholes**

**Double Mint CBS Series Is Based on Double Motif**

WM. W RIGLEY Jr. Co., Chicago, for the first time will start air advertising of its Double Mint gum, using a new comedy-variety show, Double or Nothing, on a 65-station CBS hookup, starting Dec. 26. Emanating from Chicago the program will have a double cast, with no overlap. There will be two comedians, Al Small, 6' 2" Stan Lee: a double piano team, Sutton & Bliss; singing duo, Jack Bledsoe and Ed Small; "Redskin with red hair" Betty & Jean, and a double quartet. The show is authored by Bob Hara, called "a 3:07 p.m. in Clarendon. Among the 65 stations at will serve in Montreal, Toronto and Honolulu making Wrigley the first advertiser using both Canadian and Hawaiian on a network.

In addition to the Doublemint show, Wrigley is continuing two other CBS shows for Spearmin. The first, Melodrome, will broadcast over 35 CBS stations daily except Saturday and Sunday, and Scratbywood Bains, on 6 West Coast CBS stations to quarter its fifth weekly. Neisser-Mayerhoff Inc., Chicago, is agency.

**KWNO to Start Jan. 1**

WITH the appointment of A. E. Mickel as manager, the new KWNO, Winona, Minn., 100 watts daytime on 1200 kcs, will go on the air Jan. 1, 1938, according to an announcement by the Winona Republican-Herald, whose publishers will be the chief owner of the station. Mr. Mickel until recently was manager of KFJB, Marshalltown, Ia., where he was succeeded on Nov. 21 by Homer Griffith, former "King of the Breakfast Philosopher" over various stations where he was sponsored by Mantle Lamp Co. A Western Electric transmission line is being installed.

**Johns-Manville Dises**

JOHNS-MANVILLE Corp., New York, will use five-minute transcriptions on a single list of stations, starting in February. Reports that Gabriel Hestres had been signed for the campaign could not be verified through the agency, J. Walter Thompson Co., New York.
DISCOVER THE ITALIAN MARKET AND YOU WILL FIND A BILLION DOLLAR MARKET

THE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRryant 9-6080

WPEN • WOV • WBIL

PHILADELPHIA, 1000 Watts  NEW YORK, 1000 Watts  NEW YORK, 5000 Watts
Attempt to Muzzle Radio Is Charged

AN ATTACK upon the Administration, alleging that it is attempting to muzzle the press and that it also is attempting to control the air waves," was launched in the House Dec. 6 by Rep. Crawford (R-Mich.). In extending his remarks in the Congressional Record, Rep. Crawford used as his thesis a remark by Postmaster General Farley, chairman of the Democratic National Committee, in a recent radio address in which he inferred that broadcasters were being required to censor this in its development, Mr. Crawford said, however, he was in disagreement with the Postmaster General when he stated that "if it were not for this new agency of communication the public mind would inevitably be confused."

Mr. Farley's remarks as chairman of the Judiciary Committee, the Congressman declared, implied that the Democratic Party will recover, in whole or in part, the radio-raiding campaign of 1938 as directed by the Michigan member also criticized the Treasury for ignoring newspapers, magazines, and billboards in its advertising campaigns to boost the sale of United States Savings bonds. He said that this policy did not seem consistent with good business practice. Discussing radio, Mr. Crawford said, "The Federal Government has a closer grip on the radio stations than it has on the newspapers. The broadcast license can be taken away from these radio stations at any time and their licenses are valid only six months. They depend entirely upon the particular license fee to keep them in their broadcasting field. In protecting this field, the Commission indirectly prevents the revenues because the stations derive their income from their advertising field. With the six-months' renewal regulation there is a direct relationship between the broadcasters and the Administration. Then, too, alterations in Government policies at the station must bear the approval of the Government. The Administration has power over the air waves. As yet it has not attempted to stifle speech on the air waves but has seen fit, so far, but for doing are within its reach."

Five Star Sponsor

COMMUNITY OPTICIANS, Long Island City, N. Y., has announced sponsorship of "The Star Final," a special new dramatization, heard each week day, 1 week on WMCA, New York, and the Intercity System. Contract, effecting it, was secured for 13 weeks and was placed by Commonwealth A. D. V. Agency, Boston. The optical chain has also become one of the participating sponsors of "Six Star Review," WMCA's three-hour daily spot and carry program, of which General Mills is another sponsor.

Lorillard News

P. LORILLARD Co., New York (Muriel cigars), on Dec. 14 started affiliating with "Star Final," a Saturday program to be heard Tuesdays and Thursdays from 7:30 to 7:45 on WOR, Newark. Show is produced by Ben Rocke; agency is Lemmen & Mitchell Inc., New York.

Newspaper and Religious Ownership Mark Argument of KSD-KFUOU Case

NEWSPAPER-ownership and religious-ownership of stations marked the argument of the KSD-KFUOU case, argued Dec. 2 and 3 before five commissioners of the FCC. Commissioner Craven, who was attending the Havana Conference, and Commissioner Payne were absent during the arguments which began with a severe criticism of Examiner Seward's rejection of the application of KSD, owned by the St. Louis Post Dispatch, for full time on 550 kc. with 1,000 watts night and 5,000 day and favoring the application of KFUO, owned by the Lutheran Synod, to share one-half of the time proposed for KSD. At present the stations share time on the basis of 91 hours a week for KSD and 20 hours for KFUO.

Attorneys for KSD were Donald Richberg and Edward Burroughs, former Assistant U. S. Solicitor General; Paul M. Segal, W. B. Bramhall, George S. Smith. Counsel for KFUO was J. Edward Burroughs and George O. Sutton.

Mr. Richberg opened the argument with a denunciation of the examiner's report, charging that it did not follow the record and that it obscured the facts. He warned that action on it by the Commission "could not be justified by a court." Tracing the development of KSD from its inception in 1922, Mr. Richberg emphasized its pioneering aspects and subsequent development. He told how it had given a part of its time to KFUO in 1924 and traced the series of negotiations and disclaimers which prompted KSD to ask for full time.

Public Service

The conflict, he charged, was between a non-profit religious organization seeking to cover its listeners by extensive missionary work and propaganda, and a commercial station equipped and staffed to perform "a real, public service." "Public preference," he declared, "is the only safe guide to public interest, unless our government is to be given over to propaganda." More than 74% of KFUO's programs, he continued, are "religious denominational propaganda" and since only 2% of the Lutherans in America live in St. Louis, KFUO appeals to only 100,000 listeners. KFUO broadcast 55 sermons in one week and repeated seven of them, he charged.

Chairman McNinch, who had taken a keen interest in the argument, asked Mr. Richberg to explain "his conception of the Commission's duty concerning the delegation of a station that is solely religious." Mr. Richberg said that as a general proposition the Commission has no specific duty to withdraw a station rendering a general service whether it is a religious or commercial station. He cited the 550 kc. case (57 Fed. 2d.) wherein a religious station was not deleted because it was rendering a public service. He referred to the Unity School case (59 Fed. 2nd 571) wherein a religious station was not deleted because it was rendering a public service. The danger in granting the KFUO application, he said, lay in the fact that hundreds of other religious, political and economic groups would clamor for stations. This would result in "a welter of discordant voices, each pleading for its special cause."

The whole trend of democratic government is against special interests getting special privileges," he concluded.

Just before Mr. Richberg concluded his argument, Commissioner Brown asked him to explain his views on newspaper ownership of radio stations. There are at present about 200 newspaper-owned stations in the United States and 14 church-owned stations. Mr. Richberg replied that in general newspaper ownership is not extensive enough to create a problem of serious moment. He added that competition between newspapers and between radio stations is far too keen to allow the press to dominate radio. He pointed out the powerful influence of the networks, none of which is controlled or owned by newspapers, as being a "stabilizing influence to those who feel that the press may gradually absorb the radio industry."

Newspaper stations, he declared emphatically, were in the forefront as pioneers in radio and that the radio industry owes a great debt to the advances made possible by this pioneering. "The radio media, he said, "is a natural thing for the press, and radio simply furnishes amplified sounding boards and amplifies the aims and ideals of all newspaper owners." He compared the advertising aspects of this situation and endeavored to show that the acquisition of stations by newspapers was not at all contrary to the public interest and would further the public welfare. He pointed to the recent grants of new licenses to newspapers and to the recent renewal of many licenses.

In his closing argument, Mr. Richberg contended that "the thought of the public interest is far too new for ultimate policies to be formulated."

Mr. Burroughs, for KFUO, praised the examiner's report and charged Mr. Richberg with m a k i n g "picayune criticism of an examination." KFUO is non-sectarian and in his summation held "there must be some possibility that our sailing government franchise to be available to a non-profit organization."

Mr. Richberg replied that he thought the time is too new for ultimate policies to be formulated.

EXAMINER FAVORS NEWSPAPER GRANTS

GRANTING of two of the four applications for new 1,000-watt stations in the 160-meter band, which were in the examiner's report, was heard on Jan. 16 by Examiner John P. Bramhall, recommended by the examiner in his report of Jan. 8. The conditional granting of a third was also recommended, the fourth was recommended not.

All of the proposed stations would be newspaper-owned.

Mr. Bramhall charged that the Commission authorize new stations to be built by the Tulsa World and the San Angelo Standard to operate with 1,000 watts night and 5,000 day on 940 kc. He recommended 1,000-watt full-time grant to the El Paso Times Broadcast Company, provided Dorrance D. Rodrick, publisher of the El Paso Times, abandon his recently granted application for a new 100-watt station in that city, which grant is now pending before the court of appeals. Mr. Rodrick is also the chief stockholder in the El Paso Broadcast Company.

The application of KGKL, San Angelo, Tex, now operating with 100 watts night and 200 day, which seeks 1,000 watts, was denied in its full capacity. The examiner recommended 1,000 watts night and 5,000 day on 940 kc. was recommended for denial. KGKL is controlled by persons of the same interests that publish the San Angelo Standard and Times.
The ARIZONA Network

Announces the Affiliation of

K S U N

BISBEE • LOWELL • DOUGLAS
250 Watts Day • 100 Watts Night

The addition of KSUN to the link already established by KOY between that station and KGAR Tucson is a further step in the progress of KOY to give Arizona people the best possible radio service.

To advertisers this three station hookup offers maximum coverage of Arizona's major markets at a reasonable cost—and from which commensurate results can be expected.

In its first year of the present ownership KOY has installed new equipment throughout, has established local programs of outstanding interest, has brought the Columbia network to Arizona and through Transradio Press gives listeners complete national and local news. The result—Arizona has gone KOY—and KOY advertisers profit accordingly.

KOY Manager—Fred Palmer  KGAR Manager—Frank Howe  KSUN Manager—H. Carleton Morris

The Arizona Network is affiliated with CBS and Transradio Press.

For rates, time available and all details, consult John Blair Company, Chicago, New York, Detroit, San Francisco, and Los Angeles, or write KOY.

1000 Watts • Day and Night Affiliate

Burridge D. Butler, Chairman
Fred Palmer, Manager

The Voice of Arizona
LAST CALL

for advertising Copy
for the
1938 Year Book
Number

BROADCASTING

If you have not reserved space in this important issue, wire your reservation today! Rush your copy!

The Year's Best Opportunity for Effective Promotion
Radio Is Not a Public Utility, U. S. Appellate Court Holds

In 'St. Louis Star Times' and Utah Cases

IN THREE opinions handed down Dec. 8, the U. S. Court of Appeals for the District of Columbia wrote from a viewpoint of administrative law and broadcasting, holding among other things that broadcasting stations are no public utilities.

In two cases, it sustained the decision of the FCC, granting the St. Louis Star Times a license to operate a station on 1520 kc. with 1,000 watts full time. In so doing it dispensed with the competitive application procedure of filing a certificate of convenience and necessity for the new facilities, and declined to sustain the contention of KSD, over which the holder of the old license, that the FCC first should pass upon its application for full time and that it was entitled to priority over an applicant for a new station.

Another of its opinions was that of the Utah Broadcast Commission. The FCC, after a hearing, issued a new license to the holder of an old license for a station at Provo, for a station at Logan.

FCC Slowed Down on Docket Decisions

As Result of Recent Ruling by Court

THE STERN ruling of the U. S. Court of Appeals for the District of Columbia Dec. 8, that the FCC must defend its rulings on the ground of facts and grounds for decision at the time of its decision. Pointing out that the Commission has not defended its ruling in the WIL-Star-Times case, the court, however, concluded that in this case the FCC could not file its case simultaneously with its decision. Justice McNinch has indicated that it would not be for the court to propose to introduce the FCC.

The court stated: "The use and enjoyment of such facilities the public has the legal right to demand. It is an issue to the use and enjoyment of the facilities of a privately-owned radio station is of much more limited character. We have often said that the Commission is entitled to be aided by the facts presented by the FCC in its decision as the state commerce and involves the public interest and that in this respect Congress could exercise its power to regulate it.

"But the power of Congress has not yet been extended to the point of fixing and regulating the rates to be charged for the establishment of rules requiring it to serve alike the entire public in the use of the facilities. Nor has Congress assumed the right to limit the profits on the basis of its investment or otherwise. The license of the Commission gives its owner and its program, and generally speaking the public interest is the same as that of the license that it has not failed to function and will not fail to function in the public interest.

"As long as this continues to be the policy of Congress the term—public convenience, interest or necessity—of itself would not mean a broad meaning as is applied to it elsewhere in public utility legislation.

"In deciding the WIL appeal, the court in effect instructed the Commission to enter its statement of facts and grounds for decision at the time of its decision and to act simultaneously with its decision. Chairman McNinch has indicated that it would not be for the court to propose to introduce the FCC.

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Facts not required for the valid exercise of the power of the FCC is that it has not failed to function and will not fail to function in the public interest.

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As Result of Recent Ruling by Court

World's Smallest—Transmitter was recently presented by O. B. Hanson, left, NBC vice-president and chief engineer, to Jules Comstock, owner of a miniature museum. The transmitter was delivered on WBC while shortwave radio is ineffective on the station. It weighs less than a pound, and transmits a wave of one meter's length in 300,000,000 cycles. Its sending radius is four miles.

Radio stations are a public utility, the court asserted it had never said that a station is a public utility "in the sense in which a railroa is a public utility." Generally speaking the public interest is the same as that of the license that has not failed to function and will not fail to function in the public interest.

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FREE AIR AND PUBLIC EVENTS

WOW to Appeal Trespass Fines as Result of WIBW Charges Covering Conhusking

FINED $10 each in a justice of the peace court for alleged trespassing on charges preferred originally by an official of WIBW, Topeka, Kansas, against WOW, Omaha, and two engineers of that station through their counsel, but it is expected that the trial of the case was held in the rural courtroom at Miami, Mo., Dec. 8, that they intended to ap- pear at the case, and it was at the case that the free air principle in the broad- casting of big public events was used. The alleged trespass did not occur on Marshall, Mo., where the National Conhusking Championship was held. The-topeka station had acquired rights and exclusive rights to the broadcast, and the trespass was claimed when May and one of WOW's mobile unit into action to test the contest grounds over the protest of WIBW. May and his crew were ejected from the grounds and rented a nearby field and carried the broadcast.

An impressive array of legal talent appeared in the Miami courtroom. The Free Air principle is in the interest of an organization, Mr. Kotz, who is the mastermind of the program in the interest of German radio. National Socialism is not an article of export, he said, in answering the question of the court. He's hidden to take any interest in the political situations of other countries. Mr. Kotz is a German citizen, he is not a member of the National Socialist party.

Shipped Direct

Questioned as to the number of radio programs, or free broadcasts supplied by his organization, Mr. Kotz said that he could speak only for the station in New York area. As the records are shipped directly from Germany to each district service group, and that part of the operation is shipped directly from Germany to the station of the Service. He said that he had sent records to two stations in New York and two in Chicago. He said that it was not much demand for them in the East as they are standard Tel- electric stations and are available at any music stores, which will often supply stations with records without charge in return for a courtesy mention of the air.

Dr. Kotz was identified by William C. Meier, radio manager for the Cleveland Press, in an article Nov. 16 as New York chief of a Nazi-controlled propaganda effort in this country alleged to stem from Herr Goebel's Hitler's Minister of Propa- ganda. In his article, Meier named Becmeier as one of the prominent St. John's Church of Cleveland. As agent for Ohio, Michigan and Indiana, he admitted sending materials freely that he was sending batches of free recordings to Mid- westenradio stations, most of the records being those of vessels carrying Nazi propaganda "with varying degrees of subtlety."

According to Leick, who heard an account of the program, it will be purely musical but three will carry such remarks as:

"We owe Der Feuhrer thanks for the beautiful automobile highways that now criss-cross Germany. He has"

KELA Now on Full Time

With Its Staff Completed

NOW on the air on full schedule, the new KELA, Centralia, Wash., re- ported that it is ready for the first day of its staff of strength and efficiency headed by J. Elroy McCaw, who is also 25% owner of the station. Mr. McCaw also holds the title of con- sumer of program and is associate as his assistant. Paul Corbin, for- merly with KHQ, Spokane, and KWRB, Pocatello, is program di- rector, and Richard Downey, formerly with KWSC, is assistant program director. Chief engineers are Del Norin, formerly with KXRO, Aber-deen.

Other staff members are Garland Baker, traffic director; DeWitt Morris, operator and announcer; Arnold Werner, musical director, and Frank Wight, fisheries di- rector. The station operates with 500 watts on 1440 kc., having been authorized by the FCC last July 2. It is equipped with Western Electric transmitter, speech input and auxiliary CONEX frequency and modulation monitors. It subscribes to Transradio Press.

Ice Industry Contest

NATIONAL ICE ADVERTISING INC., New York, (association of ice and refrigerator industry), has started a twice-a-week series on NBC-Red featuring Eleanore Howe, home economics expert. Miss Howe, who lives in Chicago, will go to New York each week. Prizes of $5 will be awarded to suggestions used on the air, and $1 to those whose contributions are used in a capsule advertising campaign. A contest will be conducted. Prizes will be one refrigerator a week for 40 weeks. Agency is Don-ahue & Coe, New York.

Six Get Tex-Sun

ADVERTISING Tex-Sun as "America's Sweetest Grapefruit," the Rio Grande Ex- change, Weslaco, Tex., has con- tracted with the Butler Recording Studios, Dallas, for 117 transcribed one-minute spot dramatizations. Scheduled for distribution early in December, the spots will be placed on KJWJ, Chicago; WJW, Cincin- nati; WHB, Kansas City; KSD, St. Louis; WGAR, Cleve- land; KXYZ, Houston. Agency is Leche & Leche, Dallas.

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personally supervised this great work.

"A new spirit prevails in Germany, industrious by day and engag- ed in tireless efforts for a new and unified Ger- mania should inspire every Ger- man people to a like end." The Cleveland Press reported that it is not a question of the New Year's Day programs being broadcast on the network, but an exclusive deal.
FOR ALL the good things of the earth we shout "Noel!" and give praise, according to our custom, now in December. We thank heaven that the comet which is traveling toward the earth has not arrived as yet, or hadn't at the moment of writing. We are drunk with the mild glee of another year rolling by without our getting our thumb caught in a bowling ball and that with only two weeks remaining to complete the year, this great station has hit a new high in total time sold. We are glad that some hundred odd sponsors have used us with success within the year and hereby wish them a choice slice of the fruited cake on Christmas day and the days that will follow it. Glad, too, that the points of our skis are still curled up, after a summer of neglect; and that the vitamins in beer are tasteless. We are grateful for the more than 1,000,000 letters which people have sent us in the year and hereby acknowledge their receipt. Thankful that, though many things in life change, some things remain the same... such as the way 18,000,000 people in the area we serve buy 18½% of the nation's goods sold at retail, and that though they voted to continue an experimental rather than a traditional form of democracy, 4,000,000 of the families in this area still own radios. We thank heaven, too, for the recovery of our rubber plant which was pruned with a dull knife in the tenth month of the year.

www.americanradiohistory.com
**HOME ECONOMISTS AS SALESMEN**

**Housewives Listen and Govern Their Buying Habits**

Accordingly, Says KSFQ Commentator

The author, director of the Home Science Institute, of KSFQ, Detroit, comments on the California State Retail Grocers Convention of this month. Home economics programs can do far more. She conducts the daily program in the "Home Economist" and appears on the CBS "Homemaking" program every Monday. Her latest lectures and food and recipes are mailed weekly to her listening audience, excerpts from her talk to the group.

**By ELMA LATTAT HACKETT**

**THE SERVICE is being given by home economists on the radio all over the country and most gratefully used by the housewife. Instead of fighting in the usual rut, and serving a few dishes over and over, the modern radio-conscious housewife has infinite variety on her table at low cost. She'll be the first consumer of the product of the sponsor on the program? Better, I think, thin is possible through any other medium. The home economist, like the newspaper, magazine, or billboard so that when she goes into a store she glances over the shelves and down the mall and selects the standardized brand. But, that woman may not have thought of buying a can of spinach today, until her favorite home economist tells her of Blank's Fine Baked Beans, the simplicity of their service, the excellent food that can be revolved around them, and down she dashes to you, and demands "Blank's Beans".

She may never have been enthusiastic about canned spinach. But, the home economist on the air can create an appetite, even for canned spinach, by telling the housewife how to prepare it, including how to garnish it, and how to turn it into an appetizer. She may never have thought of buying a can of mushrooms for a special dinner. But the home economist tells her of the superb quality and the convenience of these mushrooms, and she is on her way home to buy them. She may never have thought of buying a certain type of bread. But, the home economist tells her of the bread's simplicity, and how it can be revolved around the house, and down she dashes to you, and demands "My Favorite Bread".

Venerable Disease Talks Sought by 100 Stations

MORE than 100 broadcasting stations have ordered electrical transcriptions of two talks on venereal diseases by Dr. Thomas J. Parran, Surgeon General of the United States, and Dr. Ray Long, Wilbur, president of the American Social Hygiene Association. This was reported Dec. 8 in a pamphlet on Social Hygiene and the Mind issued by the association, which headquarters at 50 W. 50th St., New York, which supplied the distribution.

"Just as those newspapers and magazines with the courage to publish this somewhat sensitive material, have received credit for it," the ASA states, "the radio stations which permit discussion on the air—and the broad-casting companies chains too— deserve praise for opening up this powerful and wonderfully persuasive avenue of an average rated 15 quoted remarks per page, each saying that the listener bought the advertised product, and found it all that was claimed for it.

The distributor puts the product on the shelves of the proper advertising moves it off, with a profit. What better medium could the producer choose than the home economist on the air, who is her intimate, friendly way, comes into your customer's home via radio, tells her of her product, and tells her, too, how to use it.

**ELMA HACKETT**

**RCA Drops From Opera AfterDemandsByUnion; Will Follow With Spots**

RCA's announced sponsorship of the 773 Blue half-hour broadcasts of the Metropolitan Opera on NBC-Blue in behalf of RCA-Victor products was to have begun on Dec. 15, but it was canceled the day before the first broadcast, which was aired on a sustaining basis in Los Angeles. It is understood that the union has cited an increase in the number of broadcasts, which is to be made at $12 per man for the entire performance in case of sponsorship, but that the 1937-38 contract called for a boost to $2 in an hour.

He expressed surprise at the last minute cancellation as he said there were indications that RCA would not have known all along what the rate was. Officials at RCA and NBC refused to comment on the situation.

American Guild of Musical Artists refused to comment beyond stating that the contract with RCA in question, under which AGMA members with the opera management do not call for increased compensation in case of sponsorship.

RCA will use announcements on 87 Blue stations immediately following the opera to advertise RCA-Victor musical products. Opera is carried on 98 stations and announcers will not accept announcements. Length of announcement is one minute on some stations and two minutes on others, depending on the rate. Campbell soup is placed through Lord & Thomas, New York.

**'Hotel' Changes**

CAMPBELL SOUP Co. will change the pattern and talent personnel in its CBS Hollywood Hotel program, as the new year is about to begin. Holm Ray and Oswald are scheduled to leave the CBS, while the station's personnel will expand. Additional talent will be placed through Fletcher & Ellis. Bosco advertising is now handled by Kenyon & Eckhardt, Inc., New York.

**Bosco Back on Air**

BOSCO CO., New York (milk amplifier), will start a three-week quarter-hour show featuring Don Ellis and his orchestra next week. The program will start Jan. 3 on WOR, New York. The company is a subsidiary of Miss Helen S. Suckling, Wills-Donovan, N. J., and has just become a separate organization. Previously Bosco had been used, under the name of "Tonic," through Fletcher & Ellis. Bosco advertising is now handled by Kenyon & Eckhardt, Inc., New York.

Radio broadcasting will be subject of a March of Time film to be released about mid-March. The camera men have been taking shots of various NBC departments at work.
Here's a peek at the good things Mr. S. Claus is going to use for stocking stuffing in the Badger state...and man, the picture is as cheering as a Turner sunset.

Millions in Christmas Club funds! Wage increases galore! Dividend checks to swell checking accounts! Bonuses to boom holiday trade! And best of all, jobs for the big majority...year 'round jobs that spell year 'round prosperity!

The natural result is going to be a post-season spending spree in Wisconsin...an orgy of ordering that will be a sales set-up for advertisers who use WTMJ to whip the cream in this rich market.

Why WTMJ? Because WTMJ coverage is not lace-curtain...it's solid as steel. Its low cost speaks a treasurer's language...and what's more important, experience has taught retailers that WTMJ advertising actually moves merchandise!

Need more be said—except to urge you to hurry? This post-season paradise won't last forever!
HOME ADDRESS:
MAIN STREET, U.S.A.

In the showrooms of General Motors dealers everywhere the new 1938 automobiles of the General Motors family are now on display.

When you view these cars we believe you will find many fresh instances of the sound and steady progress which General Motors, since its inception, has sought to bring to automobile design.

You will note that new standards of performance have been set, and that new qualities have been added to the ride.

You will observe that improved appearance is uniformly characteristic of all our cars. Factors of safety, comfort and ease of operation have been enhanced through continuity and development of such features as Knee-Action, No Draft Ventilation and the Uniseal Turret Top Body by Fisher.

Each car in its field, we sincerely believe, represents a new high in utility and value.

Tonight, in Alabama, a cotton planter will go to bed quite unaware that he has helped to build an automobile.

A silver miner in Colorado, a cattle rancher in Wyoming, a sugar cane planter in Florida, a machine tool maker in Connecticut, will go about their daily lives feeling no part, perhaps, in the enterprise which is General Motors.

But the truth is, in every state in the Union, such men by the hundreds of thousands contribute to and reinforce the basis of General Motors merit.

For our products begin in the mines, in fields and factories of all America—in raw materials there produced.

Before a wheel turns in any car our purchases have already begun the process of moving money to Main Street—pockets of farmers, the tills of factor banks accounts from which many a paycheck is met.

But this is not the only way in which products of General Motors are in Main Street.

In recent years we have pursued a policy of decentralization—in order to create more jobs for more people in more communities.

We have found that living costs and living standards up as industry spreads—that sometimes the opposite is true when industry is too closely localized.

We have learned that the problem of unemployment, seasonal or otherwise, is acute when plants are broad that both value and service to the community are met.

So we have sought to expand the enterprise and to enhance the value of our cars. And we have sought to extend the service of our company to those men who serve and help the nation in every state.
of General Motors investments, General Motors pay rolls and General Motors employment into many communities and many sections.

Today no less than thirty-eight cities are home towns to active producing units of General Motors.

In fourteen states, spreading from New England to the South and through the great Middle West to the Pacific Coast, General Motors is a vital local industry, giving employment to local people and better trade to local business.

How broad this distribution of industry is—how truly it cross-sections the entire country—is shown in the listing elsewhere on this page of cities in which General Motors plants are located.

It is quite natural that when you view the new General Motors cars your first interest should be what they have to offer of immediate benefit to you and your family.

But we believe you will find these new models of even greater interest if you likewise look at them in the light of what they mean in a larger sense.

By providing work for your neighbors, a market for many local industries, increased opportunities for the country at large, they have served your broader welfare even before they begin to serve you.

It is the policy of General Motors to continue this extension of service to the nation, even as we continue to extend the service of each car to its purchaser.

General Motors selects Butte's Main Street as typical of the Main Streets of U. S. A.

General Motors selects KGIR as its radio outlet to put more G.M. cars in the Butte area.

For more distribution and quicker turnover along the highways, byways and Main Streets of the Butte area put your product on KGIR and KPFA.

When you buy KGIR you get the added coverage of KPFA, Helena, at no additional charge.

KGIR

BUTTE - MONTANA

Affiliated with

KPFA Helena KFPY Spokane
KRSC Seattle KXL Portland

Reprinted from: SCIENTIFIC AMERICAN DECEMBER 1937
A Non-Radio Owning Newspaper RAPS BACK AT A CRITIC OF RADIO

Editorial in the Boston Traveler, Dec. 4

Federal Communications Commissioner Henry Payne is one of the government's big bosses of radio. The ether waves, you see, are the inalienable property of the public, and the government only lets the broadcasters use them.

"... the average program of the broadcasters is addressed to an intelligence possessed by a child of 12," said Payne. "It is important to raise this average to the adult age; otherwise there is danger that radio will perpetuate mental immaturity in the growing youth. "That radio and the movies will in time make us a nation of grown-up children. Radio must be prevented from stopping the growth of the American mind."

So spoke the commissioner.

Sort of a case of " unhappy a child again just for Monday and Friday nights between 7:30 and 7:45."

In the first place, commissioner, you must have been reading a book, one of those books that talk about 12-year-old intelligences and 16-year-old intelligences and the national median.

Just what is the 12-year intelligence, commissioner? And what do you mean by the symphony concerts or Charlie McCarthy? We plead guilty to both charges. What does that make us— senile?

Don't you worry about the radio, commissioner. After a few look at some of the hokum federal bureaus send out, we think we are still holding our own.

Over in England the government runs the radio and it cannot touch ours for quality of programs.

Better listen again, commissioner.

Keeping Out The Editorial Page

Page 34 • December 15, 1937

BROADCASTING • Broadcast Advertising
This is a facsimile of the Christ. mas greeting card that will go to each recipient of your gift.

SPECIAL GIFT RATES

$ 3.00............................. ONE annual subscription
$ 5.00............................. TWO annual subscriptions
$ 7.00............................. THREE annual subscriptions
$10.00............................. FIVE annual subscriptions
$ 1.50............................. each for TEN or more subscriptions

The 1938 YEARBOOK Number, a distinguished gift in itself, is included with each subscription.

PLEASE USE ORDER CARD ATTACHED

Santa COMES 25 TIMES A YEAR  ★ ★ ★

when your gift is a subscription to

BROADCASTING

Broadcast Advertising

www.americanradiohistory.com
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such successes as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.
From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

**BLAW-KNOX COMPANY**
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA
IT WILL PAY YOU TO CONSULT BLAW-KNOX

BLAW-KNOX VERTICAL RADIATORS
PRACTICAL GIFT

BROADCASTING

YEARBOOK

NUMBER INCLUDED

Subscription Rates!

One Year $3
2 for One Year $5
3 for One Year $7
A PRACTICAL GIFT

BROADCASTING

Broadcast Advertising

YEARBOOK
NUMBER INCLUDED

Subscription Rates

One Year $3
2 for One Year $5
3 for One Year $7
Gulf Oil Buys Spots

GULF OIL Corp., Pittsburgh, will own the advertising on the new station's first week in January. Schedule calls for weather reports broadcast four times daily on KILO, West Andover, Mass., and half-hour news periods weekly on WDAE, Tampa; six-quarter-hour sports announcements on WMEX, Boston, and three-15-minute hillbilly broadcasts a week on WDBO, Orlando. Transmitted from New York through Young & Rubicam Inc., New York.

Paul F. Harron and Joseph Lang, chief owners of WHOI, Jersey City, N. J., have applied to the FCC for a new 250-watt night and 500-watt day station on 1360 kc. in Camden, N. J.

THE SWING TOWARD GLOBE

Investment Firm Finds 6 a.m. Pulls a Big Audience for Its KEHE Program

PREFERRING to build its advertising theme around dignity and friendliness in loan transactions, Globe Investment Co. of Southern California, Los Angeles, has abandoned spot announcements, campaigns for a type of radio program that lends itself more to the idea of friendship.

About six months ago, after tak-

Booke Carter Signed

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GLOBE Investment Co. of Southern California, Los Angeles, has abandoned spot announcements, campaigns for a type of radio program that lends itself more to the idea of friendship.
Industry Divided On Cash Discount

Deduction for Agencies May Come Up at NAB Convention

A SHARP division within the broadcasting industry prevails over the 2% cash discount to advertising agencies that has developed since the NAB adopted a resolution by the American Association of Advertising Agencies advocating payment of the discount by the agency.

A substantial number of independently-owned and newspaper stations have been taking advantage of the 2% discount, and are opposing any move for rigid enforcement of the adoption by the industry. It is likely that the issue will come before the emergency convention of the NAB, probably to be held in Washington in February.

The A AAA, in a resolution adopted in October by its executive board, pointed out that the 2% discount plan may punish advertising media, including more than 98% of the magazines and more than 95% of the newspapers. It added the cash discount is passed almost universally by advertising agencies as a "stimulus to prompt payment by advertisers."

Ability to Collect

Moreover, it held that payments to media by agencies in the final analysis depend on the agencies' ability to collect, and that the failure of a small minority of media to pay the cash discount may be imposed to the large majority which do and which thus sustain agency credit for the benefit of all. It added that a few agencies' inability to maintain the cash discount in the mistaken belief that agency credit would thereby be impaired. The Association resolved that it is "unequivocally in favor of the continued maintenance of the cash discount policy and its adoption by the small minority of media which have not adopted it."

The viewpoint of those advocating industry-wide action on the 2% proposal is that a uniform policy should be adopted by the NAB and presented to stations by the A AAA, it is pointed out, individual stations are called upon to determine for themselves the policy they will pursue.

The NAB intends to compile a report on cash discounts was disclosed Dec. 2 by James W. Baldwin, managing director. In his bulletin to the membership and he said the A AAA statement touched upon a matter of "very great importance to all broadcasters, who should not take any action in this matter until the question has been thoroughly considered and a comprehensive report thereon can be furnished to all stations. Such a report will be compiled by the NAB," he said.

Ben Bernie for Tires

U. S. RUBBER Co., New York (tires), which early in November broke its 66-year-old price record, cut prices 25c a barrel for regular grades and 35c for select tires, p. m. spot on CBS and has been auctioning ever since, on Dec. 6 signed a contract with Ben Bernie and his band for a regular 6:30 to 8 p.m. show starting Jan. 12 on 94 stations. Agency is Campbell-Ewald Co. of New York.

Pennsylvania Fee on Records Asked

NAPA Now Attempts to Exact High Fee From Stations

AS A result of the recent ruling of the Pennsylvania Supreme Court in the so-called Waring-WDAS case, holding that performing artists have a property right in their recorded works, Maurice Speiser, counsel for the National Association of Performing Artists, has launched a new campaign among stations in Pennsylvania. The association, of which Fred Waring is national leader, is said to be seeking from stations a fee of ten times their highest quoted rate for each per hour perfor monograph records.

Whether the effort is the fore- runner of a national campaign to license stations to use monograph recordings has not yet been indicated. NAPA was created for that purpose several years ago.

Pennsylvania stations generally, it is stated, have not capitulated to the demand. Legal opinion given them is that they cease performing recordings of members of NAPA. NAPA have, however, understood, of some 250 recording artists but at a copyright hearing two years ago the membership that NAPA has has far less imposing.

The NAB is cooperating with Pennsylvania broadcasters. Managing Director James W. Baldwin has sent stations a confidential report covering the association's viewpoint. The Pennsylvania Supreme Court ruling does not have effect outside the state, according to legal opinion, and can only be invoked if cases are tried by either state are decided against stations.

Test cases are pending in New York, Chicago, and Los Angeles involving Pennsylvania artists. In the case of Sprague, New York attorney and former NBC counsel, is the NAB's attorney in these matters.

Jello in Canada

The Jello program with Jack Benny goes on three regional Canadian Broadcasting Corp. networks. "Jello in Canada" has carried for some years on two Canadian stations, NBC outlets in Montreal and Toronto, and has already gone to CFCF, Montreal, and CRTC, Toronto, are CBC, CDN, CFCY CDN, and CGBM. SJC is the Maritime region; CBO CBFR CBCH CBK CBK CBK CBK CBK in the Ontario region; CBCO CBK CBK CFCJ CFCJ in the Prairie region. The account was handled by Baker Advertising Agency Ltd., Toronto.

Page 40 • December 5, 1937

BROADCASTING • Broadcast Advertising
OKLAHOMA'S CASH FARM INCOME IS UP 30%

The factual evidence of WKY's ability to turn time into money may be found in the case histories of its advertisers. The individual instance cited above is merely a sample of the collective opinion of its entire roster of local and national advertisers—expressed by their spending of more money with WKY than with any other Oklahoma Station.

On every hand is evidence, too, that there is money in Oklahoma ready to be turned into sales.

This has been the best year for farmers since 1931. Farm cash income for the first nine months of 1937, for instance, was $30,433,000 greater this year than in 1936. Forbes magazine (Dec. 1) puts Oklahoma in the country's fourth best sales spot. Brookmire and others put special emphasis on the good sales prospects in Oklahoma during the coming six months.

Oklahoma's ability to buy and WKY's ability to sell are two vital forces which can mean more sales and more profit for you immediately.
Plans Are Drawn By Survey Group

Financial Support Is Sought For Another Six Months

DECISSION to continue the work of the Joint Committee on Radio Research for another six months if the necessary financial support can be obtained was made at a meeting of the Committee in New York on Dec. 9. Originally scheduled for Dec. 3, the meeting had been postponed four times because of inability to assemble a quorum of the 15 members, five each from the ABA, ARA, and AAA.

Eight members attending were Roy C. Witmer of NBC and Hugh K. Thomas of CBS, representatives of radio; John Benson, president of the AAAA, which was also represented by L. D. H. Well, McCann-Erickson Inc.; Chester La Roche, Young & Rubicam, and Frederick C. Gamba, executive secretary in AAR, representing that group.

Shortage of Funds

Discussion was chiefly financial. Failure to raise the $10,000 that is needed for the $50,000 already given for the survey, according to Mr. Peck, will mean that the Committee, if it does not get the $10,000 it has already been promised by the NAB, leaves the Committee practically without funds. It is understood that several of the members will probably underwrite the Committee for the six-month period by a contribution of $10,000 each. The total amount, which is estimated at approximately $20,000, although they have not yet officially agreed to do so.

Rural Radio Survey

These networks are currently financing the rural radio survey managed by Lucy, which is now in the tabulating stage, with hopes of having figures on set ownership and locations in small towns and farm areas ready for release about the first of the year. Question of best method of release of these data also came up for discussion without being settled, nevertheless, the taking of the stand that since they pay for this national data, they have the say about releasing results while remainder of Committee were willing to take over said by general agreement. Absence of Dr. George Gal- lup and others at the meeting prevented discussion of combining the data secured by the Committee and the breakdown of set ownership made by Gallup's Institute of Public Opinion before either is made public, to forestall arguments over differences afterwards.

Paul F. Peter, secretary of the Committee and director of its statistical department, made a short statement on the planned discussion of combining the data secured by the Committee and the breakdown of set ownership made by Gallup's Institute of Public Opinion before either is made public, to forestall arguments over differences afterwards.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (Minn.), has started minute announcements daily except Sunday in WGY, Utica, New York; WRFN, Brownsville, Texas, and WJAC, Norfolk, Neb.; Howard H. Wilson Co., Chicago, is representative. Agency is Hutchinson Adv. Co., Inc., Minneapolis.

TWENTY county weekly newspapers and leading magazines in the Ind., in furnishing news for its "Around the Country" program.

Lucy to Give Full Time To Management of WRVA

C. LUCY, general manager of WRVA, Richmond, and for the last 12 years advertising manager for Larus & Bro., has made the change to Edgeworth Tobacco & owners of the station, announced on Dec. 11, it being that he had relinquished the latter position to devote full time to the station. "The situation in both the tobacco and radio fields has been so complex that it was necessary for me to give up one or the other. Though I am grateful to have the decision of my company that the general management of WRVA required my full time in the future." The post of advertising manager for Larus has been abolished and R. C. Carden Jr., general sales manager, is taking over all duties relating to advertising.

Safety WAVE

A SURGE of ice and sleet, abetted by some snow, caused an epidemic of accidents in Louisville last week. WAVE, at the request of the local traffic bureau, broadcast an emergency appeal to guard against immediately the accidents started to increase," Lieut. Geo. McAlister, head of WAVE, is the manager of the station, said. The other stations, WAVE and WAVE, were not in the dilemma of a fee to win the station credit for stopping the accidents.

Gallup Completing Data
On Ownership of Radios

NEW figures on radio set ownership throughout the country are now being compiled by the Institute of Public Opinion and will be available to interested broadcasters shortly, according to Dr. George Gallup, that increased the inquires for Young & Rubicam Inc. and head of the Institute. Information, collected during the last six months, will be made available to advertisers in March and first week of December in the course of the Institute's regular surveys of public opinion concerning many economic, political, military, social or economic import, will be broken down by sections (New England, Middle West, Mountain and Pacific) but by not states. Broadcasters will find the figures clear and useful, and dwellers by income groups will also be made. Data were secured for real-time schedule survey and double-check the figures caused a delay.

Network Income for 11 Months of 1937

Running 17.2% Ahead of 1936 Figure

DESPITE the recent business recession and the lack of the political gains in last year's midterm elections, the net income of the nationwide networks last year, the combined income of NBC, CBS and MBS set for the first 11 months of 1937 is 17.2% ahead of that for the same period in 1936 and some $3,394,000, or slightly under 

Gross Monthly Time Sales

<table>
<thead>
<tr>
<th>Month</th>
<th>NBC-Red</th>
<th>Jan.</th>
<th>$2,758,974</th>
<th>23rd</th>
<th>9,145,715</th>
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</thead>
<tbody>
<tr>
<td>Feb.</td>
<td>$2,050,532</td>
<td>23rd</td>
<td>9,145,715</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>$2,356,250</td>
<td>23rd</td>
<td>10,189,625</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>$2,356,250</td>
<td>23rd</td>
<td>10,189,625</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>$2,304,250</td>
<td>23rd</td>
<td>10,189,625</td>
<td></td>
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</tr>
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<td>June</td>
<td>$2,116,854</td>
<td>18th</td>
<td>9,102,325</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>$2,094,325</td>
<td>23rd</td>
<td>9,102,325</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug.</td>
<td>$2,037,655</td>
<td>23rd</td>
<td>9,102,325</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept.</td>
<td>$2,374,665</td>
<td>23rd</td>
<td>10,189,625</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct.</td>
<td>$2,288,855</td>
<td>18th</td>
<td>9,102,325</td>
<td></td>
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<tr>
<td>Nov.</td>
<td>$1,987,305</td>
<td>23rd</td>
<td>9,102,325</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Wired Television Tried in New York

Peck Television Corp. Starts Service to Restaurant

COMMERCIAL television, using wires instead of radio waves, was introduced Dec. 9 when Peck Television Corp., an independent outfit, transmitted news bulletins to its first client, Jack Dempsey's Restaurant, at 50th St and 8th Ave., New York, from a transmitting machine in the Hotel Lincoln at 44th St. and 3rd Ave. Mr. Dempsey has given the first message over the new system, which at present uses standard wire lines, although it is planned to extend the type.

Messages are typed on a transparent ribbon passing through a special typewriter and is fed, automatically and into the transmitting cabinet about the size of a four-drawer file. Here the ribbon, which passes through a beam of light which scans it mechanically by means of a Peck lens disc. Broken by the typed letters, the light falls on a photoelectric cell at the top of the cabinet and is transformed into an electric impulse. The impulses are then amplified and conducted to the lines.

At the receiving end these impulses actuate a high-gain amplifier which feeds a Peck light-modulator which controls a beam of light that falls on a Peck lens disc, rotating at 1200 rpm. The images are here "read" from the ribbon in its original form, but greatly enlarged and reversed so that they appear white on black. The screen is reflected in a three-foot mirror at the top of the receiving cabinet which is about 7 feet wide, 4 feet and 18 inches deep. Messages, reproduced with 24-line definition, are plainly visible from any part of the room.

Invented by Peck

The apparatus was invented by William H. Peck, who began experimenting with television in 1926. Peck, a research with colored movies, and who is a firm believer in the optical mechanical scanning and transmission of the known cathode ray tube systems. Mr. Peck is president of Peck Television Corp., which has offices at 863 Broadway, New York. Peck is the writer of the television news service will be under the direction of Dudley Paskam, former technical director of WGBS, the old Gimbel Brothers station, before its sale to Hearst, which now operates it under the call WINS.

Present plan is to lease receivers to restaurants, bars, hotels and clubs for the transmission of finance, sports, and general news. Rental of $53 monthly is said to be considerably less that the present cost of ticker services and officials estimate that they will be able to make about $300,000 in installations in the New York area. As soon as they have 200 installations they will apply to the FCC for a radio transmitter. It was stated, and if their application is granted they will replace their wires with radio transmission.

THE partnership of E. G. Reznik and F. H. Peck, operating as Peck Television Corp., submitted an application for transfer of ownership filed Dec. 10 with the FCC.

Page 42 • December 15, 1937

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
I’m GLAD AMERICAN Air IS FREE!

I bought a radio for Christmas. It’s a beauty, too, with an all-wave receiver. These cold winter days I tune-in the world. But I hear strange things. Things I never hear in American radio. Some of the programs are good, all right. They seem to know their music over there.

But foreign radio is so different, so tense. Surrounding each broadcast there seems to be an atmosphere of awful dread, of fierce control.

That sense of freedom to which we are accustomed just isn’t there. Much of the air is oratory, inflated and destructive. Neighbors seem to be set against neighbors. They are selling hatred.

Maybe I don’t understand the language, but the words, the tones, the manner of delivery can be understood by anyone with ears to listen. That isn’t our conception of radio’s place in the world. We don’t do that here.

No one on the American air dares tell us to hate one another because of race or religion. No one dares use the air to drive us apart. In America radio brings us closer together.

American radio enjoys freedom in which to contribute the greatest service to the American listener, to develop the art to its widest possibilities. Here its purpose is to entertain, to inform, to serve.

We are free to turn the dial until we find the message, the service, or the music to match the mood we feel. The only dictator we know in America is the dictate of our own desire.

I’m glad the American Air is free. I’m glad particularly now, because American radio is free to bring us again the Christmas message: Peace on Earth, Good-will toward Men.

This is the American system of broadcasting.

A message in the interests of the American system of broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its service to the American listener.

WSM

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, Vice-President • IN CHARGE OF RADIO

HARRY STONE, General Manager

OWNED AND OPERATED BY

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE
**Baseball Coverage Left to Each Club**

**General Mills, Atlantic and Kellogg Again Interested**

THOUGH major league policies regarding baseball rights for 1939 are still undecided at the conclusion of the baseball meeting held in Chicago last week, United Press.

The news may be flying in North Dakota, but WDAY still talks about the way it handled its baseball situation during the season. Dave Henley, manager, tells interestingly of WDAY's experiences and the stations which will base their baseball broadcast problems on the road as other stations with baseball problems.

**BY DAVE HENLEY**

WITH local baseball fans swinging into concerted action behind the Negro American League and the Northern League, this year, WDAY determined to give baseball to its entire area but, that was a big "but", there was a big obstacle to overcome.

WDAY was carrying a heavy early and late afternoon schedule. The one spot that was open was an hour-and-a-half starting at 5 p.m. Moreover, WDAY was approached with the idea of starting games at 3 p.m. instead of 1 p.m., but this initiation was a proposition given the idea but it had to be given up after being tried out for a few days. The Indians got crowds out that early. So back they went to 5 o'clock which meant that WDAY was broadcasting the games.

Right there is where El Prough, sports announcer, stepped into the picture with his idea of rebroadcasting the games.

**Getting the Color**

With his typewriter tucked under his arm Prough attended the afternoon games. Wrote a complete running account of the game including all the color he could get. At 10:15 p.m. the rebroadcast of the day's game went on the air. It lasted roughly, batted a night and especially out in this part of the country where premonitory people hit the next day.

The story of WDAY's rebroadcasting success is now history but it is history well worth mentioning in mind.

The folks talked to Prough about baseball so sincerely that they gave concrete evidence of sitting up and listening. WDAY made his first rebroadcast he asked for comments and expressions from the listeners. He didn't have to wait long—but he was a busy little man for a few days trying to explain just exactly how and where he attended a Twins baseball game at 10:30 at night.

The rebroadcast is but a step away with the profit in mind.

**Means to Improve Programs Sought**

Chicago Group Favors Awards; Higher Standards Advised

CHICAGO agency and station men met Dec. 8 at the invitation of Bobby Brown, WBBM program director, to discuss ways to improve radio shows.

One of the plans suggested was to assign major prizes, as the motion picture industry does through its Academy Awards for best scripts, beat programs, best acted dialogue. Rather than have organizations like the Women's National Radio Committee offer various awards, the idea itself should assume the initiative in offering some worthwhile and lasting award for better-grade dramatic material.

Stations and networks were urged to refuse programs of a substandard nature. Even though better-grade dramatic programs do not sell immediately, stations should continue to put on good dramatic programs because once proven successful with listeners, advertisers, networks will take notice. Advertisers and networks in any case, will agree that radio should assume the initiative in offering some worthwhile and lasting award for better-grade dramatic material. Stations and networks were urged to refuse programs of a substandard nature.

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The Gates "Audio Compressor"

It raises your audio output = Increased coverage!

Features...
1—Unlimited compression above peak level.
2—Automatic voltage regulated power supply.
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6—Complete transmitter gain control from limiter panel.
7—Simple to install . . . simpler to operate.

GATES RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.
CABLE ADDRESS (GATESRADIO)

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WKBN Youngstown

OKLAHOMA
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KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WFBG Altoona
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WCAE Pittsburgh
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KFGE Brownsville
KRIS Corpus Christi
KTSM El Paso
WBAP Ft. Worth
KXYZ Houston
KFRO Longview
KRLH Midland
KPDL Pampa
WOAI San Antonio
KCRC Texarkana
KGMK Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPO Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY-WTAQ Green Bay
WKBH La Crosse
WIEA Madison
WOMT Manitowoc
WHEL Sheboygan
WSAU Wausau

WV

HAWAII
KGMB Honolulu

CANADA
ALBERTA
CFAC Calgary
CJCA Edmonton

BRITISH COLUMBIA
CKWX Vancouver

MANITOBA
CFAR Flin Flon
CJRC Winnipeg

NEW BRUNSWICK
CKCW Moncton
CHSJ Saint John

ONTARIO
CKPC Brantford
CKCO Ottawa
CJJC Sault Ste. Marie
CKCL Toronto
CKLW Windsor

PROVINCE OF QUEBEC
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke
CHLN Three Rivers
	
SASKATCHEWAN
CJRM Regina

FOREIGN
AUSTRALIA
Adelaide
Brisbane
Melbourne
Sydney

NEW ZEALAND
1ZB Auckland
2ZB Wellington
3ZB Christchurch
4ZB Dunedin

MEXICO
XEW Mexico City

FRANCE
Radio Toulouse

UNION OF SOUTH AFRICA
Cape Town Grahamstown
Durban Johannesburg
The Newspaper Issue

DEEP MYSTERY may enshroud the newly-constituted FCC in its efforts to reform policies governing broadcasting. But it is glaringly apparent that just about the knottiest job before it deals with newspaper ownership.

There is no mistaking the fact that the FCC has embarked upon a quest for information on this subject. The zeal with which commissioners have plied attorneys with inquiries on the subject at recent oral arguments; the degree significant manner in which examiners delve into newspaper ownership matters in applications they hear, and in manifold other ways this interest has been demonstrated.

Although he has made no direct statement, Chairman Frank R. McNinch is understood to have been advised by President Roosevelt that he wanted the newspaper ownership issue considered. Nearly a year ago, FCC General Counsel Hampson Gary, in response to an interrogatory from Senatqr Wheeler, held that the FCC, under the existing law, has no authority to separate newspapers from station ownership, but he felt Congress constitutionally could evolve legislation to that end.

The issue is a live one. Presumably, the FCC will make some recommendation to Congress after it has thoroughly exhaustcd all phases of the problem. But the Commission obviously isn't ready as yet to crystallize its views.

The degree to which the FCC is plumbing this issue has been reflected in the questions of members at oral arguments. The most recent instance was in the case of KSD, owned by the St. Louis Post-Discpatch, against KFUE, owned by the Lutheran Synod, the latter using a few hours weekly on the KSD channel of 550 kc. Commissioner Brown took occasion to ask Donald Richberg, of counsel for KSD, and former NRA administrator, as to his views.

In pointed response, Mr. Richberg held that newspaper ownership has not reached the point where a monopoly issue is involved; that newspapers were in the forefront of broadcasting development and should not be penalized by any class restrictions; that it was perfectly natural for newspapers to pioneer in broadcasting since both are dedicated to general public service, and that the Bill of Rights guarantees freedom of the press. He concluded that the issue should not constitute a policy problem, except in handling of individual cases.

With that viewpoint we are inclined to concur wholeheartedly. But there is no sidestepping of the issue as far as the FCC is concerned. It is under a virtual mandate to probe newspaper ownership and that it is doing.

On the same subject, William S. Paley, brilliant young president of CBS, put his finger on the very crux of the newspaper ownership issue in an address before the educational conference in Chicago. He asserted that radio "must never have an editorial page; that it must forever be wholly, honestly, and militantly non-partisan, not only in politics but in the whole realm of arguable social ideas."

We have advocated that view even before the newspaper divorcement agitation. It has been engendered by the fear that militant publishers will go to the microphones they own and orally "publish" their editorials, while their opponents have no such opportunity.

In his speech, published elsewhere in this issue, Mr. Paley ably differentiates between freedom of the press and freedom of speech. There is a real difference. Radio would be in very grave danger if station owners exercised the prerogatives of newspaper publishers to plead partisan cases via the instrumentalties they control. But the answer is that radio, except in very isolated and remote cases, simply isn't doing it. And a thinking broadcasting industry, informed and aware of its public service responsibilities, will not permit itself to become tainted with any political complexion or involved with any partisan movement.

Legion Revival

SIGNS are becoming increasingly plentiful of impending revival of a "Legion of Decency" campaign against radio. Feelers are being thrown out. Editorials are being adroitly "planted" in anti-radio journals, as an obvious build-up. "Radio lobby" propaganda is being disseminated at an accelerated pace. The same cliche of calamity-howlers appears to be sowing the seed.

The first "Legion of Decency" against radio started some three years ago. It attempted to carry on anonymously. It had a fictitious New York address. It pondered its stuff successfully to the amusement trade-press—constitutionally opposed to commercial radio even though it attempts to hide that antagonism— and to anti-radio newspapers. They didn't bother to check the source or the veracity of the tirades; it was anti-radio and that was sufficient.

A few days ago the Detroit Free Press carried a significant editorial citing "the abuse of radio in this country" and pointing out that the "forces of decency have made their voice heard in other directions." This was ably answered by James F. Hopkins, head of WJR. The letter that must have caused the Free Press editorial writers to do a little reflecting and perhaps some checking.

Simultaneously, members of Congress and of other radio groups in Washington have been queried in a systematic movement by certain amusement trade-press legmen on the "Legion" revival. That is the old army game.

But this isn't voluntary to attack on the basis of decency. On the contrary, it has kept itself scrupulously free of such things as sex and crime and other morbid pursuits that appear to be in public demand but not public interest. Radio caters neither to the level of the tabloid-reader nor the very rich. But it provides a service, all things considered, that satisfies them equally along with the great majority of the listening populace. And it is constantly improving that service.

Let those who have crusading complexes direct their energies toward conditions that need correcting, and where they might be rewar ded with some degree of success. And, as is always the case, they might first take a look in the mirror and decide whether there isn't a preliminary job to be done.

Reorganization Plan

A PLAN for reorganization of the NAB has been drafted under the mandate of the emergency convention held in New York two months ago. It is a good plan. It is the fruit of the labors of a committee of able men. It is the result of two months of intensive study and the making of the problem by all elements of the industry, undertaken by Philip G. Loucks, an attorney peculiarly fitted for the task by virtue of having served as the NAB executive officer for five years.

The plan soon will be in the hands of all broadcasters, NAB members and non-members alike. The committee asks that it be studied and criticized. Then it will be redrafted to encompass the best of the new thoughts advanced, and again submitted to the industry 30 days prior to the annual convention to be held in Washington Feb. 14 at which the reorganization must be effectuated.

The plan is a democratic one. It provides for selecting a director through the designation of a paid president. Sanely, it recommends, in effect, against a "czar." It provides means whereby all elements in the industry may participate in activities of the association. And it provides for adequate personnel to care for labor, legal, engineering, research, promotion and other policy problems.

We believe 100% wholeheartedly in the objectives of the plan. It follows closely the desires of the members expressed at the last half-dozen NAB annual meetings. Unless the basic plan is adopted, the NAB as such will disintegrate. The process already has set in, as a matter of fact. And many important stations—the most important—have already made known they intend not to support the project unless revamping of the association is effected.

Broadcasters should scrutinize the plan closely. They should make their suggestions freely. And then they should come to the February convention prepared to sweep into effect a concrete project to safeguard their industry and, incidentally, themselves.
PERSONAL NOTES

HUGH (Rusty) YOUNG, formerly with WLIB, Chicago, and KFWD, San Diego, has returned to his home town, Winsted, to join the sales staff of WCTQ. He played in Winnipeg in 1931 in a comedy team, going from there to WCCO.

W. NORMAN ROBBIE, formerly with Joseph Illick McIlvaine as Commercial representative organization, New York, has joined the eastern sales staff of NBC, New York.

ROBERT RUNK, formerly with WJZ, Cincinnati, and Miss Helen House, formerly a partner of Rau and Warner Brothers, has joined the sales staff of WALK, Zanesville, control of which was recently acquired by Ronald B. Woodbury. Bob Horn remains as program director, with Stuart Finley, formerly with WQIO, Cincinnati, WWSW, Pittsburgh, and WIRX, Utica, as production manager and chief announcer.

VICTOR BROOKS, formerly with CKY, Watertown, N.Y., has been appointed commercial manager of CPFN, North Bay, Ont.

L. H. WILSON, owner of WCKY, Cincinnati, has purchased land on Venetian Island, near Miami Beach. From, George W. Davis, head of the new Davis Dog Products firm, Chicago.

ARDE BUJOVA, watch manufacturer and broadcaster, sailed on the Neusiedler Dec. 8 for a European visit.

JOHN GILLIS, formerly of Marshall Field & Co., Chicago, has joined the staff of the Navy, that ability, to replace Dave Wiburn, who has joined the office of A. H. Blair & Co.

ROBERT E. BERGER, director of radio for the Democratic National Committee, has taken leave of absence to become president of the Committee for the Celebration of the Independence Day. With headquarters in New York, he will be mounted to be carried by NBC, CBS, and Mutual.

JAMES R. MIDDLEBROOKS, CBS construction engineer, was the principal speaker at the Radio Departmental of the San Francisco, Advertising Club Dec. 9. Clyde Coombs, member of the Public Relations department in San Francisco, also spoke. Phil Laskey, manager of KFWO, was chairman of the meeting.

EDWARD J. JANSEN, commercial manager of KVI, Tacoma, is the father of a 6-pound, 2-ounce baby, born Dec. 30. The baby has been named Ana Theresa Jansen.

Goessens.

Many artists in the field of serious music were booked for engagements anywhere from Paducah, Ky., to Phoenix, Ariz., by the young gentleman who had so much to say about the quality of Baldwin pianos. In 1929, when he was informed that his office was to be consolidated and moved to Cincinnati, Cosby decided quite suddenly that he was not about to go along with all this hearing, and quietly hung his hat in St. Louis.

The day he left, he had just received a call from a desk that bore the name plate—"Clarence Cosby, General Manager—KFWK."

He had joined the station which he casually could have purchased but which he had let slip through his fingers.

During his activity with Baldwin, he had come in frequent contact with Theodore5, who had started KMOX, and later had bought KWK. It was a case of mutual admiration, with Cosby greatly impressed with the aggressiveness and showmanship of Con-
PERSONNEL AT WLW

SHIFTED BY SHOUSE

GRADUALLY altering the personnel structure of the Crosley stations, James D. Shouse, vice-president of Crosley Radio Corp. and general manager of WLW and WSAI, on Nov. 29 announced four promotions on the WLW staff.

E. G. Krautner was named assistant sales manager and Eldon A. Park, assistant program manager. The posts of both sales and program managers at WLW are vacant. Mr. Krautner has been sales manager for the past few years.

Lee House was promoted from the production department to the head of continuity, succeeding Mr. Krautner. Bob Franken was assigned to traffic, succeeding Mr. Park.

Bob Dunville, assistant manager of KMOX, St. Louis, which Mr. Shouse headed prior to his acceptance of the post of general manager of the Crosley stations, has joined the WLW staff in an executive capacity. He will be assigned to the program department, and it is understood. For the past five years, Mr. Dunville was on the executive staff of KMOX under Mr. Shouse.

AFA Urged to Combat Charge That Advertising Causes Boost in Prices

The advertising profession must meet the challenge of the claim that the advertising business is raising prices to the consumer. George M. Price, general manager of the American Federation of Advertising, held a meeting of the heads of the advertising departments of the major radio stations in New York, Dec. 1 in Valparaiso, Ind.

As a matter of fact, Mr. Slocum pointed out, advertising means a distribution with lower manufacturing costs and lower prices to the consumer.

Among other speakers were Wilbur Croft, former AFA president; Neal Barrett, Oklahoma City, retiring governor and manager of by Mr. Slocum. Boyd Brown, of Philco Radio & Television Corp. Delegates included C. A. Denton, Kansas City; F. A. Davis, San Antonio; Hugh A. L. Half, president of WOI; Mr. Barrett; Carl A. Day, merchandising manager of WOI.

BOB HUNTS, comedian, has filed suit in Los Angeles Superior Court to prevent Radio Transcription Co. of America from producing a weekly radio program bearing his name. He claims he did not make arrangements to have the show taped and it is contended there are no records of his having been paid.

GLENN SNYDER, salesman for Kraft Foods, Inc., has been assigned by Blackett-Sample-Hughes, Inc., to the Court of Morning Heirs, sponsored by CBS Skelly Oil Co., Kansas City.

DAVID WARD has joined the announcing staff of WAGR, Zanesville, Ohio, as a disk jockey and announcer. WAGR is owned by WCOL, Columbus.

THO PEARSON, former NBC New York announcer recently joined by N-M-I, has been assigned a part in the motion picture Test Pilot. He is also announcer on the Maxwell House breakfast.

NICK HAU has joined the sales division of Warner Bros. First National Studios, Burbank, Calif., in the capacity of eastern representative.

GERRY WILMOT, former CJOR, Vancouver, B. C., has joined the announcing staff of CHH, Montreal.

CONNIE FORD, formerly with Nard, Lewis & Breby Inc., Chicago agency, has joined the announcing staff of WHER, Peoria, Ill.

BOBTHOMAS has been named permanent editor of WLW, Chicago.

Behind the Mike

LARRY NIXON, program director, WNEW, New York, and Miss Jeannette Smith were married in Indianapolis, Ind., Dec. 4.

ERWIN DARLING has joined the announcing staff of WOR, New York City, to replace his brother, who recently joined WCCO, Minneapolis.

JAMES ALDEN BARBER, former program director of KOMA, Oklahoma City, has been named program manager of KJYO, Missouri, Mont.

GEORGE DEAN, former program director of KYW, Philadelphia, has joined KOMO-KJR, Seattle.

ED GUNDLACH, formerly of WAGL, Lancaster, Pa., has joined the announcing staff of WAGL, Harrisburg. Robert Dreib, formerly of WOR, Newark, N.J., has also joined the WAGL announcing staff.

CARL ERICKSON, WINS, Gary, announcer and Marie Fox of Rockford, Ill., were married Dec. 1 in Valparaiso, Ind.

HANK RICHARDS, free-lance continuity writer, has returned to Chicago, Ill., from Chandler, Ark., and is writing for Keystone Bara Dance Party, Hollywood, and Echoes, a weekly newspaper. Mr. Richards was formerly with WLS, KMON and KRTV.

C. E. C. WINSLOW, radio and motion picture writer, is writing a book on radio scripts.

RUDOLPH KURTZ, former program director of WXYC, Charlotte, N.C., has been assigned to KNSY, San Antonio.

REEFE LANDIS and Robert L. Mill have been added to the writing staff of the CBS Fight Club program sponsored by Yicks Chemical Co., from Los Angeles.

KEN CARPENTER, NBC Hollywood announcer, has replaced Don Wilson on the weekly Hollywood Mart program on WZAP, Providence. Red network by Packard Motor Car Co. Wilson now controls his radio and television exclusive for his own program, The Ford Album, and with his new job. Mr. Carpenter is a former writer and picture work. Carpenter continues to announce the NBC Kraft Music Hall sponsored by Kraft Foods Cheese Corp.

FIRST BIRTHDAY—Of KVOR, Colorado Springs, under management of the Out West Broadcasting Co. was celebrated with a studio show called Suppressed Desires. Suppressed same are (left to right) Wauhiina Laffay, program director; Duane T. Tatsch, sales; Bob Hayward, operations; Arthur E. Zelle, executive. Mr. Zelle increased his capacity, as a salesman, to replace Leon Marshall, sales; Tom Romak, operator; Anita Parry, secretary; HI Hodges, newscaster; Bob Fried, announcer; Paul Hughes, newscaster and head of program department; Charles Terry, station manager; Charles Roberts, sound effects, and Estes Tackett, chief engineer. There followed a party.

Getting the Bird

DAVID BROECKMAN, after three years with Tom Lee Broadcasting System, Los Angeles, during which time he was musical director, has resigned. He continues as musical director of EPS, and is joined by Bill Roberts, who is announced by Union Oil Co., on the Coast.

PAUL PIERCE has resigned as radio department manager of Howard W. Co. and has been replaced by Gene Harwell, who has joined the announcing staff of WOR, Newark, N.J.

C. E. C. WINSLOW, radio and motion picture writer, is writing a book on radio scripts.

RUDOLPH KURTZ, former program director of WXYC, Charlotte, N.C., has been assigned to KNSY, San Antonio.

KATHLEEN MOORE recently was placed in charge of the music department of NBC, San Francisco. She had been with NBC for ten years.

PRISCILLA FORTE, announcer at KQW, Philadelphia, is the father of a baby boy.

ROVERDICK, formerly on the Chicago Tribune, San Francisco, has joined the CBS Hollywood continuity department recently been placed in charge of the production staff of WOR, New York City. Beverly Rogers has taken a leave of absence to join Jack Haley’s writing staff on the NBC Lost Cabin Jamboree.

EDDIE LYNCH, formerly of KMPA, Los Angeles, and part owner of the Los Angeles, has joined KJIL, Tulsa, Okla.

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LIKE GEHLHART, Chicago, who wrote Forskis poster for a number of years, has been assigned by Blackett-Sample-Hughes, Inc., to the Court of Morning Heirs, sponsored by CBS Skelly Oil Co., Kansas City.

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BOBTHOMAS has been named permanent editor of WLW, Chicago.

LARRY WOLTERS, radio editor of the Chicago Tribune, is the father of a baby girl, born Nov. 27.

MERRILL WOOD, production manager at WGN, Chicago, left Dec. 6 to direct and write for a Hollywood film company.

KEN THOMAS has joined KMOX, St. Louis, to handle art work for its sales promotion department.

RODERICK MAY, formerly on the Chicago Tribune, San Francisco, has joined the CBS Hollywood continuity department recently been placed in charge of the production staff of WOR, New York City. Beverly Rogers has taken a leave of absence to join Jack Haley’s writing staff on the NBC Lost Cabin Jamboree.

EDDIE LYNCH, formerly of KMPA, Los Angeles, and part owner of the Los Angeles, has joined KJIL, Tulsa, Okla.

BILLY HAY, announcer for Amos ’n Andy on the NBC network, has left the Armstrong Co. for the new NBC Campbell Soup Co. series starting Jan. 6. He will remain as guest appearances on the CBS Holly-

FLINT, program manager of KXA, San Francisco, addressed the San Francisco Classroom Teachers’ Association Dec. 9.

www.americanradiohistory.com
Merry Christmas
and
A Happy New Year
TO THE MEN OF RADIO

who will add immeasurably to the gaiety, pleasure and spiritual well-being of America’s multitudes this Christmas ... who, through their vision, untiring efforts and unremitting alertness will bring added enjoyment and a richer life to this nation in the coming year.

Western Electric  Graybar

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Philadelphia Fluster

EVERYBODY gets confused at WPIL. John, a baby born recently, because of announce Fred Weber and Fred Weber, general manager of WDAS. Program Director John Clark and John Clark, president of the Transamericans; New Era. Eugene Connolly and John Connolly, president of INS.

BILL LANG, announcer of KYW, Philadelphia, is the father of a baby boy born recently.

LEW STURMAN, announcer of WCHI, Ashland, Ky., was recently. Slim Farley has joined the WCHI staff to conduct Smile Club, a morning variety program.

JERRY STONE, publicity director of WILM, Philadelphia, on Dec. 19, married Miss Virginia Long, formerly of WPAAS.

NORMAN SCHRIBMUDER, former news writer at WQOL and WQAR, Omaha, has joined the coinity staff, working under Bob Brown. Before switching to WQOL, a year ago, he wrote continuity for an Omaha agent.

ROCH TILMER, announcer and production man of KSOO and KELO, Sioux Falls, S. D., has been an airplane pilot, having learned to fly in less than a month.

HARRY CRIGHTON, who has been news editor of WACB, Chicago, for the last two years, has been named full-time announcer of WACB to replace the Illyris, who recently left for Hollywood after a successful screen test. Joe Silver, announcer of WACB, has been named continuity editor.

PAUL WILSON, formerly of KHRK, Ashland, was named assistant to the announcing staff of KQIO, Longview.

PEGGY MORRIS, secretary to H. H. Pope, chief engineer at WOR, Newark, is recuperating from an appendectomy at the Mary Immaculate Hospital, Long Island.

JOHN ROYLAN, continuity editor of WFTK, Los Angeles, and Rowena Devine, Hollywood magazine writer, were married in the latter city Nov. 27.

DAVID ROSS YOUNG, production manager of KFI, Los Angeles, was named after a successful screen test. Joe Silver, announcer of WACB, has been named continuity editor.

CHARLES PENTON, director of productions of WJR, Detroit, has joined the announcing staff of WRCB, Richmond, Va.

F. A. HARDY, formerly of WEAF, Rocky Mountain, N. C., has joined the announcing staff of WPTF, Rutherford, N. C.

KEN WHITE, announcer for a number of Southern stations during the last few years, has joined WIBX, Jackson, Mich.

FLYNN QUINN, announcer of KLIF, Fort Worth, has taken his first solo flight after only three months of training.

ROB NAYLOR, sports commentator of WCIN, Cincinnati, closely picked winners in 50 per cent of the autumn football games last year.

KATHERINE MALONE, of the University of Missouri journalism school, has accepted the continuity department of KFOR, Lubbock, Tex., to handle women's accounts and aid in dramatic productions.

MISS DOROTHY O'DONNELL, Carnegie Tech drama graduate, has been placed in charge of a broadcast training course recently started by Phil Hayden Studios, Washington.

WRIGHT ESSEX has joined the continuity staff of WBBN, St. Louis, as a special feature writer. Essex has been put in complete charge of writing and producing a new script, "Ted's Alpine Inn," a daily feature of KBX for Columbia Broadcasting. Essex was formerly associated with the British Broadcasting Corp., and is a native Englishman.

CLIFF WILLIAMS is the latest addition to the WNOH, Charlotte, announcing staff. He joins the station in place of Dick Faulkner, who left to become assistant program director of WAPL, Birmingham.

WILLIAM K. MALONEY, in charge of trade press relations for WOR, Newark, on Dec. 12 was named director of publicity for Kebby Inc., Kate Smith-Ted Collins production firm. Mr. Maloney was formerly with Herbert S. Tappony Inc. and handled Kate Smith publicity at that time. In his new position, he will promote Kate Smith as a business woman as well as artist.

MASON TAYLOR recently joined the news staff of WIBX, Utica, N. Y.

JAMES BULLEIT has been named program director of WABM, Anderson, South Carolina, succeeding Graeme Fletcher, who has resigned to go to the Coast.

PETER POTTER, CBS Hollywood producer, has been assigned as a comic reporter in The Shadow, radio, being produced by Grand National Studios Inc., that city.

NORMAN NESBITT, recently added to the WKBX, Los Angeles, production staff, has taken on the additional duties of daylighcues editor for the station and Don Lee network. Replacing Kiny E. Bogus, who resigned to join CBS in Hollywood.

Lewis S. Frost Shifted By NBC to Hollywood

LEWIS S. FROST, executive assistant to Don E. Gilman, NBC western division vice-president, has been transferred from the San Francisco studios to the Hollywood division of the network. Increased executive responsibilities in the Hollywood studios necessitated the transfer.

Mr. Gilman said in making the announcement. Although his work will be centered chiefly in Hollywood, Mr. Frost will spend considerable time in other key cities in the western division.

Mr. Frost has been with NBC since April 1936, starting as program traffic manager in San Francisco. In 1937 he became assistant production manager and six months later production manager. In Oct. 1938 he was named western division program manager and executive assistant to the vice-president in July, 1939. Mr. Frost recently returned from New York where he spent several months in conferences with all phases of NBC operations in preparation for his added Hollywood responsibilities.

Canadian Advertisers

ANNUAL meeting of the Association of Canadian Advertisers held at Toronto Dec. 10 and 11, heard W. E. Powell of the Toronto commercial office of the CBC outline the new national and regional network rates. Suggestions were given the CBC by the advertisers and questions asked on various aspects of network broadcasting. No other broadcasting problems were discussed at the meeting.

Meyer Broadcasting Co.

Bismarck, N. D.

KFYR

The Regional Station with the Cleared Channel Coverage

GENE FURGASON & CO.
National Representatives

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Broadcasting • Broadcast Advertising

The National Retail Market Report May Not Rank the City of Bismarck very High as a Market

But

KFYR of Bismarck Serves a Five Hundred Million Dollar Market

Because

KFYR Covers North and South Dakota, Eastern Montana and Manitoba and Saskatchewan Canada

Broadcasting • Broadcast Advertising

www.americanradiohistory.com
The new organization is an outgrowth of the Southern California Association of Broadcasters formed in Los Angeles ten years ago. Its purpose is to bring closer together the stations of Southern California, to further the interest of the members and their relationship with advertisers, advertising agencies, civic, educational and business groups.

One of the association's activities, carried over from the old organization, is the campaign to advertise the standards of radio advertising, and through an extensive promotion campaign to acquaint eastern agencies and advertisers with the market and radio facilities available in Southern California. He further stated that the newly formed association will work closely with the Northern California Broadcasters Association headquartered in San Francisco, and with the NAB, exchanging ideas of mutual benefit to each other and to the industry as a whole.

U. S. Recording Change

CHANGE in management of the U. S. Recording Co., Washington, was announced Dec. 11 with the election of Arthur H. Miller, of Washington, as president. The late E. J. Coar, who is no longer with the company, James S. Morain, former technical representative in the Washington-Virginia-Maryland area for Presto Recording Co., of New York, has been named general manager. The company also is handling the Presto line along with its regular recording service. It has specialized in recordings for members of Congress and others in public life.

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STATION ACCOUNTS

WBAL, Baltimore
American Oil Co., Baltimore, 4 wp, thru Smith & Sons, Baltimore.
Atlantic Refining Co., Philadelphia, 10 wp, thru W. W. Ayer & Son, N. Y.

Modern Food Process Co., Philadelphia (Thriving), 1 wp, thru Creditors, Philadelphia.
Best Foods, New York (Nurco), 20 wp, thru Revere & Best, N. Y.
Reid, Murdoch & Co., Chicago (Mourav food), 3 weekly wp, thru Rogers & Smith, Chicago.
Carleton & Horsey, Lowell, Mass. (Fruit Org.), 3 weekly wp, thru John W. Queen, Boston.
Standard Oil Co. of N. J. New York (Petro), 5 wp, thru Marshall & Pratt, N. Y.
Frei Beer & Co., Brooklyn (beers), 8 wp, thru Municipal Ad. Co., N. Y.

WHO, Des Moines
Christian Science Co. on Pub., Des Moines, weekly wp, thru Fairall & Co., Des Moines.
Foster & Mule Ass'n, Chicago, 20 wp, thru Rogers & Smith, Dallas.
Unilever English, Oakland, 52 wp, thru Copies Co., Los Angeles.
Earl Ferris Nursery, Hampton, Ia., 100 wp, thru Leading Ad. Co., Des Moines.


KNX, Hollywood

Ihode Fruit & Vegetable Ad. Com., Boise, Idaho (apples, potatoes), 18 wp, thru Botsford, Constanciff & Gardner, Portland, Oreg.

KJBS, San Francisco

Crest Co., Los Angeles (Crest), 3 weekly wp, thru Walter Biddle Co., Los Angeles.

"Having the Youngest News Commentator May Be Good Publicity, Hurry, But This Kid's Voice Is Changing!"

KJKA, Pittsburgh
Commercial Milling Co., Detroit, 17 wp, thru Karl G. Behr Adv., Detroit.

KIMN, Des Moines

Gardner Nursery Co., Orange, La., thru Smee & Fricke, Des Moines.
New Jersey Bell Telephone Co., Newark, 1 wp, thru N. Y. New York.

KPO, San Francisco

Coca Cola Bottling Co., San Francisco (Coca-Cola), 5 wp, thru McKee-Albright & Co., Philadelphia.

KTLF, Los Angeles

KFI, Los Angeles

WOR, Newark

Gardner Nursery Co., Orange, N. J., thru Smee & Fricke, Newark, 2 wp, thru N. Y.

President Loan Society of New York, 3 weekly wp, thru McKee-Erickson, N. Y.

KSF, San Francisco

Coca Cola Bottling Co., San Francisco (Coca-Cola), 5 wp, thru McKee-Albright & Co., Philadelphia.

KUSK, San Francisco


WNAC, Boston

Humphrey's Dome-Moines Co., New York, 30 wp, thru Brown Co., N. Y.

Parker Brothers, Salem, Mass. (games), thru John W. Queen, Salem.


KQW, San Jose

Feltman-Caruso Sons, San Jose, (dyes), 3 weekly wp, thru MediaBan, San Francisco.

Tidewater-Axneed Oil Co., San Francisco, 5 wp, thru Lord & Thomas, San Francisco.

Electric Appliance Society of California, San Francisco, thru Smee & Fricke, San Francisco.

KGER, Long Beach, Cal.


KJBS, San Francisco

Cohn Fisherman's Protection Assn., San Francisco, 6 wp, thru McKee-Albright & Co., Philadelphia.

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BROADCASTING • Broadcast Advertising
Radio Advertisers

GENERAL FOODS Corp., New York, which has been placing all Canadian publication advertising through Ruder Advertising Agency, Toronto, for some years, has appointed that agency to handle its Canadian radio business as well. Programming and production will continue to be handled by the company's American agencies.

REMINGTON RAND Inc. New York, on Dec. 4 started Paul Sullivan on WLIW, Cincinnati, making three shows for the sponsor running concurrently on that station. Sullivan, new commentator, is heard Saturdays, 11-11:15 p.m. While scheduled to end Jan. 1, 1938, to make way for a program of the North American Insurance Co., Chicago, there is a possibility it may be dropped before that time, according to Franklin Bruck Adv. Corp., New York, agency in charge.

FRANK H. LEE HAT Co., New York, has started Thornton Fisher, sports commentator, in a series of sports talks on WJZ, New York. First program was broadcast Dec. 9, and is heard Tuesdays, Thursdays and Saturdays, 7-7:30 p.m. Agency is Bernstein, Costelton & Pierce, New York.

SOUTHERN California Floral Association, Los Angeles, a seasonal user of advertising on radio, has for the first time, according to Donald Peterson, handle the account. Agency is Chas. H. Stock, Los Angeles.

S & L CREDIT STORES, St. Louis, chain, has added men's clothing to its line and is using five daily programs on WIL. In five years it has added several other lines to its auto accessory stock as a result of radio success on WIL.

GLOBE Department Stores, Los Angeles, sponsoring the evening inter-ter-hour juvenile program Stork Express on KFWB, Hollywood, has increased its schedule to five weekly.

FRANCIS P. PRIROS, Graymoor, N. Y., (religions), has appointed Sound and Reproductions Corp., New York, to transcribe Ave Maria, which is heard on about 100 stations in addition to WMCA, New York, and the Lawyer System. The latter network of ten stations carries the program five Sundays from 6:30 to 7 p.m. On Nov. 22 the show started originate in the WMCA studios instead of the composer's home, Donald Pereyra Productions, New York, handle the program.

COMMUNITY OPTICIANS Inc., New York and Boston, has appointed Ira Levin, Publisher, New York, to direct promotion and publicity.

ADVERTISERS participating on the half-hour Marie Wilhoite Mills show on six independent stations for several weeks will add a seventh station, WLIW, Binghamton, N. Y., on Jan. 3.

EVANS PUB Co., Chicago's largest liquor distributor, on Dec. 5 started Donald Norris Sings, a quarter-hour daily show on Saturdays and Sundays program on WMAQ, Chicago. Discs were cut by Radio Features Inc. a sister of Standard Radio of Chicago. Norris, Massey & Lee, Chicago, is Evans agency.


GOLDEN STATE INSURANCE Co., Los Angeles, which uses radio on occasion on Jan. 9 will sponsor a half-hour anniversary program of music and talks on 24 Pacific Coast Don Lee stations, the broadcast to emanate from KFI, that city. Organization of the program is under way and its program will have an all-colored cast. Allied Adv. Agencies Inc., Los Angeles, has account.

REMINGTON RAND Inc., Buffalo, N. Y. (typewriters) recently started a series of broadcasts Bertis Henri- nett, Remington Rand News Reporter selected six of the nation's leading writers for a week each beginning Wednesday and Friday from 7-7:30 a.m. PST—on KPO, San Francisco. Agency is Franklin Bruck Adv. Corp., N. Y.

STEWARD WARNER-ALBITE of Canada, started a transcription Orr Africa on Dec. 6, for 26 episodes, five a week on CPX, a week on CHE, All-Canada Radio Facilities Ltd., handled the account.

COCA COLA of Canada Ltd., has renewed a 15-minute transcription of Johnny Stewart on CJBC, GYR, OJO, and CFC, through D'Arcy Adv. Co., St. Louis.

FELLOWS' MEDICAL MFG. Co., New York, on Jan. 10 begins a 15- week transcription series, Late Talks in Cybernet, on CFTV and CROWX three times a week, and over CEBF four times a week. The account was handled by All-Canada Radio Facilities Ltd. and A. J. Deane Adv. Agency, Toronto.

CONSOLIDATED BISCUIT Co., Chicago, has appointed Mitchell-Faunt Adv. Co., Chicago, to handle its account. According to Paul Haiman, Faunt, radio director of the agency, no advertising in any medium will be placed before next summer. Consolidated endorses the Davidson Biscuit Co. and Thimblel Products, both of Chicago, and Hampton Cracker Co., Louisville.

HARRY O'NEILL, general manager of Consolidated Drug Trade Product Co., Chicago, which is spending almost a million dollars on radio this year, left Chicago Dec. 6 to spend a couple weeks on the West Coast, where he may appoint a supervisor to handle the coast advertising.

SAVORY FOODS Co., Chicago, (canned food), has placed its account with C. Wendel Muench & Co., Chicago, radio is planned for the present.

RULO Corp., Los Angeles (motor conditioner), has placed its advertising with Bimley T. James & Associates, that city, and is using a three-week five-minute recorded program on PYD and KFAC, in addition to a similar three-week quarter-hour program on KAI, Beverly Hills.

PEPSODENT Co., Chicago, on March 1 will move its general offices from the Balmore Bidg. to the firm's plant located at 6061 W. 156th St.

LEA & PERRINS, New York (Worcestershire Sauce) whose radio advertising has been handled by Schweb- ner & Scott, Chicago, has appointed that agency to handle its entire account. Thirty-five stations are currently being used in a spot campaign.

BATTLE CREEK FOOD Co., Battle Creek, Mich. (beans food) has appointed Erwin, Wasey & Co., Chi- cago, to handle advertising. A. G. Boursin is account executive. A daily five-minute news broadcast on WOL, Chicago, and twice-weekly participation in Lee Warner's Chats on KYI, Los Angeles, have been started. According to Holland Eagle, radio director of the agency, results of these two tests will determine whether additional stations will be added.

REMINGTON-RAND, Buffalo (typewriters), has started a three-week quarter-hour news program on KYI, Los Angeles, with Pat Bishop as commentator. Franklin Bruck Adv. Corp., New York, has the account.

J. W. DUNBAR, formerly in charge of lamp advertising in magazines for General Electric Co., has been named assistant to C. H. Lang, advertising manager, and will headquarter in New York, will devote his attention to media selection.

CRAWFORD CLOTHES, New York, sponsoring the MRS George Jovel Program in that area on WOR, New- ark, is placing the account through PAI Leffton Co., New York.

VEGETABLE JUICES PRODUCTS, 224 E. St., Rochester, N. Y., placing direct, is using radio along with other media.

50,000 WATTS—NATIONALLY CLEARED CHANNEL

Let Us Prove It!

Latest independent survey shows this big pioneer station consistently offers the most popular programs and has the largest following in i its area . . . And you can confidently expect Station WHAS to produce better returns on every dollar you spend for advertising in the heart of the rich Ohio Valley.

PROVED PRIMARY LISTENING AREA FACTS

Population 4,932,307

Automobiles 1,267,539

Filling Stations 78,000

Budget Stations

1,000

Total Annual Sales

57,573,693

1,000

205,204

2,738,119,383

EDWARD PETRY & COMPANY

National Representatives

280 Kilowattes C.B.S. Outlet

COURIER-JOURNAL & LOUISVILLE TIMES STATION

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CANNED SALMON INDUSTRY. Seattle, in updating its advertising budget for 1938 has included radio along with other media, to be used at periodic intervals. Agency is J. Walter Thompson Co., Seattle.

BRELEY’S Inc. Hollywood (orangeade base), has set its 1938 advertising appropriation at $170,000 and will use radio along with newspapers, outdoor posters and magazines. Agency is J. Walter Thompson Co., Los Angeles.

CHRIS HEURING BREWING Co., Washington, starts Jan. 3 a six-weekly reported variety program on WTO for 22 weeks.

KATRO-LEK LABORATORIES, Dorchester, Mass. (Katro-Lek), has started 15-minute programs, Sundays 12:15 p.m., on three Yankee stations. WABA, WEAN and WBC, Agency is Chamberlain & Wils- well, Boston.

STRASKA LABORATORIES, Los Angeles (toothpaste), subsidiary of Wm. H. Warner Co., New York, has been moved to the latter’s St. Louis, Missouri headquarters where activities are now centered. Glaser Adv. Agency, Los Angeles, has the toothpaste account.

MILNOR Inc., San Diego, Southern California gift shops and importers of oriental goods, on Nov. 18 started a 10-week holiday campaign, using a weekly quarter-hour musical program, House of Treasures, on seven Don Lee stations. Agency is Barnes Chase Co., San Diego.


BORDEN’S Farm Products Division of Borden Co., New York, has placed its account with BBDO, New York.


HILY-TAB Package Sealer Co., Cleveland, has appointed the Gordon Vliegh Adv. Agency, Cleveland, to handle its advertising.

JOSEPH BURNETT Co., Boston (for ex-cretes) has named Lavin Co., Boston, as agency.

In the Dec. 1 issue of Broadcast- ing it was reported that 21 Canimbledon stations would carry transmissions of Devile Darley for Sterling Products Inc., New York (Phillips Milk of Magnesia, Dr. Lyons’ toothpowder), and West & Co. of Milwaukee, was named as representative. While Weed does represent six of the stations (CKWX, CJAT, CPAC, CKY, CPOP, OKLZ), the others (CFY, CFUB, CTNS, CKOD, CKUJ) are represented by Joseph Hershey McGilvin, New York. Agency for the products is Hackett- Napper-Humbert Inc., New York.

Agency’s Educator
RUTHRAUFF & RYAN Inc., Chicago, agency, has named Dr. Samuel N. Stevens, professor of psychology at Northwestern U., as psychological adviser. “By appointing a nationally known educator,” said Ros Metzger, radio director of the agency, “we hope to check the rising tide of criticism against certain types of programs, particularly those directed to children. We believe that a program can have social merit and be commercially profitable at the same time.” A new children’s serial titled Jack Westaway Under the Sea will be the first script passed on by Dr. Stevens. The show will start Jan. 3 on 15 stations for Campbell Cereal Co., Minneapolis (Malt-O-Meal).

GEORGE VANDERL, formerly in the radio department of RHH, New York, has joined Lord & Thomas, New York, as assistant to T. D. Wells, head of the Lucky Strike radio division.

ROBERT E. POTTER, has resigned as radio advertising manager of the Chicago Journal of Commerce, to become vice-president and general manager of Arthur H. McDonald Co., Chicago. The name of the agency has been changed to MacDonald-Potter Inc.

BOOKS II. REITLING, has resigned as publicity director of Stack-Goble Adv. Agency, to become promotion manager of the Audit Bureau of Circulations, Chicago, and ABC’s president and consultant.

A. WALTER SHUPPER, president of Cramer-Krauss Co., Milwaukee, and Miss Aldina S. Mildner, heir, were married in Chicago Nov. 26.

ALVIN DEARING, formerly of the Detroit office of N. W. Ayer & Son, has been appointed publicity director of the agency’s Chicago branch. He succeeds Bud Malloy, who resigned to free lance.

FRANK BEST & Co. Inc., New York, is the new name of Casimir Inc., advertising agency. Officers are Frank Best, president and treasurer; Phil E. Everett, executive vice-president; Walter Reed, vice-president; V. R. Best, secretary, and A. L. MacKenzie, manager.

GLASSER ADV. AGENCY, Los Angeles, has moved to new and larger quarters at 672 South Lafayette Park Place, that city. Kenwyn Lee, well known in Southern California radio, has been added to the staff as account executive.

HEITTY BUCKLER, who was in charge of the Renton & Bowles Hol- iwood sales department, is becoming business manager of the office taking over the duties of Chester MacCrack- en who has returned to the agency’s New York headquarters.

HIXSON-ODONNELL Adv. Inc., Los Angeles, has established its own publicity department with Wayne Miller in charge.

HISCOG AGENCY, Chicago branch, has moved to 334 N. LaSalle St., with H. Knuth in charge. Accounts in the Central West and West are handled from Chicago under di- rection of Harold Kreisel and An- drew Seibert.


TOO1 WALLACE, recently named Hollywood director of Russell M. Seid Co., succeeding Clay Osborne, resigned, as has also become executive producer of the CBS Hollywood in Person program sponsored by General Mills.

DON STAFFER, Young & Rubi- coin Inc., New York vice-president in charge of radio, after several weeks in Hollywood, has returned to the East.

RICHARD EARL SHARP, former creative director of KSD Sales, St. Louis, has been named radio director of Wes- ley N. Kahn Adv. Agency, that city. J. D. Wax has been appointed as continuity director at KSD. Broadcast- ing regrets the transposition of these two key men Dec. 1 issue.


FRED SMITH, former publicity di- rector of RHH, has been named publicity director of J. Stirling Get- chell Inc., New York, to succeed J. A. Hill Jr., who was recently elected a vice-president of the General Motors Corp.

BAXTER PICKERING, formerly with the Alfred Rooney Co., New York agency, has joined Chelsiaden Adv. Inc., New York, as consultant and radio director.

LLOYD H. ROSENBLUM, formerly sales and merchandising manager of Southern California, has joined West- lent Advertising Agency, Chicago, in an executive capacity.

ASSOCIATED SERVICES, Pas-adena, Calif., agency, has moved to offices at 25 N. Mentor avenue, that city. Formerly known as Diog McClaud, Adv.

FAMOUS ARTISTS Corp., new Beverly Hills, Calif., talent agency, has moved temporary office to the California Bank Bldg., that city. Organization consists of the combined interests of Edington-Vincent Inc., Hollywood and Friedman-Blum Corp., Beverly Hills and New York is to head the agency’s radio department after Jan. 1. He resigned from Ruthrauff & Ryan Inc., New York, where he was vice-president in charge of radio, to take over the new assignment.


BEN LARSON, Ruthrauff & Ryan Advertising, has returned to his desk after an illness.

CRESS COURTNEY, manager of Consolidated Radio Artists Union Hollywood, and Stafford Dal- given, as vocalist, were married Nov. 26.

RUDOLPH POLK has joined Colum- bia Phonograph Co., Los Angeles, as assistant to Arthur Rush, manager. Polk was for years personal manager for Jascha Heifetz.

J. E. COOMBE, formerly with Proctor & Gamble where he has been identified with advertising and recently supervised the introductory campaign for Dref, has just joined the Ch licence staff of J. P. McElveen & Son, representatives for the Gannett newspapers. Coombs replaces J. D. House who has left McKenney to join the Gannett organization as general manager of the Utica Observer-Dispatch newspapers.

THOMAS D’A. BRYH, first vice- president, Kenyon & Eckardt Inc., New York, has been elected president. Henry Eckhardt becomes chairman of the board.
Don Lee Network Names Blair Rep

Michigan Group Announces Appointment of Paul Raymer

SHIFTING of the representation of the enlarged Don Lee Network to John Blair & Co., and the Michigan Network to Raymer Co., after New Year's Day, has been disclosed by those organizations. Coincidentally in the case of Edward Petry & Co., Blair, has been appointed representative of KSTP, Both Don Lee and Michigan networks have here-tofore been represented by Willard Ramsdell.

Mr. Blair, who also embraces the individual representation of all of its stations but one makes the John Blair company one of the largest representatives in the business with a list of about 40 stations. Besides representing network work as such, it will handle national sales for 23 of the stations in the group, 12 being in California, eight in Washington and three in Oregon.

Uniform Rate Cards

The Blair firm will drop its representation of KSFQ, San Francisco, and KIRO, Seattle, because of the new network contract, Blair closed the deal with Lewis Allen Weiss and other operators of Don Lee stations following conferences in Los Angeles, Tacoma and Seattle. It was decided that all Don Lee stations have uniform rates and with one rate prevailing for both national and local advertisers. Uniform promotion methods will also be instituted. Mr. Blair announced also that he will open an office Jan. 1 in Seattle with Richard A. Broom, now sales promotion manager in Chicago, as branch manager. Mr. Broom, formerly with NBC in Chicago, will leave for Seattle about Christmas time.

KALE, Portland, is the only station on the Don Lee network which Blair will not represent, that station retaining Free & Peters.

The stations in the group to be represented by Blair are: California—KHJ, Los Angeles; KGB, San Diego; KCBS, Santa Monica; KFDM, San Bernardino; KMPC, Bakersfield; KVOE, Santa Ana; KKO, El Centro; KFRC, San Francisco; KQW, San Jose; KGDY, KDN, Monterey; KIEM, Eureka. Washington—KCO, Seattle; KXO, Tacoma; KIT, Yakima; KFO, Wenatchee; KVOS, Bellingham; KYKQ, Aberdeen; KGY, Olympia; KELA, Centralia; WUCX, KER, Roseburg; KSML, Salem; KORE, Eugene.

The Paul Raymer Co. will represent WXYZ, Detroit, and WOOD, Grand Rapids, individually as well as the Michigan Network as a group. This arrangement was worked out by Mr. Raymer with George H. Peters, head of the company operating those stations.

J. G. ACKER, formerly station manager of CPRB, and recently national advertising manager of the London (Ohio) Sun, has joined Associated Broadcasting Co., Toronto and Montreal, as advertising executive.

KFWH, Hollywood, has appointed Walter Biddleck Co., Los Angeles, as exclusive sales representative in San Francisco and Seattle.

J. J. DEVINE & ASSOCIATES Inc., Los Angeles, has been appointed exclusive advertising representative for WHAM, About; WPTF, Hattiesburg, Miss.; and WMAZ, Macon, Ga., effective Jan. 1.

PAUL H. RAYMER, President of Paul H. Raymer Co., station representatives with headquarters in New York, was in San Francisco during early December on an extended business trip.

EAIR, HACHMAN, formerly with William F. Co., New York station representatives, has opened his own offices at 625 Fifth Ave., and on Dec. 1 was appointed exclusive national representative for WAXY, Gary.

EDWARD PETRY & Co. has been appointed representative of KSTP, St. Paul.

KAY BECKMAN, formerly of Iowa Network, who joined John Blair and Co. last summer, has been transferred to the promotion department to supervise inside activity. Dave Wilson, formerly of WLS, Chicago, will handle special outside assignments including contacts with manufacturers, distributors and agencies.

WILLIAM PUGH, of Howard H. Wilson Co., Chicago, has joined the sales staff of Ray Linton, that city's direct representative with United Artists, Hollywood, and part-owner of the West Coast Investor, Los Angeles financial magazine.

Chicago Rep Changes

NUMEROUS changes have taken place in the Chicago station and rep area during the last few weeks. Mr. George Diefendorfer has resigned as commercial manager of WJJD-WIND, Chicago, to join the Chicago office of the Raymer Co. He will handle sales for the Chicago area, while Mr. Diefendorfer has resigned from Radio Sales, Chicago, to join the Chicago office of the Paul H. Raymer Co., making the third man on the Raymer Chicago sales staff. He was formerly on the Detroit staff of the William G. Rambeau Co. Ed Bowers, manager of the Chicago office and Hoyt W. Mallinson, round out the Raymer staff. Edwin Shemo, formerly of Macfadden Publications has joined Radio Sales, Chicago.

WCAU New York Office

WCAU Broadcasting Co., Philadelphia, will open a New York service office Jan. 3 in theCBS Bldg., 485 Madison Ave. Available to advertisers free of charge is a direct telephone wire to Philadelphia, which may be put through from New York by calling Wickersham 2-2000. The office will be used as headquarters for WCAU executives while in New York.

WFL Coast Branch

WFL, Philadelphia, is contemplating opening a Hollywood office to handle Pacific Coast spot business. Jack Stewart, sales manager, who recently opened a New York office, will make the inspection trip to the Coast over Christmas and New Years. The station recently opened a Chicago office also.

WHO'LL BUY YOUR PRETTY VIOLETS?

If Louisville itself buys your violets or what-have-you, you're pretty near sold the whole Louisville market. For instance; within our own city limits are 80.7% of the Trading Area's total of income tax-payers...74% of all drug sales... 67.8% of all food sales...

WAVE covers Louisville like Reds cover Russia. And the cost is half that of any other Louisville medium. An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION NAVY

INCORPORATED

LOUISVILLE, KY.

1000 WATTS...940 K.C.

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www.americanradiohistory.com
Educators Concede Deficiencies

(Continued from Page 20)

he usually maintains a noble degree of restraint in not criticizing these businesses than has often been evidenced by outsiders toward broadcasting. More is expected of him than of other business men— and he faces a stricter accountability as to his motives and his capabilities. I think he is making the grade. And I think, too, that he is tired of being picked on.

"Backed by his record as world's champion broadcaster, I predict that from now on he will be less apt to turn the other cheek or voice the soft answer against the wrath of less worthy citizens—that he will be more disposed to meet unmerited attacks with what the pugnent phrase of the proletariat might term a sock in the kisser.

"I tell you that broadcasters need and want and welcome any help honestly intended to promote the public interest, but I do plead that broadcasters ought to be allowed to run broadcasting. Day in and day out American broadcasting is teaching people how to live. Occasionally we can teach people how to learn. I ask one thing. Don't clog up our precious hours with dull and fruitless efforts to teach something unimportant. Let American broadcasters advertise the glories and the pleasures and the advantages and the job and it won't cost you a dime."

Network Viewpoint

Dr. James R. Angell, recently appointed NBC director of education and former president of Yale, spoke on the place of the network in education. Mentioning the diversified interests and sectional difficulties of the United States, he suggested the impossibility of devising a consistent national program of classroom education. "The networks can from time to time offer brilliant supplements to the school program which a local station could almost never command," he continued.

"I think we should do all we can to encourage the preparation of absolutely first class electrical transcriptions which can certainly in time be secured in adequate variety for the needs of practically any school. The time has come when the great radio organizations may be asked and be expected to offer once and for all the responsibility for a definite policy of creating the finest programs which can be devised in the general interest of the cultural development of our people."

The establishment of Cooperative Radio Guilds in cooperation with local civic, social and educational groups was discussed by Arthur C. Crane, president of Wyoming U; Dean T. H. Shelby, Texas U, and Dean C. B. Hershey, Colorado College. The purpose of these groups is to encourage broadcasting to try into sections which indicate a "community of interest" and the development of educational programs through these organizations.

From the U. S. Office of Education came William D. Boutwell to discuss the results of the Federal radio project which since 1936 has broadcast a network program made possible by the WPA, RFC and CBS. More than 400,000 listeners have written in, stated, and that the Federal Project has available 85,000 copies of educational radio scripts. For this project the Government has contributed $262,700. CBS and NBC have contributed $1,313,500. Mr. Boutwell estimated. He concluded, however, the project has given employment and valuable experience in radio to 211 persons.

At a section of a conference devoted to children's programs, little negative criticism resulted. In the main, programs for children were highly praised, especially a number of network programs. Participating in the section were Arthur T. Jersild of CBS and Columbia U; Mrs. B. F. Langworthy and Mrs. Harold V. Milligan, chairman of the National Women's Council.

The speech of Commissioner George H. Payne titled "What Shall We Do with Radio?" was read in his absence by S. Howard Evans, of the National Committee for Educational Radio. Commissioner Payne's speech stated: "It seems to me that the point of view, the ideals of the broadcasters, must be changed. Education is now made up of anti-advertising propaganda.

ABOUT 230 broadcasting stations are carrying a series of Short Talks on Advertising prepared by the Advertising Federation of America and distributed among radio and newspaper media to counteract the menace of anti-advertising propaganda.

THE CROSLEY RADIO CORPORATION announces the appointment of

THE CROSLEY RADIO CORPORATION

as exclusive national representative of

WLW

the Nation's Station

and WSAI

Cincinnati's Own Station

* *

TRANSMITTER OFFICES:

NEW YORK CHICAGO HOLLYWOOD

Page 58 • December 15, 1937

BROADCASTING • Broadcast Advertising
CBS Shortwave Station Reports World Audience
In Six-Month Operation

After six months of operation, W2XE, CBS shortwave station in New York, reports a mail response that indicates a worldwide audience. Dedicated May 12, it broadcast a description of the British Coronation on a frequency aimed at Latin America. As a unit and not merely a relay station for CBS sounds, W2XE has its own program department headed by Miss E. A. Tucker, which eliminates many of the network programs and substitutes special features for the non-American audiences.

One of the most interesting parts of the station's operation has been the series of tests carried on in conjunction with the British Broadcasting Corp., to determine whether directional antennae are now sufficiently efficient to permit of two or more international shortwave stations occupying the same or adjacent wavelengths when sending in different directions.

The tests were arranged by E. K. Cohan, consulting engineer, L. W. Hayes, BBC Empire engineer; and Raymond Braillard, president of the technical committee of the Union Internationale de Radio Diffusion, at a UIR meeting held in Bucharest last spring. The results of these tests are still being tabulated and will not be available until they are presented at the International Telecommunications Conference to be held in Cairo next February, where they will be used as a basis for international shortwave allocations. However, Mr. Cohan said that W2XE considers that there will be a greater increase of signal intensity at Brussels when it changed from South American to European antennae than at any other station cooperating in the tests.

Radio Courses in Europe Outlined by Dr. Angell

European educators are making wide use of radio to supplement their text-book and classroom instruction. Dr. James Rowland Angell, educational counselor of NBC, who recently returned from a six-weeks' survey of educational radio activities in England, Scotland, Denmark, Sweden and Norway. In small countries, like England and Denmark, where homogeneous populations are gathered into small areas, educational radio has its most favorable conditions. In large countries, like the United States, which has the vastness of the United States.

"I was profoundly impressed in Scandinavia, as all recent visitors have been," Dr. Angell said, "by the marked success these small and highly intelligent countries have achieved in dealing with their peculiar economic and social problems. In bringing down the barriers they have made constant use of the radio."

Jonas Weiland, licensee of WPTF, Kinston, N. C., has applied to the FCC for a new license on 1370 kc. at New Bern, N. C. Another North Carolina application for the same facilities is Public Bamford Theatres Inc., 75% owned by Paramount Pictures Corp., with 25% by C. R. Bamford, local operator, seeking a new outlet in Salisbury, N. C.

Gimme One Like This—Un Only Bigger!

Continuous Red River Valley prosperity enables us hayseeds to account for a surprising 33.1% of all retail sales in combined North Dakota, South Dakota and Minnesota (exclusive of the counties containing Minneapolis and St. Paul).

WDAY, alone and all by itself, gives you this really big market—at one small-station cost. May we prove it?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FARGO

940 Kilocycles

5000 Watts Day

1000 Watts Night

UP

The Mark of Accuracy, Speed and Independence in World Wide News Coverage

United Press
Lever Bros. Abroad

LEVER BROS. Co., Cambridge, Mass. (Lux soap), following a series of tests, on Dec. 26 started a weekly quarter-hour Hollywood news program on Radio Luxembourg and Radio Normandie. Last minute Hollywood news is "chat" form is to be written by E. J. Fortman, Hollywood publicity director of J. Walter Thompson Co., agency handling the account. It will be cabled to the agency's London office and relayed to the stations. News, cabled Saturday, is to be broadcast Sunday evening.

AT ATLAS CONVENTION—Left to right (Seated) Lou R. Winston, vice-president in charge of production who will headquarter in Hollywood; Herbert R. Ebenezer, president; Harold Hopper, secretary-treasurer; Standing: Hal Norfleet, Dallas; S. P. Halperin, Minneapolis; L. Daniel Black, Chicago; Kay Coffin, Hollywood; Bill Underwood, Dallas; Dave Davidson, in charge of sales promotion and publicity, New York.

Moore Adds Spots

BENJAMIN MOORE & Co., New York (paints), which starts Betty Moore Jan. 3 on the NBC-Red network, on the same date will start a spot series of the same quarter-hour program. Discussions of home decoration will be presented with live talent on each station, to be heard Mondays on WWMC, WBT, WRVA, WFBL and Thursdays on WLW, Cincinnati. Business is placed direct by H. B. Martin, advertising manager of the company.

Pillsbury Change

PILLSBURY FLOUR MILLS Co., Minneapolis, despite a high Crossley rating for Today's Children, on the air over five years, on Jan. 3 will replace the show with a new one entitled Women in White. Reasons given for the change include the "real need" to be served by the new show, the life-story of a graduate nurse, and the fact that Irena Phillips has been acting in Today's Children in addition to writing it and two others, Procter & Gamble's Golding Light and Road of Life. The new program will have two announcers, one as narrator, and one for the commercials, said to be the first time a daytime serial has disassociated the commercial announcements from the story. Schedule for the show will remain the same, NBC-Red, Mondays through Fridays from 10:45 to 11 a.m. Agency is Hutchins Adv. Co., Minneapolis.

Butter Campaign


Two Santa Clauses

in the Carolinas

It's like having two Santa Claus come to see you when you use WIS-WPTF—the Carolina Combination. These twin stations, broadcasting on magic low frequencies, assure top returns in the rich cotton-tobacco areas for a single low rate.

The Carolina Combination

WIS WPTF
COLUMBIA, S. C.
RALEIGH, N. C.
5000 WATTS NBC
5000 WATTS NBC

Represented by Free & Peters, Inc.
Sold at one low rate.

Production Center Planned by Atlas

Will Open Hollywood Studios; Use of Film Recording Seen

ESTABLISHMENT of a Hollywood production center exclusively for network programs is similar to the motion picture headquarters was announced by Herbert H. Ebenezer, president of Atlas Radio Corp., which holds its first annual sales convention at the St. Regis Hotel, Chicago, Nov. 29-30. In addition to having transmitted shows produced in Hollywood, a sales setup similar to that now existing in motion pictures was also established.

In addition to selling franchises for four nationwide zones, a subsidiary firm, Atlas Radio Distributing Co., was established to handle distribution of the transmitted programs. It is planned to sell Atlas shows to stations by the same method; motion picture firms sell their products to certain theatres. It is planned to have 250 stations in key central throughout the country carrying the Atlas product on an exclusive basis in their territory. Prices to be charged will depend on ratings of each station. Distribution of the Atlas shows will be worldwide with franchises to be spread in England, Canada, Australia, India and other English speaking countries.

Chicago Office

In Chicago, Atlas headquarters will be located in the old Affiliated Broadcasting System's studios in the Civic Opera Building. Head of the Chicago office is L. Daniel Blank, who also has the franchise of the picture central zone. First of the sub-branches in the central zone will be located in Minneapolis, with Sam Halperin in charge.

In addition to giving stations exclusive rights to certain of the Atlas production, some of the shows will be offered to advertisers for use on stations as they see fit. A number of commercial programs have already been sold to advertisers including a children's program, Magic Island, sponsored by Central Shoe Co., St. Louis, over 50 stations two to five times weekly with other outlets to be added. Sale to Central Shoe was not only was for the transcriptions but for complete exploitation program including publicity, premiums, local promotion, etc. This exploitation tie-up is one of the Atlas features which will be offered advertisers on all transcribed shows. Another show, Famous Romances, will shortly be placed on a number of stations for Central Shoe's Perfect-Eaze shoes for ladies. Kelly-Sutherland & Zarnndt Inc., St. Louis, is Central Shoe agency.

Mr. Ebenezer, president of Atlas, predicted that in time films will be used for all sound shows, displaying records. He cited the fact that by using films, scenes can be retaken numerous times until a perfect picture has been made. If an error is made when film is used that particular part can be "cut." Film shows will eventually cost less than wax programs, he predicted.

CBS on Nov. 29 extended its daily schedule by 45 minutes, and is now on the air from 6:45 a.m. to 1 a.m. The broadcasting day formerly started at 7:30 a.m.
OUT OF THE MOUTHS OF BABES . . . .

-jorie

Hoppes Returns to ERPI

W. L. HOPPES, station relations manager of World Broadcasting System, will return to his former post with Electrical Research Products Inc., New York, Jan. 1, according to announcement Dec. 6 by P. L. Deutsch, president of the company. He will be assistant to D. E. Collins, vice-president of ERPI and will concern himself with recording license activities in broadcasting, motion picture and other fields. He joined World a year ago on a leave of absence from ERPI. His successor will be named shortly by Mr. Deutsch.

Mr. Hoppes

Trolley Sponsor

STREET RAILWAYS ADV. CO., New York (car-cards), on Dec. 13 started a 13-week daily program on WHN, New York, on which the sponsor is not to be mentioned. Under the title Voice of the City, the narrator will make imaginary trips around the city, using public conveniences and mentioning car-card advertisers as he goes. Coincidentally WIN has started a car-card campaign on which it promotes its programs and sponsors.

Whiteman Returns

LIGGETT & MYERS Tobacco Co., New York (CheSTERfield cigarettes), on Dec. 31 brings Paul Whiteman and his orchestra back to a regular radio schedule, replacing Hal Kemp’s orchestra. Program fills the present Chesterfield spot on CBS, Fridays from 8:30 to 9 p.m. Agency is Newell-Emmett Co., New York.

OUT OF THE MOUTHS OF BABES . . . .

General Foods Adds

GENERAL FOODS Corp., New York, is increasing the schedule of Mary Margaret McBride on CBS from three to five quarters-hours weekly with the first of the year. Currently broadcasting Monday, Wednesday and Friday at noon in the interests of Jolmne Tapioca, Miss McBride will also be heard on Saturdays and Thursday for La France and Satina, laundry products. Agency is Young & Rubicam Inc., New York.

General Shoe on MBS

GENERAL SHOE Corp., Nashville, Tenn., will dramatize the lives of American tycoons in a program to start Feb. 8 on Mutual network. To be called Famous Fortunes, program is written by Marjorie deMott; agency is Badger & Browning & Hersey, New York.

Mr. Renson, president of Son of Repro Productions, Inc., is writing a book, Accounting Technique of Today which will be published in March.

General Foods Adds

STANDARD RADIO Inc., has sold its library service to WLAG, new lawrence, Mass., station and WGN, Chicago, Ill. An agreement has been sold to WLAG, WGN, WTA, Oklahoma City, KJL, Johnstown, Pa., KRF, Kansas City, KSF, San Francisco, and KFIZ, Fresno, Calif., and WLS, Chicago, Ill. NBC Theatrum has added two new subscribers—VLY, Cascaes, Venezuela, and WMB, Sheboygan, Wis.

General Foods Adds

LEN LEVY has formerly general manager of WBBM, Chicago, but recently radio consultant to advertising agencies. He will be left in charge of radio sales promotion and production for Radio & Film Methods Inc., New York.


SOUND Reproductions Corp., New York, headed by D. L. Hammers, has placed Zeke Manners of His Gang on 170 stations under local sponsorship. The quarter-hour transcription is broadcast three days a week, and all contracts are for a year. Ringer Adv. Corp., New York, is the agency.

General Foods Adds

EUGENE I. BRESNAN, president of Sound Repro Productions, Inc., is writing a book, Accounting Technique of Today which will be published in March.

Hollywood Site Letter motion picture news digest produced by Earnshaw Radio Productions, Hollywood, will be published as an alternate service of three-quarter-hour programs a week, by syndication, starting Jan. 1. The regular and established service of five-minute scripts a week will continue. Friday has 322 episodes of its transmitted serial, Black & Blue, to RABC, Anchorage, Alaska.

The Charlie Chan transcription serial, rights to which are held by Irving Fogg Radio Productions, Hollywood, will be used in script form by Earnshaw for Canadian broadcast, and translated into French, German, Spanish, Bulgarian and Finish. New World Radio rights have already been secured by Broadcasting Service Assn., Ltd., Sydney, United States rights are the property of Raymond R. Morgan Co., Hollywood advertising agency, with the program currently being sponsored three weekly on no more than two more stations by Stokely Van & Co. (Van Camp food products).

PRANK W. PURKETT, vice-president of Associated Concert Studios, Hollywood transcription and production concern, has earned his own new program, announcing that preliminary plans have been made for the opening offices in those cities after Jan. 1.

Earnshaw Radio Productions, Hollywood, has sold the Canadian rights to its radio serials to All-Canada Radio Facilities Ltd., Quebec, and its Radio Short Stories serial to KOL, Spokane, and KQH, Seattle, as well as 104 episodes of Comics to WMR, Utica, Pa., and WTIC, Hartford, Conn.

NATIONAL Transcription Features have moved to E. 45th St., New York City, its new quarters. It is recording several series of 30-second dramatic programs for the jewelry, clothing, loan, furniture, optical and bakery trades.

The Only Columbia Network in Connecticut

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LISTENERS

Count

IN BIRMINGHAM

Power alone can't guarantee listeners on Birmingham Call. It needs local calm, teamwork and TOTAL TIME COV.

ERAGE! That's why Birmingham "hums" when its deals are solidly WNSG to THE NEWS AGE-HERALD

STAGEWOOD INBIRMINGHAM

1310 KC.

AFFILIATED WITH NBC BLUE NETWORK

BROADCASTING • Broadcast Advertising
WHJR, Jackson, Mich., 100 watts, celebrated its tenth anniversary in November. The station went on the air in 1923 as a portable. Chief engineer Charles W. Wirtz, who installed the station in Jackson, has been with it from the start. Engineer-announcer Walter H. Johnson is second in point of service, having been with the station nine years. The anniversary performance was repeated for future use. Roy Rodman is manager.

FIVE minutes after lamplights battled the Glowing Bank of Suitable, Mo., Nov. 29, KWTX had its newscaster, Joe Bryan, describe the bandit car and interview witnesses of the robbery.

THE voice of OKLAHOMA — TULSA

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KFWR

COLUMBIA, MISSOURI

A Kilowatt on 630

KFW R

BROADCASTING • Broadcast Advertising

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

"THE VOICE OF OKLAHOMA" — TULSA
FCC Adopts New Routine
(Continued from page 22)

added. will leave for Commission handling in regular meetings all matters of major importance and similarly will give the Commission more time to consider matters falling in the policy-making category.

The preliminary procedure in handling of broadcast applications other than those of a purely routine nature, will be the same as hereinafter Mr. McNinch pointed out. An examiner will take evidences in all cases designated for hearing and submit his report. Mr. McNinch stated, however, that he had in mind a further change in procedure whereby cases would be delegated to individual commissioners, after the examiner had submitted his report, for handling immediately prior to FCC action. The commissioners so assigned, he said, probably would make a recommendation to the full Commission rather than submit proposed findings and in that way the Commission might take another step toward lightening its collective burden.

The new procedure follows rather closely that predicted in the Nov. 15 issue of Broadcasting. Assignments of commissioners to individual duties which are interrelated will be on a monthly rotating basis effective Dec. 1. Those purely miscellaneous matters deferred to the secretary and the chief engineer will be assigned on a permanent basis. These will deal largely with matters which heretofore have required FCC Division ratification. Ratification no longer will be necessary.

Motions Docket
Commissioner Norman S. Case, who sponsored the proposal for the Motions Docket, was assigned to that duty for the first month. A definite day will be set each week for the Motions Docket. Chairman McNinch asserted. Specifically the order states in connection with the Motions Docket that a commissioner, to be selected and appointed by subsequent orders of the Commission, is authorized to "hear and determine, certify, report, or otherwise act upon all matters arising under the rules of practice and procedure of the Commission relating to withdrawals, dismissals, or defaults of applications or other process subject to the statutory right of appeal to the Commission; and to hear and determine all interlocutory motions, pleadings and related matters of procedure before the Commission."

Mr. Craven, for the first month of the new rotating procedure, was assigned all matters of an interlocutory nature. This authority covers applications for licenses, filing of construction permits, extension of time by which a station must file for a license, or by which a permit is extended; for extension of time to commence and complete construction of a station, or amendment of construction permit involving only change in equipment; to install frequency control, auxiliary equipment; to file reports; to institute proceedings for the recovery of costs; to act as referee. McNinch said in a recent report. Commissioner George H. Payne was assigned duties relating to issues of certificates of convenience and necessity, and authority to determine of temporary or emergency wire service as provided in Section 212 of the Act.

Commissioner Thad H. Brown was assigned duties relating to issuance of certificates of convenience and necessity, and authority to determine temporary or emergency wire service as provided in Section 212 of the Act.

Commissioner Paul Walker was delegated all matters arising in connection with the administration of the tariff circulars, including the waiver of notice of the filing of tariffs.

The chairman himself will not participate in the handling of these routine functions but will interest himself in all of them.

Chairman McNinch explained that by adopting the rotation procedure, each commissioner will be enabled to become familiar with all of the functions of the FCC. Moreover, he said, it will permit them to thoroughly acquaint themselves with all matters subject to FCC jurisdiction before the end of the month.

Routine Matters
Under Order No. 28, Secretary T. J. Slowie is authorized to determine, certify, report, or otherwise act, with the advice of the chief engineer, upon all applications for operators' licenses and all applications for amateur and ship stations.

The chief engineer is authorized to determine upon all applications and request and demand appropriate order in letter form for the signature of the secretary on a large number of cancellable matters including operation without approved equipment or operation with new or modified equipment pending to the expiration of existing leases, equipment, relocation of transmitter in the same building, operation with reduced power, approval of equipment types and similar cancellable technical authorizations. The chief engineer will continue on the basis of the schedule already established. Chairman McNinch declared that it was not necessary to fit in re-arrangements of cases heretofore argued before individual commissioners but not yet decided. In that event, he said, it might be necessary to revise the oral argument schedule but he hoped this would be unnecessary.

The FCC also is "economizing the time of members of its staff as well as of the Commission itself," Mr. McNinch declared. Here- fore, he pointed out, perhaps a dozen members of the legal and engineering staffs have been present at Commission meetings to discuss orally particular cases. He said this practice would be dispensed with in the future with individual staff members called in and when needed. Thus, he said, they will not take so much time out from their regularly assigned work.

Gillmore Quits Equity
FRANK GILMORRE has resigned as president of Actor's Equity Association, to become effective as soon as his successor is named. The Equity board will meet Dec. 17 for that purpose. Ill health was given as the reason for the move by Mr. Gillmore, who did not mention in his resignation letter his recently signed five-year contract to be executive director of the Associated Actors and Actresses of America, now organized as the Actors Equity Association, with jurisdiction over Equity, Screen Actors Guild, American Guild of Musical Artists, and American Federation of Radio Artists. Mr. Gillmore is now president of the AAAA, an honorary post, whereas his directorship carries an annual salary of $13,000.

WOJX Germany is reported to be planning the erection of 2,000,000 loud speakers on John's above billboards so that everyone everywhere can hear governmental broadcasts. The billboard advertisers are to be assessed to defray the cost of the equipment.

Barbasol Shift
BARBASOL CO., Indianapolis, Indiana, has placed Mary Jane Walsh, billed as Radio's Singing Cinderella, with Arthur Godfrey. Miss Walsh has found it difficult to continue the broadcast in conjunction with her part in "I'd Rather Be Right." Arthur Godfrey is conductor of Washington Sun Dial, on WJSV as a participating feature, and on WABC, New York for Wasey Products. The Barbasol show is broadcast at 7:45 p.m. for one group of Mutual stations, at 8:15 p.m. for WOR and another group, and for the West Coast at 11:15-11:30 p.m. Agency is Erwin, Wasey & Co., New York.

GOING PLACES!
WAIR's rapid progress is in a large degree, due to its determination to give the people in its territory exactly the type and quality entertainment they demand, plus a news service that is second to none.

WAIR
Winston-Salem, North Carolina

Daytime Power Increased to
5000 WATTS
(Night 1000 Watts)

NBC RED NETWORK
(Effective Jan. 1, 1938)

BIRMINGHAM BROADCASTING CO., Inc.
BANKHEAD HOTEL
BIRMINGHAM, ALA.

BROADCASTING • Broadcast Advertising
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Copyright Convention Sent to Senate, Reviving Hope for Duffy Bill Passage

By WALTER BROWN

With the International Copyright Convention in hand before the Senate for ratification, impetus has been given to enactment by Congress at its regular session next year of the bill to revise the United States copyright law being sponsored by Senator Duffy (D-Wis.) and Rep. Deen (D-Ga.).

The Senate Foreign Relations Committee reported the Convention, which extends to foreign authors and composers the same protection in this country that is extended Americans abroad, to the Senate Nov. 26 and it is now on the calendar. Immediately after this action plans got under way on Capitol Hill to have the present law amended to bring it in line with the provisions of the Convention.

Changes Awaited

Senator Duffy, sponsoring ratification, said he would seek early approval of his copyright bill which was passed by the Senate in the 74th Congress only to be buried by the House Patents Committee after being reported by the Senate.

Mr. Duffy has decided not to take up the Convention in the Senate until "interested parties" submit certain desired reservations. He indicated he does not anticipate consideration of the Convention until the regular session with a meeting of those interested groups including broadcasters was held in New York Dec. 9 at which proposed reservations were developed.

Senator Duffy said ratification would hasten passage of his copyright bill, which is an important feature of which is a provision to repeal the section of the present law that places a $50 fine against any infringement upon copyright material, leaving the courts no discretion in imposing the penalty. The Duffy bill would remove the mandatory penalty but gives copyright holders full redress in the courts for any infringement, with the courts fixing the damage, if any.

Since the Senate has passed the copyright bill at the previous Congress, the measure must again be approved by both bodies. Senator Duffy, however, is confident the Senate will pass the bill at the regular session.

The bill now lies in the House Patents Committee where Chairman Strooch (D-N. Y.) has, with the bill's capacity of the Committee in view, spent the day after hearings were held before the Patents Committee in the last Congress and failed by only one vote to get the bill reported. He will introduce the Duffy bill in the House and demand action by the Committee in the regular session.

Senator Duffy and Rep. Deen do not minimize the power of ASCAP, the copyright holder of the copyright bill, but both are optimistic over the chances of favorable action, especially in the light of the content and the introduction of the bill.

The key to the House situation may lie in the filling of the three Democratic vacancies which now exist on the Patents Committee. Rep. Lawrence Coney (D-Mass.) has been appointed to fill the vacancy caused by the death of his brother, William F. Coneney, but will not be a member of the Foreign Affairs Committee, and Rep. Barden (D-N. C.). There is another Democratic vacancy coming over from the old Congress.

The House Patents Committee is now composed of the following members: Strooch (D-N. Y.), chairman; Lanham (Tex.), Deen (Ga.), O'Malley (Wis.), Kramer (Cal.), Clellan (Ark.), Boykin (Ala.), Barry (N.Y.), Connery (Mass.), Severns (P. Va.), Arnds (Ill.), Church (III.), Wol- verton (N. J.), Stefan (Neb.), Luce (Mass.); Progressives: Amie (Wash.), Farm Laborites: Johnson (N. Minn.).

Effect of Ratification

Senator Duffy and Rep. Deen do not agree on the desirability of the International Copyright Convention before passage of the copyright bill. The Wisconsin Senator believed ratification of the treaty will hasten passage of the copyright bill, and the Senate Foreign Relations Committee has so reported.

"The Convention does not go in to effect for a year and I feel sure that once it is ratified we will get some action by the House on the copyright bill," Mr. Duffy said.

"Adoption of the International Copyright Convention without passage of the copyright bill would complicate process of copyright regulations now accorded one nation to another," Senator Deen told Broadcast Advertising.

"Adoption of the International Copyright Convention without passage of the copyright bill would complicate process of copyright regulations now accorded one nation to another," Senator Deen said.

In commenting on the copyright bill, Rep. Deen said: "The bill strikes out the $250 damage fee for relaying copyright material but provides those holding the copyright may go into courts and sue for damages. As it stands the ASCAP crowd holds broadcasters and others for the fee without the right to go into court."

Senator Duffy said he understood ASCAP was "now backing up" in its support of the International Convention because they believe their ratification would expedite action on the copyright bill. He said that under the present copyright statute a "terrible racket" exists and unless checked there is no telling what extent it would spread. "Already restaurant owners are being made to pay a fee for using a radio in their establishments," he said. "Only this week a

By JOHN F. PATT, "Cleveland's Friendly Station"

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man was in my office protesting the payment of such a fee. They can fine a taxicab driver if he plays a radio in his cab while carrying passengers. I think Congress should pass my bill which will stop the racket but will afford proper compensation to composers and publishers.

In reporting the Copyright Convention bill to the Senate, the Tongan Relations Committee submitted the report of its subcommittee in charge of the matter. Senator Duffy, Senator White (R-Maine) and Senator Van Nuys (D-Calif.) were appointed by the committee.

The report points out that there has been a "great deal of pirating both here and abroad of copyright materials and the Convention was designed to end such practices.

The treaty provides for accompanying legislation by the Congress amending the United States statute, the subcommittee report said.

"It has long been hoped that the approval of the copyright treaty would be accompanied by legislation appropriately amending the statutory law of the country and interpreting the provisions of the treaty which contemplate individual legislative action by the countries party thereto. This has, indeed, passed such legislation. But continued inaction of the Committee on Patents and Trademarks Representatives has diminished, if not destroyed, hope of cooperation by that body until the treaty shall have been disposed of.

"The failure to act is not understood to be due to opposition by any considering a portion of the committee, or to any appreciable opposition in the House itself. Under the circumstances it would seem to have rendered unprofitable any further delay by the Senate in enacting the legislation which it is constitutionally empowered to take without the cooperation of the other branch of Congress."

New York Fair Group

NEW YORK World's Fair 1933 Inc. has appointed an advisory committee on music to enlist the services of foremost artists and orchestras during the fair. Headed by Allen Wardell, the committee membership includes: Marshall Field, Mrs. Vincent Astor, D. W. Griffith, Walter Damrosch and Edward Johnson, general manager of the Metropolitan Opera Assn. Far reaching in scope, the fair's musical program will include historical pageants, ballets, oratorios, folk music, choral and glee club presentations, as well as classical and popular music.

New WOLS on Air

OWNED and managed by O. Lee Stone, outdoor advertising man, the new WOLS, Florence, S. C., went on the air in November with 100 watts on 1260 kc. Mr. Stone announced the appointments of Henry Masses as commercial manager, William F. White, program director, and Paul Dillon as chief engineer. A composite transmitter with Gates 251's featuring 15 foot vertical steel tube radiator have been installed. Transradio Press service is being used.

ANNUAL East-West All-Star football game will be played in San Francisco on New Year's Day and will be heard exclusively over Mutual network.

ASCAP Seeks Current And Past Nebraska Fees After Ruling by Court

AS A DIRECT result of the ruling of the Federal District Court in Omaha granting it a temporary injunction restraining the State of Nebraska from enforcing its recently enacted anti-ASCAP law, ASCAP on Dec. 1 sent out to all stations in the State and copyright users in Nebraska statements seeking payment of current royalties along with a request that the State repeal the act. ASCAP refused payments from all statements containing such users, returning the envelopes unopened. It is following the same procedure in other States, including Montana, Washington, Florida and Tennessee, which have enacted anti-ASCAP laws.

The Nebraska court granted the temporary injunction after preliminary testimony in behalf of ASCAP that certain of its important composer members and heirs of composers would be deprived of livelihood by such State laws. The action simply means that the case will come to trial on the issues, that is, whether the states have the right to enact such anti-monopoly laws. Meanwhile, ASCAP will continue its drive in the courts.

Because of the trend toward state laws to restrict the operation of ASCAP and force a competitive market on music, ASCAP has revived its publicity campaign in an effort to offset these moves. In its second issue of the ASCAP Journal, available early this month, it ran an editorial on the Nebraska injunction and hailed it as a victory. There were articles by ASCAP members and attorneys emphasizing the necessity for unity in composer-publisher ranks to combat opposition, along with other editorial features. The Journal is distributed free nationally, and, it is understood, is sent to the Congressional roster.

Cook Back on NBC

THOMAS COOK & Son-Wagon-Lits Inc., New York, on Dec. 12 started a program on the NBC Red network featuring Malcolm La Prade, who has been on the air as "the man from Cook's" since 1925. The quarter-hour travel talks are heard Sundays, through L. D. Wertheimer Co., New York.

Not a Public Utility

(Continued from Page 27)

submitted to the Commission in the application for broadcasting facilities.

"In any case where it is shown that the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are overwhelming reasons of a public nature for granting it. And it is obviously a stronger case where neither licensee will be financially able to render adequate service. This, we think is the clear intent of Section 402 (b) (2) of the statute, which provides for an appeal by an aggrieved person whose interests are adversely affected by a decision of the Commission granting or refusing an application. But here Intermountain fails to allege financial or economic injury—or any other sort—through the allocation of radio facilities to Powers and associates."

The language of the Court on this point is unprejudiced, and probably will give rise to more appeals raising the question that new stations in given areas would result in pecuniary or other damage to existing licensees and thereby deprive them of their ability to continue to function in the public interest.

That the Court intends to follow up these revolutionary rulings with additional statements of law has been clearly indicated in the last few weeks. The complexion of the court has changed almost completely since its last decision with Justice J. Lawrence Griner succeeding Chief Justice Martin, who has retired.

In arguments before the court during the week of Dec. 6, many significant questions were asked regarding court procedure and policy, and the indication was rather clearly given that in future decisions the Court intends to establish legal precedent on many FCC methods in handling of applications. Just how far-reaching these revisions will be must await future court decisions.

POSSIBLE MERGER of Consolidated Radio Artists Inc., New York, and Rockwell-O'Keefe, New York, talent organization, is still in the discussion stage, and will probably not be definitely decided for several weeks.

LISTENERS PAY ATTENTION to

W R O K

They're afraid they might miss hearing something of vital community interest if they don't.

ROCKFORD, I1L. 1410 KC.

Best Wishes for a MERRY CHRISTMAS and

SINCERE THANKS to National Advertisers and Agencies for a 300% INCREASE IN NATIONAL BUSINESS for 1937

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BROADCASTING - Broadcast Advertising

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After the Crash

FATAL automobile accidents and hit-and-run cases are directly tied to KKRN, Portland, during Speed Incorporated, with facts taken from the station's office files. Each show closes with an official talk on how the accident might have been averted. It's a great audience piece, with commercials included.

A similar program on WIBX, Utica, N.Y., has been so successful that the station has decided to keep it, and a weekly column has been named chairman of the State Kiwanis Safety Council.

Accidents Reported

IF ANY listener of WJAG, Norfolk, Neb., sees an automobile accident, he may call WJAG collect and a moment later the station will flash the word to the state safety patrol. This is a new public service feature and WJAG pays the phone bill. The station maintains a private line to the highway headquarters. Motorcycle cops are kept tuned to WJAG. Accounting for the police line is that this service has already saved many lives.

Publicity for KSTP

IF YOUR station needs publicity and you could afford it, you might try a version of Editors' Roundtable, similar to the one conducted each Friday night on KSTP, St. Paul, by Bill Johnson. Each week a different editor from one of Minnesota's small town papers discusses the problems of his community and gives his prospective radio appearance a big write up in his paper. Weekly column space says KSTP, has totaled 4,800 inches.

Reverse English

OPPOSING the many programs devoted to informing the radio audience, Househounds of Radio Programs Inc., New York, specializes in misinformation. Each of the programs comprising the series contains a number of boners, mostly humorous, but all authentic, according to the Househounds. The series has already proved popular with stations, Star says. Most recent subscribers to Househounds are CKA, Edmonton; WTHF, Scranton; KSAL, Salina; WGBI, Scranton.

Don't Be Taken In

A War on Rackets is featured in a weekly series on KMBI, Milwaukee. In cooperation with local business men and the Better Business Bureau, the station is presenting a described series of NBC dealing with pitch men, missing heirs schemes, home work frauds and allied rackets. Local schools are cooperating by dramatizations of local racketeers.

What Can We Do?

NEW KIND of contest titled How KFRO Can Improve Its Broadcasts is featured in the local series, Long View, Tex., so successfully that the mail is complaining about all the listeners who know our station now from the listener's viewpoint, says KFRO happily.

For the Curious

VARIATION of Prof. Quiz is Curiosity Quest, a weekly program on WIP, Philadelphia, sponsored by the Shell Union Oil Corp. and presented in a simultaneously by a group of listeners, including 10,000 persons. Patterned after court procedure, five witnesses are called who try to answer the questions of the attorneys. A novel feature is the traffic light which flashes green as the question is asked and red as time is reached. After 30 seconds the light changes and a new question is asked. The series is extensively publicized through newspapers, radio stations, and trucks.

Ask the Ladies

MAN-on-the-street idea is applied in interviews of women's groups on KDYL, Salt Lake City. The women are sponsored by the local Mod O'Day Shops and a special daily gift goes to the woman answering the selected question of the day.

Scooping Scoops

NEWS that is broadcast elsewhere is scooped within a scoop, according to WCP, Boston, which aired a recent attempted robbery 10 minutes before the robbery was attempted. Ed Pearson, WCP's script writer who was passing the store on his way to the studio, saw cops hiding in the bushes. He verified the story and went on the air with the story 10 minutes before the robbers walked into the trap.

Free For All

NEW TYPE of discussion is used during Let's Hear Your Side, a weekly program on a Connecticut station, WATH, where the public is invited to participate. Instead of the formal debate procedure of argument and rebuttal, prominent debaters from local universities discuss current events informally, interjecting their views at will. Wide listener interest, says WBBM.

Petticoat Parade

DAILY afternoon program on WMB, Peoria, is devoted to current fashions, home decorating, foods and hints on how to care for children. Called Petticoat Parade, the program grew out of the radio discussion by Jessica McFarland, Josephine Wetzler and Connie Ford, of WMB's Women's Improvement. Female listeners galore, reports WMBM.

Books for Children

JUVENILE books are dramatized by WBB, Chicago, during Book Shelf Shows, a weekly feature under the direction of the National Youth Administration. Abbott Ross of Abraham Lincoln, that city, produces the show.

World Customs

STUDENTS at Chicago U from foreign countries discuss and compare their own American time during International House Programs, a weekly program on WGN.

Master Mechanic

WHEN the Automobile Show came to Kansas City, KCKK gave novel coverage. It happened that Leonard Brann, assistant chief engineer of KCKK, has made a hobby of cars for years. He knows people who can reduce scientific terms to ordinary language. So, Owen Balch, KCKK station director, and several hundred listeners interviewed Mr. Brann about the cars. Listeners have been writing in asking for more of his work and more and saying that they didn't know complicated gadgets could be described so simply.

Cash and Plaques

RADIO dramatization of James Trueslow Adams' "Epic of America," presented by the Radio Federation, WPA Federal Theatre, started Nov. 28 on the Mutual network, and is the subject of an essay contest conducted by the American Legion Auxiliary. A prize of $100 in cash and special Auxiliary plaque will be awarded for the best essay on "What the Epic of America has taught me about the future." First prize is $50, and is to go to a high school student not over 18 years of age. Gold medals will be given to winners. Contest closes March 10, 1938.

I Know 5,000 Songs

THE OTHER day a 17-year-old girl was invited into the studio of WTMV, E. St. Louis, and announced that she could sing 5,000 country songs. Stella Woody, KTV, Melbourne, Calif., directed a new radio game called "I Know 5,000 Songs," devoted to country music. Miss Mary Wenzler, "Susie," tries to sing her songs faster than listeners can phone in for more. She misses eight out of 100 and the telephone keeps ringing all through the program, according to WTMV.

It Begins At Sixteen

RIGHT AFTER school on Wednesdays after high school students of Fall River Mass., gather in the studio of WBM to broadcast a series of their own, titled Life Begins at Sixteen. They write and produce five-minute programs on school activities and give themselves a sendoff in their school papers. According to William T. Wonn, manager of WSB, the townspeople delight in the programs.

Birmingham Leaders

KIDS crowded the Birmingham auditorium when WSGN recently held a Mardi Gras ball to raise money for a local department store. The program was under the direction of the National Youth Administration. Abbott Ross of Abraham Lincoln, that city, produces the show.

WSGN is also proud of its Hill-Billy Night, featuring bands from all over the country, all playing in the studio auditorium with listeners for a frolic. After the week-end shows, WSGN continues to broadcast the audience with its talent for another hour.

Lest They Stray

DURING the cold weather lots of men-on-the-street find it difficult to hold the news. Brooks Connolly, announcer of WIND, Gary, Ind., solved the problem by shipping coffee and doughnuts and is changing his program's title to The Coffee Jug.

TARZAN—Has nothing on Jimmy Vandiver who broadcasts a series called Rackets, through KFLL, Los Angeles; starts each Friday. The elephant's name is Anna.

Pot of Gold

NAMES picked at random are announced during Pot of Gold on WPAY, Portsmouth, Ohio. If the pot wins doesn't phone, the award that would have gone to him into the "pot" and the next listener phoning gets that much more. The listener must repeat the exact wording used by the announcer. It's so successful, says WPAY, that we've copyrighted the game.

Two One

BROADCASTING a program in two sections is a new stunt on KDYL, Salt Lake City. Titled Crime Quiz, the program is introduced at 7 p.m. and the solution is aired an hour later. Prizes of necklace are given to listeners phoning in with the solution within the hour. The contest is handled by the local sponsor, Firmage & Men. First time the program went to the air, five of the five trunk lines were tied up with calls.

Statues as Stooges

NEAR the memorial statues in various sections of Milwaukee, Bob Heins, chief announcer of WTMJ, is conducting a series of interviews on his Around the Town series. Novel slant on this program consists of meeting someone at the zoo and his voice piped from the studio to the remote truck and rebroadcast. Historical and informative in nature, the series has aroused keen listener interest, according to WTMJ.

Chasing Adventure Maps

MAPS are used in conjunction with an imaginary round-the-world flight are sent to children of St. Paul who listen to the program. WTMJ, a weekly WMN children's series.

Help the Blind

WITH THE well-known title They Also Serve, WEEI, Boston, is broadcasting a series of plays designed to show the success of the National Braille Press in helping blind people.

Indians' Word

ANNOUNCERS on WGB, Kansas City, fell to quibbling about the pronunciation of Osawatomie, a little town not far from the city. But settle the whole thing, remote equipment was sent to Osawatomie in the morning and the mayor interviewed. Oh, Osawatomie turned out to be correct, dispelling the listener's Delanyary which lists the pronunciation with a short "o."
To the Women! OUTSTANDING deeds of Boston women are saluted daily during Orchids to You on WTOP. Recent salute was for Miss Genevieve Caulfield whose work for Boston's blind has made her a national figure. Blind herself, WTOP sent her a copy of the script and a letter of congratulations in braille. The local Summerfield Furniture Co. is sponsor.

Education's Answer VALUE of a college education is dramatized in a new series called Alma Mater on WFLJ, Philadelphia. Designed and produced by Margaret Schaefer, WFLJ educational director, the programs will dramatize the achievements of an alumnus from each nearby college.

Yes or No A HUNDRED prizes a week are awarded by WNEW, New York, on its Yes or No program, with listeners answering 19 questions put to them by William Mcgrath and submitting a 20th question for future programs.

Utah Bee GRADE school children from the nine local public schools compete in a weekly spelling bee on KLO, Ogden, Utah, for prizes totaling several hundred dollars offered by the sponsor, a local jeweler. Dave Parm of the KO staff conducts the show.

Carnation Party CARNATION Co., Milwaukee, for the third successive year will be host to 400 underprivileged youngsters on the firm's NBC Contested program Dec. 20. Following the broadcast, Carnation officials will give a party.

* * *

Let's Swap! SHOTGUNS for automobiles and an endless procession of household goods are snapped daily in Denver as a result of Trading Post of the Air on KFEL. Fred Graham, announcer of KFEL, handles the show sponsored by the Fremont Jewelry Co. and reports much local interest.

Asiatic Mogul WITH the title Hits, Blisses and Hisses, KIRO Lounges daily of the Seattle station, takes the air at 5 every weekday morning with chatter on events and people, as well as request recordings. He is aided by Carl Christopher, announcer, and Dave Fields, technician, both of whom play chauffeur.

Sane Commercials FOR THOSE who dislike commercials and other announcements, WHN, New York, has started a half-hour daily midnight program called Music to Read By.
For Boys Only

IT'S A BOY! has become the slogan of WGR where eight con- cepts have been born to staff employes in the last six months. Newest arrivals are at the homes of Walter Widdar and William Hutton, engineers.

Former WHAS Engineer

H. E. Campbell, Is Dead

OVERCOME by monoxide gas, Howard E. Campbell, former chief engineer of WHAS, Louisville, was found dead Nov. 23 beside his automobile in his garage near the WHAS transmitter. The car's hood was open, indicating that Mr. Campbell was making some motor adjustment. Mr. Campbell came to WHAS in 1932 from the Bell Laboratories, New York. At one time chief engineer of WJWD, Houston, has joined the technical staff of KABC, San Antonio.

Mr. Towner is a member of the American Institute of Electrical Engineers and Institute of Radio Engineers.

NFC Shortwave Service

Put on Permanent Basis

RESPONSE to the international broadcasts to Europe and Latin America by the FCC's shortwave station KWSX, Bound Brook, N. J., has been so large and so enthusiastic that the network's shortwave department has been changed from experimental to permanent, has been named the International Division of the Program Department, and has moved into new quarters of its own in Radio City.

The rapid growth in the number of programs specially produced for foreign audiences from 173 in July to 403 in August, 564 in September and even larger numbers in October and November has been accompanied by an increase in personnel, which now includes six foreign announcers in addition to Percival S. M. Cockrill, director of the division, and Charles R. Carvalja, acting program manager. The announcers are: Fernand Assenjon, who is familiar with the system, and Charles R. Carvalja, acting program manager. The announcements are: Fernand Assenjon, Ernest Kots (German), Lisa Sergio (Italian), Rafael de Sa (Brazilian), Julian Muriel (Argentine), and Esteban Balleste (Latin American).

WHAS Completing New 50 kw. Plant

Can Be Adapted to 500 kw. if Petition to FCC Is Granted

INSTALLATION of the new 50,000-watt plant and studios of WHAS, Louisville, at a cost of approximately $50,000 and $40,000, respectively, will be completed by the first of the year, Mark Eth- mano, manager of the Courier-Journal and Times Building, has announced. A new Western Electric 50 kw. transmitter, with connections which would make possible its building up to a 500,000-watt unit, in the event its pending application is granted, is being installed near Anchorage, Ky., 16 miles east of Louisville. Studios in the Courier-Journal and Times Building are also being completely modernized and augmented, to accommodate increased activities of the station.

Technical construction work is under the supervision of Orrin T. Towner, chief engineer, who has been appointed to succeed the late Howard E. Campbell. Mr. Towner was formerly chief engineer of Super Radio Laboratories in New York, to assume his new post. He is 34 and is a graduate of the University of Kansas. From 1922 to 1925, in addition to his school work, Mr. Towner managed and was chief engineer of Towner Radio Mfg. Co., Kansas City, Mo., and served in 1927 as operator of KFUE and as chief operator of KFUE. Following his graduation, he joined Bell Laboratories and specialized in broadcasting and communication installation work. He was assigned to the WHAS installation by Bell Laboratories and upon the death of Mr. Campbell accepted the offer to succeed him. He is a member of the American Institute of Electrical Engineers and Institute of Radio Engineers.
THE TALLEST self-supporting vertical radiator in the country—700 ft. high—is being installed by KFYR, Bismarck, N. D., Manufactured by Throndson, the tower will require 75 tons of steel and slightly more than 100 tons of concrete for its foundations. A new ground system consists of 120 radials of 3/8" copper ribbon, each 450 ft. long and a ground screen at the base of the tower 100 ft. in diameter. A 4-wire transmission line is being used in the installation of the overhead type. All telephone lines are underground.

Operating on the 550 kc. channel with 1,000 watts night and 5,000 watts day, KFYR is expected to increase its primary service area appreciably with the new radiating system. A new transmitter building (pictured above) has been completed along with the ground system and all connecting lines.

WICA Makes Its Debut

MODERN in every detail, the new WICA, Ashatabala, O., licensed to C. A. Rowley, publisher of the Ashatabula Star-Beacon, went on the air with its inaugural program Nov. 21, operating with 250 watts daytime on 940 kc. Three studios designed by John-Mannville with a Western Electric transmitter and a Transcon comprise the basic technical installation. Personnel includes R. E. Rowley, manager; Howard Bailey, former manager of KMOX, St. Louis, program director; Robert Marvin, formerly with Interstate Adv. Agency, Cleveland, commercial manager; George Gauthney, formerly with WRBL, Columbus, Ga., chief engineer. Howard Wilson Co. has been named national representative.

Approved by F. C. C.

BLILEY CRYSTALS

Approved by F.C.C. for use in General Communication Frequencies from 20 kc. to 25 mc. Bliley Broadcast Crystals and Ovens are approved by F.C.C. For full information and prices, write for Bulletin G-8.
LAST SUMMER when this season's apples were green, Frank Corlett of Tonasket, climbed one of his trees and with a pin punctured the names of Barn Dance artists in as many apples. The day before Thanksgiving, WLS Program Director Harold Stafford received the monogrammed apples and the Barn Dance stars voted Corlett their favorite fan. Skyland Scotty's got lost in the harvesting, but Luisi Belle let him have a bite of hers.

SUGGESTION that the FCC use as a yardstick in determining the fair and equitable sales price of broadcast stations a figure representing ten times the average annual net return, was made by the agency Dec. 9 in a memorandum filed by Ben S. Fisher and Charles V. Wayland at the Commission's request.

The brief was requested following an oral argument Nov. 18 at which Mr. Fisher argued in favor of the sale of KOOS, Marshfield, Ore., to Sheldon Sackett, publisher of the Mansfield Goes Bay Times for $14,000, when the examiner found that the station had only an estimated $5,000 replacement value. Mr. Fisher was asked to submit a memorandum on elements which should be considered in transfer cases.

A Hazardous Business

After reciting a number of factors, both tangible and intangible, which should be taken into account, the attorneys said that a return of 10% was a reasonable one, and that if for example, a station makes a return of $10,000, the fair sales price should be $100,000. The Commission itself must have considered in its determination of both the KEX and KMPC sales in Los Angeles.

While a 10% return is admittedly higher than the 5% or 6% current in the utility fields, the lawyers contended that in a fast growing and "somewhat hazardous enterprise" such as broadcasting, a larger return should be available. They added that broadcasting is not a public utility and the public is not compelled to pay taxes of any kind.

The lawyers opened the memorandum with the premise that it is unjust, with possibly one exception, for any agency to be singled out and a determination of fair and equitable price be based upon it. The exception was the facility in the public interest, and (5) that the item of consideration have a place in the price, but based upon various elements which together constitute a "fair valuation of the station." They said they subscribed to the third theory.

M-G-M Makes Changes

WITH Ed Gardner being made producer-director of the M-G-M-Williamson House program and George Jessel, radio and motion picture director added to the staff in an advisory capacity under supervision of Louis K. Sidney, M-G-M executive in charge of radio and the format of Good News of 1938 on NBC-Red, Thursdays, 9-10 p.m., is being revised. Motion picture pictures of the weekly show have been shortened to ten minutes and other bits are being dropped.

Frank Whitbeck, M-G-M advertising executive, is scheduled to join as commentator. Helix, to do the news and announce shows, is to be on the air. The staff is Mort Harms, program manager of WHN, New York, on leave of absence. He has been made script writer, working with Sam Moore, writer. Edward Miller, NBC New York technician, has been brought to Hollywood as control engineer-on the show. He replaces Harry Spears, who returned to his former post as CBS Hollywood audio supervisor.

New Warner Facilities

WARNER Bros. First National Studios has converted Stage 9 on Burbank, Calif., into a broadcasting studio for Your Hollywood Parade which started on the NBC-Red network Dec. 8 under sponsorship of American Tobacco Co. (Lucky Strike cigarettes). The stage was renamed at a cost of $10,000 and serves for both rehearsals and broadcasts. Conversion includes installation of a control room and 500 seats for spectators.

McCall Forms Agency

CHESTER H. McCALL Co., new advertising agency, has been formed in New York by Mr. McCall, formerly executive vice-president of S. Adv. Corp., New York. Offices are at 1775 Broadway. Other officers are Vincent J. Calabrese, president, and Lila Paulin, secretary-treasurer. Both were formerly with U. S., which recently merged with O'Dea, Sheldon & Co., New York, to become O'Dea, Sheldon & Canaday.

DATE for KTSF, El Paso, to become an NBC outlet has been moved up from April to January, as work on connecting the station to the network is progressing much more rapidly than was originally anticipated.
Don't Forget the Youngsters!

*Now, with Christmas coming on... or any other time... don't forget the youngsters! They're important customers... if not already, they soon will be! Youngsters are not forgotten on W O W—either as listeners or artists. W O W's weekly Playhouse is now in its tenth year with a cast composed entirely of children.*

**JOHN GILLIN, Jr., Mgr.**

Owned and Operated by the Woodman of the World Life Insurance Society

Omaha, Nebraska

590 KC
5,000 Watts

ON THE N. B. C. RED NETWORK

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Basic Provisions of North American Pact

Allocations Made At Conference In Havana

(Continued from page 9)

and to resign them to any or all of the other interested countries.

Definitions Of The Several Classes Of Channels

1. Basic Allocations — Broadcast stations are divided into two general classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. Definitions of Classes — The four classes of broadcast stations are defined as follows:

(a) A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

(i) Class I-A stations shall be assigned only to clear channels.

(ii) Class I-B stations shall be assigned only to clear channels.

3. Use of clear channels: - A Class I station shall be assigned only to the execution herein as set forth. The Class I-B station shall be assigned only to clear channels.

4. Use of clear channels: - A Class I-B station shall be assigned only to clear channels.

5. Use of clear channels: - Class I-B stations shall be assigned to local channels.

Service and Interference

1. Satisfactory signal — It is recognized that, in the absence of interference, a broadcast station operates in a region where the natural electric noise level is not abnormally high, a station operating on a clear channel may be used to serve as a usable signal in rural and sparsely settled areas, and that because of the low-level noise levels in more thickly populated communities, greater channel frequencies are necessary to render satisfactory service. It is further recognized that it is not possible to render protection to stations from objectionable interference over the entire area upon which their signals are or may be necessary to the electrical noise level, particularly at night, that in such areas to specify boundaries or contours at which stations are protected from objectionable interference to other stations.

2. Notification and Effect Thereof

(a) The Government shall, as soon as possible after notification of this Agreement, and in any case not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(i) A list of all stations actually operating in its territory, including both as of the date of the signing of this Agreement and as of the date of the Cessation of Effect — (a) A notification of a proposed change in the assignments of an existing station or

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. Bureau - The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

Ratification, Execution and Denunciation

1. Ratification - To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify within sixty days, those countries which have ratified this Agreement shall ratify the same Agreement by executive action which shall give effect to the provisions of this Agreement. Ratifications shall be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of the United States of America.

2. Effect of ratification - This Agreement shall become valid as soon as three of said four countries shall have ratified the same Agreement by executive action which shall give effect to the provisions of this Agreement.

3. Execution - The contracting Governments undertake to apply the provisions of this Agreement, and to take the steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

Denunciation - Each contracting Government shall have the right to denounce this Agreement by a notification addressed through diplomatic channels to the Government of the United States of America, authenticated by diplomatic channels, to all the other contracting Governments, the denunciation shall take effect at the expiration of the period of one year or the date on which the notification was received by the Government of the United States of America. This Agreement shall apply only to the author of the denunciation.

This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

Merry Christmas and Happy New Year

ON ICE - Is the program for Canadian fans who listen to Stan Francis, special events announcer, interview hockey fans every Saturday night for CBC at Toronto in a series sponsored by Imperial Oil Ltd.

Effect of Denunciation - Each contracting Government shall have the right to denounce this Agreement by a notification addressed through diplomatic channels to the Government of Canada, authenticated by diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year after the date on which the notification was received by the Government of Canada. This Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that whenever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

This Agreement shall remain in force for a period of five years after said effective date. WHAI are the call letters assigned for the new station at Greenfield, Mass., which the FCC recently authorized for construction to operate with 290 watts daytime on 1230 kc. Licensee will be John W. Baggis, local banker, state legislator and in 1935 Republican candidate for Governor of Massachusetts.

CBC-BBC Exchange

GEORGE TAGGART, manager of the Toronto region for the CBC, sails on Dec. 26 on the Normandie for a six month connection with the BBC with headquarters in London. This is a part of an exchange arrangement between the CBC and the BBC, launched by the CBC having put on such special events as the Coronation broadcast, and in Canada is putting on similar big special events broadcasts as this year's Christmas Day program. George Taggart will study European broadcasting conditions while with the BBC, and Laurence Gilliam intends to spend a month in New York in the spring at the close of his exchange time. Peter Aylén, formerly of CRTC and direct from CBC, takes over at Toronto in the absence of George Taggart. Aylén has been with the CBC and its predecessor for the last three years.

Diesel Training Talks

CHICAGO INSTITUTE OF DIESEL ENGINEERING, Chicago (Diesel training), has started five-minute talks called Your Friendly Advisor on six stations, with others to be added throughout the country. Following is the complete schedule: CKLW, Windsor-Detroit, daily except Sunday; WWJ, Detroit, twice weekly; WJR, Detroit, three times weekly; WTAM, Cleveland, Sundays only; WBWB, Buffalo, twice weekly; WSYR, Syracuse, twice weekly. Agency is Bruce Beemer Inc., Detroit.
Aunt Jemima Settles
SUIT of Tess Gardella, the original "Aunt Jemima", against General Foods Corp. and NBC, has been settled out of court for an unnamed sum. Claiming that she had sole right to use of the name Aunt Jemima, Miss Gardella started suit about two years ago for $200,000 damages, when another actress appeared in the role for Log Cabin products.

PROFESSIONAL DIRECTORY

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An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
National Press Bldg., Wash., D. C.

There is no substitute for experience

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Telephone National 7757

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DALLAS, TEXAS

20 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.

Situations Wanted

Situations Wanted (Cont'd.)

Help Wanted

Local radio station serving market of a half million needs first class announcer; right man will eventually be sales manager.

Account Executive
Specializes in Radio. Offered is an exceptionally attractive position with a recognized Chicago agency. This man must be capable of assuming full charge of Radio Department. Immediate business is essential (no experience considered). Write fully and in strict confidence. Our staff is advised, Box 833, Broadcasting.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montefal (N. J. 5-7859

PAGE & DAVIS
Consulting Radio Engineers
Mussay Bldg., Field Office
Washington, D. C.
Evansville, Ill.
District 8456
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HERBERT L. WILSON
Consulting Engineering
Design of Directional Antennas and Antenna Mounting Equipment.
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NEW YORK CITY

ROBERT S. RAINS
Special Consultant
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Mussay Building—Washington, D. C.
Telephone: Metropolitan 7400

HERALD & BROWN
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

Situations Wanted

Program Director, Eastern 280 wattter, desire change to excellent announcer. Young. Reference, Box 837, Broadcasting.

Announcer, radio operator, experienced, desires position with progressive station. Prefer South of Middle West. Box 845, Broadcasting.

Experienced operator. First class radio-tellphone and second class radiotelegraph license. Practical electrician. Box 819, Broadcasting.

Engineer, RCA Graduate. Have first class telephone license laboratory experience. Willing to start work for small but progressive station at nominal salary. Best of references. Box 847, Broadcasting.

Attention radio station owners. One of America's leading radio broadcasting men will manage your radio station and bring you profits. A personal interview will absolutely convince you of this statement. Box 885, Broadcasting.

RMA Convention
The Radio Manufacturers Association will hold its annual convention in Chicago June 7-8 at the Stevens Hotel. The National Radio Parts Show again will be held in conjunction with the convention from June 8-11.

CLASSIFIED ADVERTISEMENTS

Help Wanted

Most local radio stations are willing to pay a higher salary to attract new personnel. Pick the right man. It pays to advertise. 

Frequency Measuring Service
Many stations find this exact measuring service of great value for routine observations and for accurately calibrating their own monitors.

Measurements when you need them most at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within 1/4 cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donellely & Sheridan Rds.
Lake Bluff, III.
I. 'n

Canadian License Receipts Swelling

FIGURE WAS EXPECTED TO BE

OVER 1,000,000 THIS MONTH

BY JAMES MONTAGNES

MORE radio listeners will be licensed in the Dominion at the end of the fiscal year, March 31, than ever before, presenting $2 license collections showing that some 1,125,000 licenses will have been issued by that date, against 1,088,500 on March 31, 1937. In the larger cities collections are practically up to the top of the scale last year, at an end of a half-year. Latest figures give 865,272 licenses sold by Sept. 30.

The Government's radio division of the Department of Transport is now waging its annual cleanup campaign, and this year is going after the country districts where license collection has not been well organized in the past. The cities can be cleaned up any time, it is felt, and radio inspectors will work both in the cities and in the country from now until March 31, with two weeks off for the Christmas season, sending a summons to everyone found without this year's radio license. The summons means a court appearance, a fine of $5 and costs or more, and purchase of a license.

A FEW ERADERS

It is generally conceded in Canada that the city of Los Angeles does not account for all the radios in the country, but a reliable authority closely connected with the industry says that 75% of all owners of radios have a license. The 25% is made up of people on relief, the majority of whom have radios and who are exempt: indigents, on the border line of relief, who are not paying for a $2 license, and a small percentage of people who either live too far from the beaten path or are in chronic evasions.

This 25% estimate is also backed up by persons contacted in the various fields of the broadcasting industry. The 25% is made up of all the radios in Canada, for in owner can, under his license, operate as many as he wants in his home and have a radio in each of his cars. While a figure of 1,400,000 is thus a fair approxima-
tion of the number of receivers which could be licensed in the Dominion, it is not an accurate figure of how many receivers are operating. A conservative estimate is considered as 1,500,000 receivers in circulation, with 90% working under license or official license exemption.

Uses 8 Local Outlets

DOWNTOWN Business Men's Assn., Los Angeles, to stimulate Christmas shopping and also to counteract the present strike of department store delivery service, is sponsoring a series of daily fifteen-minute and quarter-hour holiday, musical and novelty programs on eight Los Angeles county stations. Airing is being implemented by specially one-minute transcribed announcements. Stations are KXO, KBEH, KNX, KFWB, KFOX, KIEV, KMPC. Agency is Jefferson K. Wood, Los Angeles.

MOVIES HAVE NOTHING TO FEAR

Radio Serving as Fertile Field for Experiments

OF BENEFIT TO FILMS, SAYS LEWIS

THE movie industry has nothing to fear from radio, W. B. Lewis, CBS vice-president in charge of programs was principal speaker. At table (1 to r) are L. W. Lowman, CBS v-p in charge of operations; M. R. Runyon CBS v-p; Oliver Wakefield, compt.; Ralph Rolan, AMPA president; Guy Lombardo, dance orchestra director.

RADIO VIEWPOINT—At the Dec. 2 meeting of Associated Motion Picture Advertisers in New York, W. B. Lewis, CBS vice-president in charge of programs was principal speaker. At table (1 to r) are L. W. Lowman, CBS v-p in charge of operations; M. R. Runyon CBS v-p; Oliver Wakefield, compt.; Ralph Rolan, AMPA president; Guy Lombardo, dance orchestra director.

Common sense or horse
sense, you shouldn't get away from the potent truth that a service is worth just what you pay for it when it gets results. Maybe that's why you and dozens of other hard-boiled buyers of radio consistently pick KMBC in Kansas City. It's no secret that KMBC is the highest priced radio station in the Kansas City area, but a glance at our commercial schedule, and the results for advertisers, seem to say the price is right. And there's one simple reason why KMBC is worth the price: SUPERIORITY on every count—showmanship, programming, modern merchandising, and all the rest.

If you're figures-minded, we'll show you audience studies on not one, but all programs on the air in Kansas City, with a big enough sample of the audience to kick the teeth out of idle claims. We'll enjoy showing you how well listeners in the country's eighth richest market heed this sage advice: "To keep in touch with the times, keep tuned to KMBC."

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CBS Shifts Breneman

TOM BRENEMAN, CBS Hollywood producer and master-of-ceremonies, has been appointed the network's San Francisco production representative and assumes his new duties in that city Dec. 27. He will be headquartered in the new CBS-KSPD studios in the Palace Hotel. Breneman has been associated with CBS for more than two years, coming over from KFRC, San Francisco, where he was manager. First of the Breneman shows in San Francisco will be the weekly half-hour CBS Pacific network dramatic serial *My Secret Ambition*, which starts Dec. 26 under sponsorship of Durkee Famous Foods Inc. First program is to originate from Hollywood and switch to San Francisco for emceeing starting Jan. 2.


Havana Requires U. S. Wave Shifts

(Continued from page 11)

alert to the possibilities of radio in its earlier stages, did not have regular assignments, they have exercised what has amounted to a "squatter's right" on wavelengths in the broadcast band, without regard to interference to stations in Canada. In Mexico, mid-channel or those in between regular frequencies have been employed with consequent serious interference, mainly to clear channel assignments.

Border Interference

One of the most serious of the interference problems has been that of the operation of high-power stations along the Mexican-U. S. border, primarily with American capital, and by former American broadcasters. These stations, utilizing about a dozen, use directional antennae and direct their program and sales efforts to America rather than Mexican listeners.

Under the terms of the treaty, such stations would be outlawed. Specific assignments on the Mexican clear channel in the three categories will be for location in the interior of the country, and the most populous centers, with the result that the Brinkley, among others, and the so-called "outlaw" stations automatically would terminate their operation or else use low-power assignments. Moreover, the treaty provides that broadcasting facilities assigned to particular countries shall serve their own nations rather than those of other nations.

Urban stations likewise have "squatted" on channels assigned to this country and Canada in recent years, with the organization of financial power, causing serious interference.

540 kc. To Canada

In addition to its six Class 1-A assignments, Canada will operate on the 250-kc. band, which it has used for several years, even though it is outside the broadcast band.

Separate administrative arrangements between the United States and Canada, it is understood, will be worked out, under which the United States will operate on the frequency in Saskatchewan, under a directional obligation not to deliver greater than a specific signal at the border and protect the Pacific coast to a certain extent. Use of this frequency provoked considerable controversy.

Another separate agreement will be on the part of WLW which will agree not to deliver a nighttime signal at Rochester, New York greater than five times that of an efficient 50,000-watt station will deliver at night. This presumably means it must suppress its signal toward Canada by 26 kc.

Action of the conference on matters other than the conventional broadcast band, included an international-American Administration of the Americas providing for periodic conferences, creation of an Inter-American Radio Office (IARO) as a consultative character which would exchange technical information among the nations parties to it, allocation of frequencies on both sides of the broadcast band for particular services, and similar matters. In the Inter-American Administrative Agreement, covering the other-than-regular-broadcasting allocations, the band 25,000 to 27,000 kc. was set aside for broadcasting purposes, which includes the so-called "apex" channels.

Libby McNeil Plans

LIBBY, McNEILL & LIBBY Inc., Chicago (300 offices), has deferred start of *That's My Story*, quarter hour dramas based on Liberty Magazine short stories until Jan. 24, with transcribed versions of the program to start on three stations Feb. 7. The New Show will be aired three times weekly over three stations of the WLW Line—WLW, WJR and WFIL. Discs, cut by RCA, Chicago, will start at the later date on WLS, Chicago; KNX, Hollywood; KYA, San Francisco. A mellow handsome voice, which has been made with Liberty, the magazine giving publicity to the show in addition to knowing players on trucks and signs on newstands calling attention to the program, Transamericans handled the deal. The Liberty interest is of J. Walter Thompson Co., Chicago.

KNOW, Austin, Tex., scooped its competitors Dec. 7 when a plane crashed into a house nearby, killing the pilot and a baby girl passenger. Rider, R. B., 13, of the KNOW staff broadcast from the scene 90 minutes after the crash.

Two Members of FCC

On Bar Meeting Agenda

TWO members of the FCC—Chairman Frank R. McNinch and Commissioner E. O. Sykes—were to address the Federal Communications Bar Association at its annual meeting in Washington Dec. 14.

The session, the second annual meeting of the organization, was to elect Duke M. Patterson, former Radio Commission general counsel to the presidency, since he is unopposed. He succeeds Louis G. Caldwel, first president, who became a member of the Board of Governors.

Other officers slated for election by virtue of their uncontested nominations are Alfred Geiger, former Washington counsel for the Independent Telephone Association, first vice-president; Ben S. Fisher, second vice-president; Phillip J. Hennessey, Jr., NBC Washington attorney secretary, and Herbert Bingham, treasurer. Nominated for three-year terms on the Board of Governors to fill vacancies caused by the elevation of Messrs. Fisher and Hennessey, were Mr. Caldwell and Ralph Kimball, Western Union counsel, retiring first vice-president. Mr. Fisher is chairman of the committee on arrangements.

NBC Starts Competition

For High School Students

WORKING jointly with Scholastic, a high school weekly publication, NBC will sponsor a nationwide contest, starting at once for the best 15-minute all-high-school-student-written-and-planned broad- cast. Teachers and radio or dramatic coaches may plan and direct the broadcasts, but only students may actually take part in the presentation. After local eliminations, the winning team will be selected in the final round of the four time zones, with zone winners to take part in grand national finals, next May. Prizes will be four velocity microphones, to be awarded on the basis of originality of radio showmanship, human values and entertainment. The series is designed to encourage creative efforts in the symphonic and chamber music fields, as well as dramatic programs.

EDDIE DAVIS and Matt Brooks, Hollywood script writers on the CBS* Terrace Town* with Eddie Cantor programs, are preparing a test broad- cast to be titled *Stand By*.

KHAMALAZO

GRAND RAPIDS

BATTLE CREEK

590 kc.

On the dial

1000 kts.

Michigan's No. 1 Test Market

Representative: HOWARD H. WILSON CO.

CHICAGO · NEW YORK · KANSAS CITY

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BROADCASTING • Broadcast Advertising

1000 NEW WATTS

in the Heart of Industrial New England

WHLAW initiates its service to
industrial New England on Decen-
ber 19th. It provides first
hand service to 2,336,259
persons in its 30 mile primary area
and dedicates itself in public int-
terest, convenience and necessity.

National
Rep.
WEED
&
Co.

Owned and Operated By
Hildreth & Rogers Co. Publishers of
Lawrence Daily Eagle, The Evening Tribune
Essex County's Greatest Newspapers
Nationwide Wired Radio Is Planned by Warners, After Muzak Acquisition

WARNER BROS., motion picture producers, shortly will launch Muzak Inc., wired radio entertainment service, on a nationwide scale, according to reports current in New York Dec. 13. Preliminary arrangements for the enterprise, it was stated, have been worked out between Harry M. Warner, WB president, and Waddill Catchings, chairman of the North American Co. and head of the Muzak Corp., formerly a subsidiary of Wired Radio Inc., which is a subsidiary of North America.

While it was stated that the final agreement had not been signed, the plans were said to encompass a house-to-house service, with "space" radio, with the programs entering the homes via television. The original plan was to rent receivers to listeners and offer three or four different program schedules which would be fed simultaneously and continuously, such as classical music, dance music, speech and education. There would be no commercial sponsorship.

Warner Bros. is the parent of Transamerican Broadcasting & Television Corp., which it set up more than a year ago with John Clark as its head. It has engaged in various broadcasting enterprises, particularly in the representation field, but also is seeking new broadcasting stations, and has projected lease and management arrangements. Warner Bros. long has sought to engage in radio on a large scale basis.

Elliott Roosevelt's Plans For Series Unconfirmed

REPORTS that Elliott Roosevelt, son of President Roosevelt and vice-president of Hearst Radio Inc., was to start as a thrice-weekly NBC news commentator under the title As I See It, could not be verified at Radio City Dec. 13. Information from Hollywood had indicated that the series of half-hour broadcasts would originate in New York for the first week, with others to follow from Fort Worth, where he has headquarters.

Mr. Roosevelt, under contract to Harry Fogel Radio Productions, Hollywood, was to meet with NBC executives in Radio City to complete plans for the series, which is to be transmitted for syndication to foreign stations.

MacCracken Back in N. Y.

CHESTER McCracken, business manager of the radio department, Hollywood, and Benton & Bowles Inc., on Dec. 13, returned to the New York office to take up new duties. He will work with Tom Verwee and William Fagin. Mr. MacCracken's work in the Hollywood office will be taken over by William Baker, head of the office; Don Cope, production manager, and Betty Buckler.

SERIES of fortnightly commentaries on United States affairs as they affect Canada has been started on Mutual and CBC networks, originating at WOR, Newark, and featuring Marjory Cartwright, Canadian-born editor of Current History.

CHRISTMAS CHEER Stations Broadcast Appeals

TWO widely separated stations are using somewhat similar methods in campaigns designed to spread cheer among the unfortunate during the holiday season.

KIRO, Seattle, cooperating with communities of Western Washington, has started a series of programs detailing charity needs of the communities as well as describing work of charity groups. The programs are staged in cooperation with newspaper programs in the communities.

KARK, Little Rock, Ark., started its holiday season with a program Dec. 10 announcing a staff took part on behalf of the Goodfellows Club. A series of programs running until Christmas offers appeals for toys. The KARK promotion department welcomed Santa Claus at the local airport on behalf of Montgomery Ward & Co.

ON THE LINE—Samuel L. Antonev (lower left), president of Vadaco Sales Corp., signs a contract for a Mutual broadcast using Macfadden True Story material. Also seated is S. O. Shapiro, Macfadden circulation manager. Standing (1 to r) are Albert Ross, president of the agency bearing his name, and Jack Overall, Mutual eastern sales representative.

Recorded Debate

SOMETHING new in the way of using transcriptions will soon start in West Coast collegiate circles. The College of the Pacific, Stockton, Cal., and the University of Redlands, Redlands, Cal., will hold a debate through the exchange of recordings. The debated question as well as the rebuttal will be exchanged on discs. Both institutions are equipped with Universal professional recording machines manufactured by Universal Microphone Co., Inglewood, Cal.

AMERICAN CIGARETTE & CIGAR Co., (Pall Mall cigarette) is currently sponsoring Dorothy Thompson, commentator, on NBC. Red, Friday, 10:45-11 p.m., will add a Tuesday broadcast on 6 NBC-Blue stations, 7:30-7:45 p.m., with transcription for WWJ, Detroit, on Sundays. Compton Adv. Inc., New York, is agency.

We take a bow

★ Yearly, "Variety", leading national showmanship authority, singles out one of America's 600-odd broadcasting stations for radio's one outstanding award.

For 1937, "Variety's" citation reads: "WXYZ, Detroit, wins the award for program origination (won last year by WLW, Cincinnati) and the merit of that award seems clear. This station has a unique record via Lone Ranger and half a dozen other programs. Its success is conspicuous and undeniable."

On behalf of the sponsors of these programs, and the organization which puts them on the air, we acknowledge this spontaneous burst of sweet applause, step to the footlights and take a modest bow.

Several good, established programs are waiting for you right now. Write!

King-Trendle Broadcasting Corporation
300 MADISON BLDG. DETROIT
THE PAUL H. RAYMER CO.
New York • Chicago • San Francisco • Detroit

Basic Station NBC Blue Network • Key Station Michigan Radio Network

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NAB to Hold 1938 Convention Feb. 14

Washington to Be Site; Plan Offered to Revamp Agency
(Continued from page 12)

mittee discussions, it was learned. Members of the committee who participated in the two-day session on the plan with Mr. Loucks were Edward W. Zilversmit, chairman of the reorganization proposal; John L. Shepard 3d, Yankee Network; Ed Craney, KGIR-KPFA; Edward A. Allen, WLVA, and Mark Ethridge, business manager of the Louisville Courier-Journal and Times, operating WHAS, as ex-officio member.

In its session, the committee discussed possible nominees for the positions of president, the secretary-treasurer, and the various di-
rectorships. To mention names for any of the posts and more particularly for the paid presidency, would be premature and was felt. The committee made no mention of such names in its preliminary plan and does not intend to in its final report to be submitted in January.

The trust deed, which was designed to raise the $250,000 fund, was based on a membership of approximately 400 in the NAB and provides sufficient funds to cover estimated costs at the first year's meeting.

The dues provision would provide that while the dues are based on the value of gross business done during the previous fiscal year, the member would not be required to divulge his actual receipts, but would simply be required, upon honor, to designate the brackets into which his value fell. The scale of dues is as follows:

- Annual dues, payable monthly in advance, shall be $120 for a gross volume of business not exceeding $50,000 annually; $180 for a gross of over $50,000 and not more than $120,000; $300 for a gross of over $120,000, but not exceeding $150,000, or $350 for a gross of over $150,000, but not exceeding $200,000, or $500 for a gross of over $200,000, but not exceeding $400,000, or $700 for a gross of over $400,000, but not exceeding $500,000, or $1,000 for a gross of over $500,000, but not exceeding $750,000, or $1,200 for a gross of over $750,000, but not exceeding $1,000,000, or $1,500 for a gross of over $1,000,000, but not exceeding $1,500,000, or $2,000 for a gross of over $1,500,000, but not exceeding $2,000,000, or $2,500 for a gross of over $2,000,000, but not exceeding $3,000,000, or $3,000 for a gross of over $3,000,000, but not exceeding $4,000,000, or $3,500 for a gross of over $4,000,000, or $5,000 for a gross of over $5,000,000, or $5,000 for a gross of over $5,000,000, or $6,000 for a gross of over $6,000,000.

Since drafting of the proposed schedule of dues, it was found that adjustments were necessary which tapered off the classifications all down the line. Counsel Loucks has retained accountants who are making a further analysis and it was indicated that when the final report is submitted next month, the schedule of dues would be changed substantially. Instead of the minimum $120, the proposed $60 will probably be incorporated as the lowest bracket. Consequently, it can be anticipated that the revised schedule will provide for substantially decreased monthly installments.

Education on Air Via Groups Found Successful at WSM Code Book Lays Down Rules, Assures Acceptable Shows

More and more, radio is trying to improve the character of its educational features. Some stations, like WSM, Nashville, have made rapid strides in educational program productions which not only have attracted the praise of the educational world, but have attracted as well a wide following of regular listeners.

By E. M. KIRBY

NO ONE wants to be "educated". Everyone wants to be entertained.

That's the law of radio, because that's the law of human nature. And upon such a premise WSM has endeavored in the production of its educational features to think and first of listener acceptance, then of the missions of education.

To accomplish this we have found it not enough to give educational and national programs time on the air, and let it go at that. Our double responsibility both to the listeners requires that we sit down with them and build shows from the ground up.

We are not intruders; we are welcome helpers.

We do not question that they know more about the data of education than we, nor do they question that we are supposed to know more about radio programming than they.

We meet on common ground, established by the nature of a WSM Code Book of "requirements for educational broadcasting over WSMAI". The Code is based on several fundamentals: Programs are planned in a series; scripts must be written in two unities to be analyzed by our production men who have the right to rebuild them complete at Will to any or by any, a matter undisturbed, concerning themselves only with method of presentation. An important, WSM reserves the right to replace student or faculty talent (as well as the principal speakers) and such replacements are at our own expense.

Well Cast, Well Written

We do everything humanly possible to avoid censures. The Code Book is filled with warning signals which if heeded, will save nine times out of ten a well cast group producing a well written show. Than this, nothing is nearer to the heart of the problem of educational broadcasting.

For years, faculty and student groups have come to Nashville from scattered sections of the country to take part in our educational features. They have come from as far as New Orleans, Miss., 1,100 miles from Nashville; from Commerce, Tex.; from Bluefield, W. Va., and to the scope of our educational service.

COMMISSIONED — By the governor as a full fledged captain of the Colorado National Guard, Capt. Ozie Waters, KZL entertainer, is interviewed by Bmjna Stewart concerning a company of six-footers Capt. Waters is organizing for official state occasions.

When they arrive, rehearsals begin immediately on the scripts which we have been preparing to produce for two weeks. We require that the group have one person appointed program chief. With this one person, we work shoulder to shoulder in the control room.

When changes are necessary they are simultaneously apparent to their program chief as well as to our control. Friction is therefore avoided. Program excellence naturally follows. It is a very simple plan, yet does a long way toward solving the problem, "What can radio do for education and what can education do for radio?"

We do not, by any means, limit our educational activities to programs involving the use of faculty and student talents. In every case, however, we retain a recognized authority in any chosen field we select for special featuring.

Recognition From Educators

Thus in our America's Flag series, the story of the foreign service, we retained the services of Dr. C. F. Fleming, professor of history at Vanderbilt University and author of several textbooks on the subject. When the objectives of this program were delected to tell the story of the Good Neighbor Policy with South America, an artist with the Pan American Union was arranged with the Pan American Union in Washington, which passed on the subject of that program. As it was broadcast. Such painting care resulted in the voluntary program listening of 1,600 Pan American study clubs throughout the country to every one of the programs.

In the development of our programs for children we seek outstanding pedagogic aid so that we may avoid the pitfalls common to children's programs which PTA groups and others have long resented. Our efforts were rewarded with recognition from the English Journal, published in Chicago and official organ of the Teachers of English in the United States. The editors of this magazine requested recordings of The Story of the Shield, program dealing with the heroes of legend and fiction, so that their emotions might be measured against the stimuli afforded by the "blood and thunder" type, in an effort to show that objectionable elements of plot and characterization are not at all essential to a story pleasing of stimulating the interest and imagination of children in a wholesome way.

This season, following favorable expressions from the commissioners of education of some 21 states, WSM will dramatize American history, under the title The Pageant of America. While the programs are to be geared in with classroom progress of children between the ages of 12 and 14 years, their high dramatic character and timeliness is certain to draw a large adult following for us. Dr. A. L. Fleming of education at Peabody College for Teachers, has been retained to conduct the research for the series.

The Art of Programming

Duly program "education," we have long known, and it scares away listeners. But give a program based on definite educational material and value, a "presentation" in line with the program capa- ble of stimulating the interest and imagination of children in a wholesome way.

Call It "How Big But How Well It Serves" Loyal Listeners In A Rich Region

Use WREC Memphis 1st Station

COLUMBIA NETWORK + 600 K
300 watts night - 500 watts day

JAMESTOWN, N. Y.

Columbia Station

5,000 WATTS

1160 Kilocycles

BROADCASTING • Broadcast Advertising

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In Washington...

**Environment**

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travelers. Hay-Adams rates make any other choice a poor economy.

**Completely Air-Conditioned Rates**

FROM $3 SINGLE $15.00 DOUBLE

**HAY-ADAMS HOUSE**

SIXTEENTH AT H STREET

**WASHINGTON, D.C.**

---

**NATIONAL advertisers desiring to increase their sales in the responsive Arizona market have shown their preference for KTAR which may be included on either the NBC Red or Blue networks.**

1,000 WATTS FULL TIME ★ 620 KILOCYCLES

"Blanketing the Gold Nugget of Western Markets"

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St. Louis Lamb

KSD, St. Louis, gave all sorts of publicity to KWK, that city, recently when KWK broadcast Captains of Industry, one episode of which dramatized the life of Joseph Pulitzer. Pulitzer Publishing Co. publishes the St. Louis Post Dispatch, which in turn owns KSD.

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**Hiram Maxim Memorial**

GROUND was broken Dec. 10 for construction of the Hiram Percy Maxim Memorial amateur radio station, WlAIW, being erected at West Hartford, Conn., by the American Radio Relay League. It is planned to have it completed and the various items of radio transmitting equipment installed and in operation by early spring. The structure, which will be in the early American brick colonial style of architecture, is being erected in Newtonville, Hartford suburb, at an isolated point free from electrical disturbances and interference. When completed, five transmitters having the maximum legal power of 1,000 watts, operating with both voice and code on all standard amateur bands, will be installed. The station is to be a memorial to the late Hiram Percy Maxim, the inventor, founder and first president of the League.

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**TELEVISION—Harry R. Lubcke, Don Lee director of television, holds television camera tube of his own development. Lewis A. Weiss, Don Lee general manager, has announced that some regular Don Lee programs will be televised during 1938 over the organization's visual station W6XAO, which now carries newsreel and other film subjects on short daily schedules.**

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**Ten-Year Commentator**

NOW IN its 10th year and its 2500 "edition," the Newspaper of the Air on KON, Portland, Ore., has been continuously conducted by Art Kirkham, veteran KON news-caster. Heard six afternoons each week the program consists of 15 minutes of national and international news, then a 15-minute period of music followed by local news of Portland and the northwest. When Mr. Kirkham began his program all he had to do was take the late evening editions into the studio and pick his news. Today KON carries full INS service and has a large and competent news staff.

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**RCA Officials Active**

FRANK B. MULLEN, director of information of RCA and former director of agricultural broadcasting of NBC, was guest speaker Dec. 12 at the 12th anniversary of WGY, Schenectady, discussing "Agriculture in Tapes," W. A. Winterbottom, vice-president and general manager of RCA Communications, is now in Europe meeting with heads of communications companies. He is accompanied by Frank Wozenract, RCA general solicitor. They plan to return shortly before Christmas.

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Old Radio Sets Gathered

For Donation to the Poor

A NATIONWIDE movement to see that no deserving person, ill, or poor, shall be without a radio this Christmas, has been launched by Radio Today, dealer trade journal, in its December issue. Oki, WIZ and the NBC-Blue Network Dec. 15, Dr. Orestes H. Caldwell editor of Radio Today and former Federal Radio Commissioner, wrote to discuss "Why Your Gift Should Be a Radio," urging that broadcasters bring their homes up to date with the attractive new set embodying improved features while doing their old radio a deserving unfurtunes in the communities. Radio men and women will cooperate in such a distribution.

"No gift can bring greater happiness to the ill, depressed or lonely," comments Dr. Caldwell. "Your old radio probably has a junk value of a dollar or two in cash—but it will represent untold riches in brightening life for some unfortunate. Put it where it will do the most good—and get for yourself the self of the modern new receivers to bring you full enjoyment of the wonderful things on the air."

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**Eno in Canada**

J. C. EXO (Canada) Ltd., (Eno), Fruit Salts), has extended its 24 hour campaign to Jan. 12. It is being carried on CKY, CKMO, CJCA, CHSJ, CANS CFCF, CKCL. Eno Proprietary Ltd. (Thermogene Wool) is starting a 15 minute transcription campaign on CKY, CKMO, CJCA CHSJ, CJGB, CKCO, CFPL, CKGB GJKL, CKCL, Tandy Advertising Agency Ltd., Toronto, handled both accounts.

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**Langendorf Switch**

LANGENDORF United Bakers Inc., San Francisco (bread and cake), has appointed Young & Rubicam Inc., Hollywood, to direct its radio activities and on Dec. 1 will switch origin of its five weekly quarter-hour Don Lee network program Phantom Pilot from KRRC, San Francisco, to KLH, Los Angeles.

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**Grease Pit Circuit**

WCCO, Minneapolis, is sending entertainers to Twin City Chevro dealers, described as the Grease Pit Circuit. Motion pictures are shown in conjunction with the show, with national interest being shown in the idea. The circuit will be covered again in February. Clyde Snyder is m. c. of the shows, which are under the supervision of A. Sheehan.

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**SPEAKERS at the American Marketing Association meeting in Atlantic City Dec. 21 will include Dr. L. D. H. Weid, research director, McCann-Erickson Inc., New York, and mem ber of the Joint Committee on Radio Research, and John J. Karol market research director of CBS. Dr. Weid's title will be "Measuring the Advertising Power of Markets," and Mr. Karol will talk on "Analyzing the Radio Market."

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**ASSOCIATED BROADCASTING Co. Ltd., Toronto and Montreal, has taken 100 episodes of the May Rolloc transcribed series, Lady of the Mo nions, for placement on Canadian sta tions starting late in January under sponsorship of Sherif's manufacturers and distributors of Jellies and jams. Series is produced by Associate Cinema Studios, Hollywood.**

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**News is your best bet**

**TRANS RADIO**

Page 80 • December 15, 1937

BROADCASTING • Broadcast Advertising
Mr. Hal Tate,
BROADCASTING Publications, Inc.
360 N. Michigan Avenue,
Chicago, Illinois.

Dear Hal:

My association with BROADCASTING goes back quite a few years to the first issues of BROADCAST ADVERTISING. Commercial radio was comparatively new then, and those early issues of BROADCAST ADVERTISING were welcomed by agencies, advertisers and stations.

In the years that followed, BROADCASTING kept pace with the rapid development of the radio industry as a dependable source of information. I have always found that the news in BROADCASTING is based on facts not rumors, and as far as I am concerned, it is TOPS for authentic, accurate, interesting radio news.

Cordially yours,

ROGERS & SMITH

EVERETT GEORGE OPIE,
Radio Director of Rogers & Smith. Since 1921 Mr. Opie has been actively engaged in broadcasting as announcer, producer, author and time buyer, and was associated with the Chicago studios of NBC and leading Chicago stations. He is author and producer of the "Rin-Tin-Tin" thrillers and many other outstanding network and spot programs.

National Spot Advertisers
serviced by Rogers & Smith:
Reid, Murdoch & Co., Chicago (Monarch Brand Foods); McKenzie Milling Co., Quincy, Mich. (pancake flour); Little Crow Milling Co., Warsaw, Ind. (Coco Wheats); G. E. Conkey Co., Cleveland (poultry feeds); Collingbourne Mills, Elgin, Ill. (yarns); Jel- sert Co., Chicago (desserts).
**Child Broadcasts Boost Business For Music Retailer**

**Kansas City Firm Has 12,000 Customers From Program**

By IRENE THATCHER

FOR THE last five years Jenkins Music Co., Kansas City, has broadcast its Kiddies Reprise show each Saturday morning on WHB, Kansas City's local store auditorium. It estimates that local children featured in the show have played to visual audiences totaling 25,000 persons of whom 12,000 have become Jenkins' customers. The program is shown in the fact that the show has played 122 engagements in ten years with Jenkins Kansas City and has created a large listener response.

Charles Lee Adams, originator and manager of the show, feels that the interest in this type of juvenile program lies in its being built "up" for children rather than sold "down" to them and in its appeal to parents. All children of 5 to 14 years are invited to attend auditions held in the sponsor's auditorium each Wednesday afternoon. A cast is chosen for the Saturday show, and there is a Thursday afternoon rehearsal.

The child actors are not paid, but the parents receive free, a free term of instruction in violin and accordion and lets use their instruments during the show. Piano lessons are also given for a term with a small charge for room and board. The sponsor, moreover, rents instruments for use in school bands and orchestras and since the rental money makes a profit, the purchase price, most of the instruments are sold. The formula, says Jenkins Music Co., is simply that Parents bring their children to see and participate in the Kiddies Reprise and seem more eager to provide musical instruction for their children because the parents get a chance to be a part of the results of training in music.

Another tie-in is effectuated by announcing the show on the child's school whenever the cast is introduced on the program.

Commercial announcements for the sponsor's products is one of which is, "When you think of things in the music line, think of Jenkins every time" and to a song which is sung to the tune of Kansas City Kitty.

From the standpoint of the juvenile performers, the sponsor feels they acquire self-confidence and a sense of part in the program of music, clever repartee and contacts. The members of the orchestra are permanent until they pass grade six, but the rest of the cast is changed weekly. The program, according to WHB, has produced several year-old Adair Ault who is now in Hollywood under option to RKO.

**Soil-Off Cleanser**


**Late Personal Notes**

JOHN K. KETTLEWELL, who formerly had his own radio representative business in Chicago, has joined the office of WBBM, Chicago, as account executive in charge of new business.

H. B. JENKINS, vice-president of VanCroneklate Associates Inc., Chicago, and Laurel Infour, secretary of the Chicago office, have been married at Valparaiso.

J. B. HARRISON, Jr., has left the India Rubber Institute of Great Britain, London, to become radio consultant for the Junior Broadcasting Co., London.

JAMES DOYLE, formerly of KORE, Eureka, Ore., has joined the KDJ, Los Angeles, announcing staff.

M. W. WOOD, resigned as sound effects supervisor of XHC-Chicago Dec. 20, will start in February with the NBC-Blue for Johnson's Wax and the Woman in White which replays in Chicago Feb. 1. He was with WDAF, Kansas City, for three years.

PAUL HENNING, formerly with WLS, Chicago, has joined the Bost. Louis & Brophy Inc., Chicago, as associate to Don Quinn, author of Johnson Wax 'Pikker Better' sales show.

REX HOLLAND, head of the Chicago office of Paul H. Hayner Co., went bewilal Dec. 5 and fractured his knee- cap in the result that his whole leg is now in cast. He is confined to his home and is not expected to return to work until the first of the year.

GEORGE DEFENDINHBERGER, formerly with WMBC, Minden, is now general manager of the KHKS, Los Angeles, a new station.

J. CLINTON NOBLEMAN has been named chief engineer of KTHS, Hot Springs, Ark., replacing J. M. Morlan, resigned.

STEWART ROGERS, formerly with a number of advertising agencies, has joined the staff of Audio-Visual Inc., New York. The former district manager for the agency's western office, has been transferred to the New York office to take charge of the planning staff.

Another Patt

FOR the fifth successive year, House- hold Video Mfg. Corp., Chicago, has renewed its Musical Clock on WBBM, Chicago. The daily morning feature, 6:30-7 o'clock, consists of transcription of an American folksong with minute intervals and news flashes.

Edward A. Guest Jr. (Bud to his friends), son of the premier, music critic, Account is placed by BBDO.

**Broadcasting Engineer To Discuss Problems a Ohio State Conference**

PLANS for a Broadcast Engineering Conference in Columbus to be held in the auspices of the Ohio State University from Feb 7-8 have been announced under the direction of W. L. Everitt, director of the Department of Electrical Engineering. Open to all engineers and to those in the field of radio engineering, the Conference is expected to be the most comprehensive in the field ever called.


WESTER'S NEW SHOWS

CARL WESKER & Co., new Chicago writing and production firm, will move into room 621 at 360 Michigan Ave., after the first of the year. Initial shows being bought is the firm are Attorney A. A. Banoff, a weekly and The Woman in White which replays in Chicago in February. Both after show are written by the same author Inna Phillips. Needham Louis & Brophy Inc., Chicago is the John son agency and Hutchison Adv. Co., Minneapolis, handles the Pullsbury account.

JULES STEIN, president of Music Corp. of America, now making Hollywood a full-time base, has returned to New York on company business. He is expected to return to Hollywood early after Jan. 1 to supervise moving of his headquarters from downtown Los Angeles to Beverly Hills.

HARRY FIELDS, formerly in the national advertising department of University Pictures Corp., Hollywood, has joined Assocrated Cinema Studios Inc. as associate producer of transcribed productions.

MAJ. F. C. DAHLQUIST, president of Dahlquist Radio Features Labora tory, and producer of the weekly half hour radio program sponsored by Union Oil Co., has returned to his desk after a three weeks absence due to illness.

HARALD LOPHURAN, Lord & Thomas advertising executive, recently re- mitted in Hollywood Dec. 11 for a series of conferences with Tom McCarty representatives of the McCarty organization of that city. On the new NBC 'Holly Mystery' program scheduled to start Jan. 1 under sponsorship of Peconol Co.
The Other Fellow's Viewpoint...

Mud Slingers
Editor, Broadcasting:

From the western bank of the Mississippi River, I raise my voice in protest against these so-called "brilliant minds" who are constantly throwing mud at the radio industry by proclaiming that broadcast today has been reduced to a "moronic level."

Through close personal contact during the past ten years with nearly 200 operators of radio stations throughout the Mississippi South, I am firmly convinced that by far the majority of station owners feel their public responsibility very keenly.

The self-appointed judges, who are evaluating this business of broadcasting, must have very convenient ears in that they seem always to choose, for their criticallistening, stations or programs which are exceptions rather than the rule. Evidently, their ears are trained not to hear the better features which fill the air every hour of every day.

In an adverse frame of mind, you look long enough and closely enough you can discover flaws wherever the human element is involved. But, at the risk of being called "Polyanasish", I point out the contrary, if you are looking for good you can find it in abundance.

In broadcasting, the good so far overshadows the bad that it's hard to conceive how any sane person can choose a few isolated examples of poor judgment and use them for condemnation of the entire industry.

Here at WBKB, we're proud of our record in public service, proud of our part in education by radio, and proud of the cleanliness and wholesomeness of the entertainment we offer, and proud of our constant attempts to elevate the standards of appreciation as found in average American homes.

We're not perfect, but we are doing the very best we know how. And, for a change, we'd like to hear a few words of praise for an infant industry which in a few short years, has accomplished so much for the good of humankind.

JAMES D. CARPENTER
General Manager, WBKB
Dec. 11
Dubuque, Ia.

WMBH, Joplin, Mo., is devoting 45 minutes each Tuesday, from 8:30 to 9:15 p.m., to High School Night. The program is put on by a different group of students each time; consists of a one-act play, high school news and musical department productions. The school news is divided into two sections, straight news and a school "Water Wishes." The program is supervised by the school dramatics coach and a staff production man.

‘Apex’ Record

Editor, Broadcasting:

We note on page 64 of your Dec. 1 issue the item headed "Apex Distance Record." May we raise this question id which W2XOY, Albany, has put in? The W2XOY transmitter unit W4XF has been rolled up in Phoenix, Ariz., a distance of approximately 3,000 miles. Cowboy Clyde Criswell of Mission Ranch, Phoenix, writes in detail about various descriptions given while the mobile unit was broadcasting as it toured through the Miami suburbs. The mobile unit consists of a 10-watt transmitter for relay broadcast purposes, mounted in a motor truck with a 12½ ft. antenna mounted on the top, and operating on 31,100 kc. We believe this item will top the one referred to, and wonder if anyone can top us.

MARTIN WALES
Manager, WIOD, Miami
Dec. 6, 1937

Sayman's Soap Locals

DR. T. M. SAYMAN PRODUCTS Co., St. Louis (Sayman's soap), which recently placed its business with Benson & Dall Inc., Chicago, has started live talent programs on WLS, Chicago; WLB, Cinncinatti, and KWK, St. Louis, with additional metropolitan stations to be added. R. J. Dooley is account executive.

“A Test Book for a Future in Practical Radio Engineering”

Every ambitious radio man will want to read this interesting, illustrated booklet. We are holding a copy for you. It will be sent immediately on your request without obligation.

CAPITOL RADIO
ENGINEERING INSTITUTE
14th and Park Rd. Dept. B-12
WASHINGTON, D.C.

"Beg your pardon—But who’s your favorite baseball announcer?"

General Mills, sponsors of the Wheaties baseball broadcasts throughout the nation, found this answer after a national contest.

WTCN’S
GEORGE HIGGINS

has the largest following in proportion to population in the United States.

Now ring our bell— and we'll show you how to make this and other exclusive WTCN features go to work for you.

WTCN-NBC Blue Network Station
Owned and operated by MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-PIioneer PRESS.
FREE AND PETERS, INC., NATIONAL REPS.
Applications...

NOVEMBER 30

VGN, Newburgh, N. Y. — Char equip., increase 100 to 250 w in 250 kHz band; 1210 to 1250 kHz, 150 w D. & N.

WRB, Waterbury, Conn. — CP transferred to WRB, Waterbury, Conn.

KUZ, Kalamazoo, Mich. — Frequency; 1250 kHz, 150 w D. & N.

KXRO, Everett, Wash. — Change to 150 w D. & N.

CBS Hollywood Plant

CORNERSTONE laying ceremonies for the new CBS Hollywood studios and executive building, b egun at a cost of $25,000,000, has been set for Jan. 11, according to Donald W. Thornburgh, the new work's Pacific Coast vice-president. Occupancy is set for March 15.


NEW BUSINESS


ATONAL ICE ADV. Inc., New York (steel and refrigerator industry, agency: Compton Ad. N. Y., on Jan. 3 starts "Four Seasons" on 12 Mutual stations, Mon. thru Fri., 12:30-1:30 p.m. Agency: Compton Ad. N. Y.


HIXOR Inc., San Diego (gift shops importers), on Nov. 18 started weekly series for House of Treasure, on KFW (Southern California stations, Mon. thru Fri., 7-8 p.m.) Agency: Barnes-Chase Co., San Diego.


RENEWAL ACCOUNTS


ANDARD BRANDS, New York (Tender Leaf tea), on Jan. 2 renews for 13 weeks "One Man's Family" on NBC-Red stations, Wed. thru Fri., 8-8:30 p.m. Agency: J. Walter Thompson Co., New York.


INTERVIEWED—George Slocomb (right), president of the Advertising Federation of America, went on "WOR PAT" Ltd., recently at the AFA 10th district convention there. Interviewer was Ken McClure, (left), of WOAI.


STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia), on Jan. 3 renewed "Lorena Jones for 21 NBC-Red stations, Mon. thru Fri., 10-10:30 a.m. Agency: Blackett-Sampson Hummert, N. Y.

STERLING PRODUCTS, New York (Flemings Milk Cream), on Jan. 3 renewed "How to Be charming for 48 weeks on NBC-Red stations, Mon. thru Fri., 9:30-10:30 a.m. Agency: Blackett-Sampson Hummert, N. Y.

STERLING PRODUCTS, New York (Dr. Lyon Toothpowder), on Jan. 3 renewed "Backstage Wife" for 52 weeks on 25 NBC-Red stations, Sun., Mon. thru Fri., 11:15-12:15 a.m. Agency: Blackett-Sampson Hummert, N. Y.

PACIFIC COAST BORAX Co., New York (20 Mile Ranch Tuba Salt), on Jan. 3 started "Death Valley Days" on 24 NBC-Red stations, Fri., 8:30-9 p.m. Agency: McMann-Brockson, N. Y.

GENERAL FOODS Corp., New York (Log Cabin Syrup), on Jan. 3 started "The General" on 55 NBC-Red stations, Sat., 8-8:30 p.m. Agency: Deskey & Brower, N. Y.

WRITE FOR FOLDER TODAY!

Now, the antenna you've heard so much about, is described in print. Here is complete data and cost statistics on the sensational Lingo Antenna, the most high for efficiency... and a new low for cost! If you haven't already received your copy of this informative folder, address your request to

JOHN E. LINGO & Son, Inc.
CAMDEN, New Jersey
Manufacturers and Erectors of Vertical Tubular Steel Radiators


H. HEINZ Co., Pittsburgh (47 Varieties), on Jan. 6 alllits one edition of "Heinz Magazine of the Air" on 50 CBS stations, (Mon thru Fri., 5-6 p.m., to Sun., 3-4 p.m.)

S. C. JOHNSON & Co., Racine, Wis. (Floor), on Jan. 7 adds "McChesney's Fanner" on NBC-Red stations, Tues., 7-7:30 p.m.


PROCTOR & GAMBLE Co., Cincinnati (Ivy's Plants), on Jan. 3 renewed "Story of Mary Marlin" on NBC-Blue from 10:10-11:15 a.m., Mon. thru Fri., and 12 NBC-Red from 4:30-4:45 p.m. to 4:15-4:30 p.m.

R. R. DAVIS Co., Ithaca, N. Y. (Colman's), on Jan. 2 adds request for 7 NBC Western stations, Tues., 11-11:30 p.m.

PROCTOR & GAMBLE Co., Cincinnati (Tona), on Jan. 3 renewed "Young's Family on the NBC-Blue from 10:30-11:00 p.m. to 11:15-11:30 p.m.

PROCTOR & GAMBLE Co., Cincinnati (White Napkin soap), on Jan. 3 renewed "Guide Light on NBC-Blue from 4:15-4:30 p.m. to 3:45-4:15 p.m., Mon. thru Fri.

TEXAS OIL Co., New York (Texas College) will switch CBS Territories to New York after Dec. 29.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Cigarettes), on Jan. 4 moves Swing School, with Noon Day's Good Program Agency: Redi-Cast stations, Tues., from 10:10-11 a.m. to 9-10 a.m., replacing J. tack-Oak's College which is being discontinued.

PACKARD MOTOR CAR Co., Detroit, Mich., on Jan. 3 adds Walter White, "A Day at Hollywood Merry-Go-Round," N. Y.

WILLIAM ROBSON, formerly with the Federal Theatre Project, has been appointed to direct the Columbia Radio Workshop, succeeding Irving Reis, who has gone to Hollywood under a movie contract.

"The Crystal Specialist Since 1925" SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS NOW $40.00 Two for $75.00 Approved by FCC
Supplied in Inostable Air-Gap Holders; this new Co-Efficient Crystal Drift guaranteed to be "less than .001 percent change per degree centgrade change in temperature." Accuracy Better than .001 percent.

SCIENTIFIC RADIO SERVICE 124 JACSON AVENUE University Park HYATTSVILLE, MARYLAND

NOW... the FACTS are PUBLISHED!
Merchandising & Promotion

Indian Coiffures—Souvenir Programs—Crescent Awards—Women's Letters—About Tractors

AN ENTIRE supply of 5,000 Indian head-dresses was exhausted after a single program was broadcast over WAAF, Chicago. Children were instructed to go to one of the 18 Feldman Petroleum Co.'s 18 gas stations and with any purchase made by their fathers, they would be given a souvenir. Program is broadcast every Sunday at 11:15 a.m. and was recorded by Radio Transcription Co., of America, Chicago. Six principal sponsors received bulletins calling attention to the program from an educational standpoint with no mention made of the sponsor. Following 18 weeks of the Last of the Mohicans, another Trance series, Leatherstocking Tales, will be presented for 13 weeks with Indian apparel and bows and arrows as prizes. One Kranzfeld disc, the Leaf Parade, is also being sponsored Sundays over WCFL, with programs being distributed throughout Chicago calling attention to both the WAAF and WCFL program. WAAAAV, Broadcasting System, Chicago is agency for Feldman Petroleum Co., which sends a brand of gas, Blackhawk-Pennoni gasoline, at 18 service stations.

WLS Gave Souvenir
WLS, Chicago, presents printed programs to patrons of the NOW, Chicago's broadcast from the Eighth Street theatre, Chicago. The following WLS advertisements have also bought space in the theater program. J. M. Laboratories (Alka-Seltzer) through Wade Adv., Agency, Chicago; Murphy Products Co. (Whitney's) through Wade Adv., Chicago; Hamlin's Wizard Oil, through Dreyfus, Chicago; RUBENA, Chicago; Curtis Candy Co., Chicago, through McJunkin Adv. Co., Chicago.

WMT Draws Crowds
WHEN WMT opened new studios in Cedar Rapids a year ago, more than 8,000 persons visited the layout in a week. A 12-page illustrated tabloid was distributed to everyone who visited the block and a full-page ad ran in the Des Moines Sunday Register and Cedar Rapids Tribune. Copies are given to visitors. The new quarters include five studios, two control rooms, 18 offices and lobby.

Football Tie-in
KSL Salt Lake City, recently ran a contest during its Quarterback Club with a grand prize of a flight to Alaska. A gas station, giving away baseball caps, scored highest in the contest method and more than 40,000 entries were received. The eight week series, entitled Paraview Theater, Desert News and Morris R. Furmbill Clothes.

WOR Happenings
WOR, Newark, has issued a mailing piece, "Things are Happening at WOR," depicting the various plishments of the station, including sales records, program scoops, new sponsors, and important new personnel.

Fargo's Farmer
The GAY old farmer who hops around in WDAY's ads in Broadcast Advertiser in Los Angeles has the finest merchandising booklet we've seen in a long time. WDAY, Fargo, N. D., has produced and blue booklet with spiral binding which makes the facts of a station's life about as life-like as they can be made. Market and coverage data are made vivid by citing examples of old farm er is cutting up on almost every page, now hanging from the transmitter tower, now doing a jig.

Minnesota Celebrates
IN CELEBRATION of its first anniversary, KDAL, Duluth, Minn., issued a merchandising folder with a fetching cover inscribed "One Year Old and What a Baby." According to the folder, its existence, its life about as life-like as they can be made. The folder highlighted the fact that KDAL is cutting up on almost every page, now hanging from the transmitter tower, now doing a jig.

California Cream
THREE newscasts daily on KFRC, San Francisco, feature John B. Hughes for Borden's Dairy Delivery Co. A booklet called "John B. Hughes—His Book on Supervariate Eating" has been published by Borden's as a program tie-in and leaflets attached to milk bottles ask whether the milk subscriber listens to the number of days and the time periods favored.

Annual Souvenir
FIRST EDITION of an annual Christmas souvenir titled Personnages of Illustrious Chicago was published recently by WMBD, Peoria, Ill. Containing more than 150 photos of its staff and programs, the book was designed for WMBD by Brooks Watson, WMBD news editor.

Mutual Whale
ORIGINALLY one of a recent MBS advertisement depicting a whale with the copy reading "Whales for Sale, Mutual offers pelagic specimens and pickled whale-sized market has been given to the Nantucket Whaling Museum.

Tomorrow's Women
DURING 1937, AMERICA's first woman talk show on WORL, Boston, letters written in on topics announced in advance are read and the best letter writer gets a bouquet of flowers, a doll, local florist, at the precise time her name is read on the air.

Magazine Tie-In
YANKKNE Tekvange is trading time for advertising in the "Tastemaker" section of this issue of Food Commentator, a weekly program devoted to discussions of diet and food preparation.

Waste Basket Help
FIGURING they might not be the best promotion pieces end up in the waste basket, WHB, Greensboro, N. C., has printed its latest merchandising newsletter in a familiar file folder.

Mercury Mutual
PROGRAM listing MBS for the period of Dec. 19-25 showed up brightly tied with a red paper ribbon which reads "Merry Christmas from Mutual."

Contests for Crescent
REALIZING the value of directing contests to listeners groups, the Crescent Gas & Cracker Co., Davenport, Iowa, is running two weekly contests during December. One contest is for boys and girls who write letters telling why their mothers use the sponsor's products. The second contest is for girls who tell why they use Crescent foods. Prizes for the children are illustrated items such as sets of table silver. Entrants must send box tops. The contests are announced in the Crescent Hour of Music, a Sunday morning series on WHO.

On the House
SIX WOMEN are chosen each week by listener requests to be included in the "House" series on WEIR, Boston, under sponsorship of Scott Furriers. Each participant is given a $100 merchandise prize and to the listeners sending in questions for discussion go $10 merchandise prizes. Eddie Kasper of WEIR is master of ceremonies and Continental Adv. Service, Boston, handles the account.

Cooperation in Salt Lake
THE MOVIES and the radio in Salt Lake City when KDYL broadcast transcriptions of the star of the epoch in a new picture and conducted a two way interview with the picture's producer in Hollywood. Local papers ran complete stories of the stunt with cuts of KDYL.

On the Air
SEEING WJR RECEPTION room give-away has been published for WJR, Detroit, featuring a 15-page folder of a 12-page folder which takes the reader to all departments of the station and describes station operation and personnel. Splashed with color, the folder contains pictures of WJR artists and staff members.

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Mystery Mystery
ADVERTISING the feature "Mystery Mystery" for Mutual, a 12-page folder which takes the reader to all departments of the station and describes station operation and personnel. Splashed with color, the folder contains pictures of WJR artists and staff members.

Golden Ballads
BILL CUNNINGHAM, the sports commentator of the Yankee Network created the Kellogg All-New England Football Team for his program. An attached business reply reads, "Tractor country looks pretty good to us right now. What do you have open?"

Know Their Slogans
A GIRL walked into the Chicago office of Broadcasting Dec. 4 and asked what radio program had the following slogan: "Look for the large red letters on the package." The interviewer was an agency in the same building. Mr. Burnett had a set with one of its clients that half the people interviewed would not know the slogan. The slogan belonged to the Jack Benny joke program. Twenty-five people in the building chosen at random were interviewed and 13 recognized the slogan. Of the 12 who didn't know, two said it was Kellogg's, one said Glencoe, one said "some sort of soap flakes" and the others didn't even guess. P. E. T. The Broadcasting porter was one of the 14.
STARS OF THE NATION'S STATION

1927
Little Jack Little

1928
Gene and Glenn

1929
Tony Wons
Jane Froman
King's Jesters

1930
Singin' Sam
Jean Paul King

1931
Ramona
The Mills Bros.

1932
Smilin' Ed McConnell
Barry McKinley

1933
Virginia Payne (Ma Perkins)
Charileters
Fats Waller

1936
Tommy Riggs
Jimmy Scribner

1937-1938
William Stoess
Devore Sisters
Smoothies (Babs and Brothers)
Ellis Frakes
Vicki Chase
Angelo Ravelli
Lynn Cole
Deon Graddock
Paul Sullivan
Peter Grant
Red Barber
Bob Newhall
Simple circuit one of the RCA 5-D transmitter’s outstanding features! Provides finer fidelity and high efficiency operation.

Few transmitters have ever offered you as much for your money as the new RCA 5-D! This outstanding 5-kilowatt transmitter has literally scores of features you'll appreciate.

It provides performance that will surprise and please you. It sounds a new note in fidelity because it has low distortion at all audio frequencies, uniform frequency response, and inaudible noise level. Its circuit, the simplest one of the RCA features! Provides finer fidelity than any you’ve ever offered you as much for your money as the new RCA 5-D. This outstanding 5-kilowatt transmitter has literally scores of features you'll appreciate.

Critical settings are not necessary. The 5-D’s feed-back system is a new one, automatic, requiring no adjustment, causing no interference on the air and not subject to cross-talk difficulties.

A bulletin has been prepared, telling you in detail about the unusually complete control circuits, the automatic reset mechanism, the complete metering and convenient operation of this transmitter. Your copy of this bulletin is available at any of the offices below. It will pay you to get it and learn all about this sensational new transmitter.

Sensational Money-Saving Features

Completely Air Cooled
Use of new RCA air-cooled metal tubes eliminates need of water cooling equipment. Reduces installation costs, saves operating work, minimizes possibility of your station losing time off the air. Sets new standard of reliable operation.

Power Costs Cut Nearly 50 Per Cent
High efficiency circuit reduces power consumption nearly in half... savings up to $3,000 per year... lower tube expenses... no critical or complicated circuits.

Other Features Include

Vertical chassis construction for easy accessibility, short electrical connections, lower maintenance, new control circuits, de-ion breakers, tube hour meter, lightning over-load protection, air interlocks for power tubes, triple re-set sequence, power changed without program interruption, components cooled with dust-filtered air, r-f harmonics eliminated by low pass filter, design thoroughly tested under service conditions.

For Better Performance at Greatly Reduced Cost—Put the RCA 5-D in Your Station

Replace weak transmitting and receiving tubes with the tubes preferred by network stations—RCA

RCA Broadcast Equipment
RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America
NEW YORK: 1270 SIXTH AVENUE • CHICAGO: 589 E. ILLINOIS STREET • ATLANTA: 490 PEACHTREE STREET, N. E.
DALLAS: 2211 COMMERCE STREET • SAN FRANCISCO: 170 NINTH STREET • HOLLYWOOD: 1016 N. SYCAMORE AVENUE

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