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

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

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

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

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

BURRIDGE D. BUTLER
PRESIDENT, RADIO STATION WLS

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

The Prairie Farmer Station
CHICAGO

Burridge D. Butler, President • Glenn Snyder, Manager
Covers NEW ENGLAND...like a Snowfall

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

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

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

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

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

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

UNITED PRESS

*376 RADIO STATIONS NOW SUBSCRIBE TO
New Radio Stations in 1939

United Press
...15 of the Most Valuable Minutes on the Most Popular Early Morning Broadcast in Michigan—WWJ's "Yawn Club"

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

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

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta
The NBC Blue Network is the cream in the canny advertiser's coffee. And here's why...
THE BLUE SERVES UP SALES
AT LOWEST NATIONAL COST!

Coverage Canape ... The NBC Blue Network gives you coverage where it counts! You reach the important sales areas of the nation, with concentration in the "Money Markets" - the places where most of the country's radio homes are located. Where 70% of all retail sales are made. Where 72% of the effective buying income is located. Where 73% of all food, 69% of all drugs, 68% of all new cars are sold.

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

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

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

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

NBC BLUE NETWORK

Sales through the air with the greatest of ease.

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

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

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

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

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

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

NATIONAL BROADCASTING COMPANY
WORLD'S GREATEST BROADCASTING SYSTEM
A Radio Corporation of America Service
Without belaboring the point, we just this once more want to mention the importance of station management. Management determines the proportion of time devoted to audience-building entertainment. Management says whether or not your program is going to be in "good company" or bad. Management determines the character of the station, of the programming, hence of the audience. Management determines whether the equipment shall be capable of delivering a good, clear signal over its proper territory. Management sets the rates. Management determines the merchandising assistance. Management even determines the voices of the announcers ...(and their "will to sell").

Management can make or break the effectiveness of any radio effort. That's why Free & Peters has always held management to be the first consideration—when soliciting stations for our own list, and when recommending stations for your list .... The result is better results for hundreds of our agency and advertiser friends all over the United States.
1940 Boom Seen Despite War and Strikes

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

THE year 1940 will be the best in radio history—

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

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

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

Hardly a Pessimist

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

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

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

Even in Canada, where wartime restrictions are the rule, the broadcast advertising industry has enjoyed a boom. Since September the Dominion has experienced an amazing upswing in advertising radio upswing, particularly in spot. This automatic expansion brought the year's time sales to a record peak and Dominion broadcasters are now predicting 1940 gains as high as 50% over the past year.

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

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

The Debut of TBS

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

Mr. Enright construes the project, with the aid of Jackett-Sample-Humert contracts on the books as evidence of a sponsorship economy trend, and he declares the agency and its clients "were willing to promise the new chain 20 hours a week, partly as a protest against increasing time costs on established chains."

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

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

Scarcity of Time

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

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

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

NEW YORK

By BRUCE ROBERTSON

“NINETEEN-FORTY should be the greatest year in the history of radio in the United States,” says William S. Paley, CBS president, in his year-end statement, “and we believe it will be, because the trend established in 1939 when all previous records have been broken seems likely to continue. As far as the European war is concerned—that has proved to be an opportunity for additional public service. "We look to 1940 with confidence for two reasons. There has been constant growth in radio's listening audience and keeping pace with that growth has been steady improvement in program technique. "More than $9,000,000 new sets went into U. S. homes during 1939, increasing the number of sets in use throughout the Territory to the phenomenal total of 45,000,000. That figure will almost certainly be augmented in 1940.

Higher Standards

"Meanwhile, there has been in 1939, and will be in 1940, continuous improvement in entertainment standards, more rapid development of radio's contributions to education and our engineers tell us that technically we can expect still more achievements. "Business in general in 1939 for all three major networks showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued. "Meanwhile, we will continue to explore the new frontiers of television, looking towards a proper mastery of technical and program technique rather than mere novelty or exploitation."

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

There's the War

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

Another view of the radio world is the projected Transcontinental
**BROADCASTING**

**B R O A D C A S T I N G  •  B r o a d c a s t  A d v e r t i s i n g**

**Mexico Ratifies Havana Treaty; 650 to 700 Stations Affected**

**B U L L E T I N**

THE HAVANA Treaty, laying the groundwork for a widespread reallocation of broadcasting facilities in the United States, has been ratified by the bodies which authorized an offshoot dispatch from Mexico City reaching BROADCASTING at press time the night of Dec. 29. Ratification of the North American Broadcasting Agreement is nearly complete, having been delayed almost two years after it was adopted in Havana Dec. 17, 1937, by representatives of Canada, Cuba, the Dominican Republic, Haiti, Mexico and the United States.

Broadcasting stations out of the 814 in the United States now operating or holding construction permits stand to be affected by the treaty. All on channels above 710 kc. will be shifted in frequency, ranging from 10 kc. to 4 kc. upward from their present positions, with others on 15 kc. and 18 kc. will be shifted downward to 1490 kc. The full table of projected American allocations under the treaty will be found on page 310 of the 1939 BROADCASTING Yearbook, along with text of the treaty.

Requiring all four principal nations as ratifiers before it became

(Continued on page 63)

**Video a Factor**

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

**International Sponsor**

On the international front, United Fruit Co. on Dec. 1 started a 75-sec. commercial service for listeners abroad. Program is in English and Spanish, broadcast in Spanish for listeners in Latin American countries in which this sponsor has such extensive interests over NBC's international stations WRC and WNBI.

With increased trade between the United States and the republics of Central and South America an inevitable result of the European war, it seems safe to predict that in 1940 many other companies will follow the example of United Fruit in broadcasting to these countries. NBC is also willing to transmit commercial programs on its European beam and there is a possibility that within the coming year some sponsor will pioneer in that field as well.

**Hanging on Golf**

TED HUSING, CBS sports reporter, who watched the recording of the 1940 printing of the Encyclopedia Bri-

**CHICAGO**

**By Paul Brines**

In Chicago prospects for 1940 look good, but many a puzzling trend was reported by agency executives, station owners and station men. Generally, national and local spot was up 5% in 1939 and newspaper ads dropped approximately 12%. Strip show center of the industry, it appeared in Chicago that ads might not be aired in 1940, but experts feel that plots will be on a higher drama level to lessen family troubles in the plots. Definite trends toward the purchase of more news and more radio programs and many more chain-announcements were noted.

With 1940 an election year, Chicago broadcasters brighten at the prospect of political revenue, but dim at the factual thought that most election years wind up with a slight net loss as far as radio time sales are concerned because of the many free hours necessarily proffered. Some station men seemed to consider this as far as public service broadcasts are concerned. They feel that semi-politi-

**Time is Scarce**

With desirable time periods at a premium, network stations will hold on to their 30- and 50-chain break announcements, it is felt. Some network affiliations were noted to be breaking away from the networks and one prominent representative organization is understood to be specializing in the purchase of chain breaks.

There are many indications that national advertisers will buy news programs on a more consistent schedule throughout the country. It appears that many more news programs during 1940, following the trend predicted in BROADCASTING last January. The trend toward purchases on all kinds of sports programs appears stronger. Baseball, football, racing programs, hockey and basketball are more in demand, as the public shows growing interest in sporting events.

**Prize Contest Shows**

Another distinct trend in Chicago in that of the prize contest show. Many an advertising eye has been raised in the direction of such events by the few records as the year ended. A handful of Chicago agencies indicates many shows similar to Miami and Pot O' Gold, for example, will be兹nded for the Air. A program similar to Pot O' Gold has started in Chicago for a local agency. Another trend of limited scope is the venture, it is sponsored by Hirsch Clothing Co. A trend close to the prize contest and the gift shows is the trend toward the gift.

Somem radio men feel that 1940 will find many shows built around parlor games. A number of agency radio men feel that 1940 will find more...
By DAVID GLICKMAN
IF THE LAST six months is any criterion, West Coast radio is in for a good year. This is the optimistic opinion gleaned from Pacific Coast broadcasting station representatives, agency time buyers and others in the know. The past fall and early winter increase has been steady and more pronounced than in 1938, and it is estimated that the 1939 total will greatly exceed that of the year before, despite falls. It was pointed out that many stations on the Pacific Coast generally had a good summer in 1939, without the customary break.

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

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

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

DR. J. Q., sponsored by Mars Inc. on NBC-Red. In addition, the sponsor continued its heavy advertising through 1940. A significant network show in Chicago was Dr. J. Q., sponsored by Mars Inc. on NBC-Red. Aired from moving picture theatres, the quiz show made an outstanding record during 1939. Another account, during 1939 was Brown & Williamson Tobacco Co. which had four network shows on the air at year's end in addition to national spot placements.

Jump in Billings
ABC-Chicago (WMAQ-WENR) reported national and local spot billings of $600,000 during 1939. Chicago network billings increased 15% during 1939. A break-down made by the Chicago Tribune (WBBM) indicates that the five 50,000-watt stations in Chicago totaled 395 quarters-leased and local spot periods in 1938, 1,041 in 1939, an increase of 62 or 8.55%. The survey covered 127 networks. Spot announcements not participating announcements. The breakdown showed a 52.4% gain in quarter-hour spot periods, with WBBM second, showing an increase of 20.8% over 1938. Phillips Petroleum Co., Green Watch Co. Bathesweet Corp., and Peter Hand Brewing Co. were listed as new spot clients on WBBM during 1939. All of the above sponsors except Peter Hand Brewing Co. which sponsored a sports summary.

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

“Watch us go in 1940”
That was the consensus of the station managers, sales managers, representatives, sales time buyers relative to the prospects of the New Year for the broadcast industry in the near San Francisco Bay area and Northern California.

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

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

Henry Jackson, Northern California sales manager for CBS stated that more San Francisco originated broadcast programs will be more

Athenia
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Sale of 9 Million Receivers Marks Year of Radio Service

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

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

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

Many Receivers Sold

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

The industry's most imposing single package of public service, as recognized by the general public, doubtless was the wholesale canceling of commercial as well as sustaining programs to give minute-to-minute coverage of the war situation in Europe early this fall, along with the continuation of this service on a regularized but intensive scale following European victories in September. The outbreak of war in Europe is credited with making the public more avid in their demands for radio news before, during, and after the greatest news story of the year.

Engineering Achievements

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

In listening figures, in another development, Mr. Sarnoff pointed out that more than 9,000,000 receivers were sold during the year and estimated that there were not less than 36,000,000 radio sets in American homes and automobiles. The industry's annual production is estimated at 150,000,000, representing the employment of 400,000 persons.

Remarking on NBC's inauguration of regular television service in New York on April 30, 1939, the RCA president declared: "Those who predicted that the introduction of television would fail in its progress have been poor prophets of the year's amazing results in sound receiver sales." Among other television developments, Mr. Sarnoff cited the reception of visual signals from New York in an airliner flying more than 20,000 feet above Washington, D.C., 900 miles away, and RCA's new lightweight portable television transmitter. For 1940 he forecast the improved projection of large screen television images, adequate for theatre presentation, and television relay stations, using frequencies of 50 mc. and upwards, looking toward a television network.

"The year 1940 will see further increase in the demand for radio-phonograph combination. Mr. Sarnoff's statements concerning both the social and commercial aspects of 1939 broadcast enterprises are echoed in the opinions of other network and radio manufacturing executives. The increases are reflected throughout the industry through increased employment and wages, additional payrolls and research budgets, as indicated in various executives' statements. The industry's most imposing single package of public service, as recognized by the general public, doubtless was the wholesale canceling of commercial as well as sustaining programs to give minute-to-minute coverage of the war situation in Europe early this fall, along with the continuation of this service on a regularized but intensive scale following European victories in September. The outbreak of war in Europe is credited with making the public more avid in their demands for radio news before, during, and after the greatest news story of the year.

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

In listening figures, in another development, Mr. Sarnoff pointed out that more than 9,000,000 receivers were sold during the year and estimated that there were not less than 36,000,000 radio sets in American homes and automobiles. The industry's annual production is estimated at 150,000,000, representing the employment of 400,000 persons.

Remarking on NBC's inauguration of regular television service in New York on April 30, 1939, the RCA president declared: "Those who predicted that the introduction of television would fail in its progress have been poor prophets of the year's amazing results in sound receiver sales." Among other television developments, Mr. Sarnoff cited the reception of visual signals from New York in an airliner flying more than 20,000 feet above Washington, D.C., 900 miles away, and RCA's new lightweight portable television transmitter. For 1940 he forecast the improved projection of large screen television images, adequate for theatre presentation, and television relay stations, using frequencies of 50 mc. and upwards, looking toward a television network.

"The year 1940 will see further increase in the demand for radio-phonograph combination. "

SIDNEY N. STROTZ

Strotz Promoted To V.P. by NBC

SIDNEY N. STROTZ, former manager of NBC-Chicago, has been elected executive vice-president of the NBC Central Division, according to an announcement by Lenox R. Lohn, NBC president. Mr. Strotz has served in this position since last January when he succeeded Niles Trammell, who was transferred to New York as executive vice-president.

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

When he left the service, Mr. Strotz was employed by the Automobile Supply Co., Chicago, eventually becoming vice-president. Later he became vice-president of the Wrap-Tight Corp., Chicago. In 1939, he organized the Chicago Stadium Corp., becoming secretary and treasurer of the company which built and operated the largest indoor arena in the country.

When he became president of the corporation in 1939, Mr. Strotz promoted almost every form of entertainment from championship fights to circuses. He brought Sonja Henie to this country for her first exhibition tour. Mr. Strotz was program director of NBC-Chicago from 1934 through 1938.

Dodge Bros. Returning

Dodge Bros., Detroit, division of Chrysler Corp., is planning a transcribed series of weekly half-hour variety programs for a campaign to start late in January. RCA will cut the transcriptions, but no further details of the campaign could be learned from Ruthrauff & Ryan, New York, the agency in charge.
Consumer Movements and Advertising

Rational Approach Suggested as One Way to Reach Agreement

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

T he consumer movement, which has recently hit the headlines of the daily press via the Dies Committee and the trade press via the Federal Trade Commission's complaint against Good Housekeeping Magazine's advertising practices, has reached that stage of development where it commands the serious attention of advertising itself.

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

Probably for worse, like any other movement, large or small, in history, Housekeeping's zealots, and probably its share of "Reds" all of whom make up a portion of their actual influence on the mass of women who actually make up the movement.

The Rational Side

The Dies Committee report tried to link the consumer movement to a subversive attempt to undermine the American system, specifically aimed at the Housewives of August, and when the Federal Trade Commission charged Good Housekeeping with misleading the public through its advertising, the publicity and seal certification systems, Richard E. Berlin, executive vice-president of the magazine, charged this was part of the consumer's subversive plot to destroy advertising, and its activities since have indicated that he was afraid of a "mug war" on the part of industry and advertising against the consumer movement. The Dies Committee report appeared during hearings on the Good Housekeeping complaint, Mr. Berlin said in effect if changes with the nature filling the air, it would seem of paramount importance for business and advertising executives to view the whole picture in a rational rather than emotional frame of mind.

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

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

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

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

Meeting of Minds

The Utopian ideal, of course, in the relationship between consumers and business-advertising would be based on mutual respect for each other, no matter how vigorous the disagreements might be on specific points. If one views democracy as a clash of interests which results in a compromise for the greater good of the majority, it is possible to view business and consumers as naturally-occurring conflicting forces essential to the greater well being of a great democracy —forces that will always be with the country unless it changes its form of government. Like all ideals, this probably is a long way off with both sides suspicious, at the present, of the other, its motives, aims and sincerity.

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

After all, the objectives of both forces of conflict are not so far apart—the difference occurs in the approaches to the objectives. The primary fundamental of business is to satisfy the consumer and his or her wants. Without this there can be no business. And advertising is a means of telling the consumer that this or that particular article will satisfy his or her want. The consumer, on the other hand, wants to know more and more about the product to be bought. Thus advertising serves to bridge the gap between business and the consumer. With the exception of extremists, no consumer, after all, deep at heart, really expects the advertiser to tell the bad about his article along with the good. That is just not human nature. The most the consumer movement can expect from advertisers is truthful advertising—and business can go along with that ideal because it does the honest businessman no good if his competitor can get away with untruthful advertising about a competitive product.

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

Consumers All!!

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

After all, who are consumers? Everybody! The business or advertising executive who starts out to buy an article of commerce is as much of a consumer as the harried housewife who rushes into a drug store to buy a cosmetic item that she hopes will help her recapture the lost glamour of youth. The executive who is as much to the future as possible about the article he wants to buy, and wants to be sure that he gets the very best of what is worth out of every dollar. In fact, he probably would howl louder than the housewife if he learned that he wasn't buying what he thought was simply because he probably, because of education and practice, can howl louder than the average housewife.

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

Grade Labeling

What are the specific objectives of the consumer movement today? The press appears to be grade labeling for a vast amount of consumer goods, primarily foods and textiles. Consumer leaders are willing to grade labels, or not the efforts of the industry to satisfy this unforeseen demand will result in a period of overproduction is not going to be a problem.

(Continued on page 64)
Cox Jr. Directs WSB; Switch to CBS is Unlikely

WAGA Is Offered for Sale; WSB Personnel Unchanged

FOLLOWING his acquisition of WAGA and WHIO by WSB, Inc., publisher and radio station operator, announced Dec. 27 that he had designated his son, James M. Cox Jr., as executive vice-president of WSB as well as WHIO, Dayton, which he has supervised for several years.

WSB's executive board, which will continue under the same executive management directed by Ral Leyshon, editor of the Pulitzer Prize-winning Miami Daily News, personnel of WSB will remain unchanged.

No Network Switch

Regarding the report of the 60,000-watt WSB would shift its network affiliation from NBC to CBS, Gov. Cox told Broadcasting there had been conversations with CBS, but that there was nothing preliminary. He indicated there was no immediate prospect of a change that might occur in the near future. He said that new stations have been completed. WSB holds a long-term affiliation contract with NBC, whose network can be shifted by the station.

The deal was all-cash, and included an arrangement that the new owners would be the exclusive station holder for a minimum of 35% of the common stock at $430 per share. Involved also was the purchase of the Atlanta Journal and American from the Hearst interests, and those newspapers have been discontinued.

With the acquisition, which gives him newspapers along with stations in Dayton, Miami and several other markets besides his two dailies in Springfield, O., Gov. Cox announced a new book of defenses for the Journal Co. He became chairman of the executive board and his son vice-chairman. John A. Brice, former vice-president and general manager, and Dr. James Brown, publisher of the Miami Daily News, vice-president; John Paschall, editor; Horace Powell, circulation director.

WAGA Will Be Sold

Gov. Cox's 40% interest in WAGA, which is owned by the NBC-Blue outlets, Florida, and Jersey, will be sold definitely this month, he said. This agreement was announced last week by Dr. James Brown, publisher of the Atlanta Constitution, who participated with Gov. Cox in the Hearst deal for scraping the Georgia-American, may buy it. Mr. Howell has long been interested in acquiring the station, which has been his only contract is now what WGST, which was given away to the Georgia School of Technology and later leased commercially by that institution to a group headed by Mr. Howell.

Gov. Cox holds an option to purchase the remaining 60% of WAGA from the Noonan program, the New York associate of Arduola, for

THE JAMES M. COXES, senior and junior, arrive in Atlanta to take charge of WSB, WAGA and the Atlanta Journal, Dec. 27. As left is Gov. Cox, who becomes chairman of the board, and at right is his son, named executive chairman and designated executive in charge of WSB.

EXECUTIVE PRAISE Roosevelt Leads Cox on His Atlanta Properties

PRESIDENT Roosevelt, who was running mate of Gov. Cox on the Democratic ticket in 1920, when the latter ran for President and the former for Vice-President, sent Gov. Cox yesterday his felicitations to the Ohioan on the occasion of his acquisition of the Georgia radio station. His message read:

"Accept my hearty congratulations on your entrance upon the field, and upon the new opportunity to extend the sphere of your influence. Just short of a score of years ago you and I were together fighting side by side in the years that have intervened we have each been active in widely different fields. Now, happily, I feel that we are brought closer by the bond of union which your entry into my other State—Georgia—symbolizes.

"All success to you as an old friend and now as a fellow-Georgian."

Conferences With AFM Fail To Avert Threatened Strike

DESPITE numerous conferences between representatives of the radio industry and the American Federation of Musicians in an attempt to avert a nation-wide walkout of all musicians employed on programs of the networks and their affiliated stations on Jan. 17, following the termination of the present national quota plan, no satisfactory solution has been reached.

For a while it looked as if the whole problem would be wound up before the first of the year, but as of Dec. 29 things again were uncertain.

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The situation is exactly the same as it was when negotiations between the AFM international executive board and the IRNA committee were broken off on Oct. 31. Thomas Gamble, AFM executive, told Broadcasting Dec. 29. "We hope that some means of satisfactory settlement will be found, but at the moment the Jan. 17 deadline still stands." Joseph N. Weber, AFM president, is seriously ill and was not available for comment.

Seeking Dept. Justice Views

While neither radio nor AFM executives were willing to divulge any information concerning the situation, either to us or to anyone that it is extremely serious, it has become known that representatives of the radio industry have sought to obtain the views of the Department of Justice. It is also understood that as a result of these views numerous conferences have taken place between representatives of the networks and their affiliates and between them and Mr. Weber and his executive board of the AFM.

No statement has been released by anyone on the result of the conferences, but there are reports that the AFM is maintaining a stiff attitude with regard to the possibility that a substantial number of musicians may be discharged from station staff employment at the termination of existing contracts Jan. 17.

Union Ponders Tax Plan

It is rumored that in an effort to save the jobs of these men, the AFM is not only continuing to talk strike, but is also threatening to endeavor to introduce a tax of $10,000,000 to be paid on $100,000,000, which would represent a loss to him in view of his investment in the station and option commitments. If a sale deal is not concluded by Jan. 6, it is possible the Winston-Hulova interests will accept the offer and buy back the 40%. Counsel for Gov. Cox, however, have asked them to extend the offer another 10 days to give more time to dispose of the station. Gov. Cox has stated he is not interested in operating two stations in Atlanta.
Roosevelt Heads Nationwide Hookup

By BRUCE ROBERTSON

AT MIDNIGHT of Dec. 28, as Broadcasting went to press, John T. Adams, chairman of the board of the newly projected Transcontinental Broadcasting System, issued a one-sentence announcement: "This will be our last issue. We go on the air at 10 a.m. Jan. 1."

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

Elliott Roosevelt, President

Despite a persistent story that Eliott Roosevelt, president and chief instigator of TBS, had been ousted, it was generally believed by reliable authority that he remains as president of the new network.

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

Sutton is Satisfied

George O. Sutton, Washington radio advertising manager for Mr. Brennen, who is also a director and stockholder of TBS, returned to Washington Dec. 29 following the New York sessions and asserted he was satisfied with the structure and plans for TBS. The fact that he returned indicated the conferences were completed and tended to confirm Mr. Adams' statement that everything was ready to go. Sutton said the secretarial staff already is working on the New York sessions. The agency men, like those of the network, were unavailable for comment. A report that the agency insisted that TBS produce proof of enough financial backing to guarantee its operations for one year was denied by the agency. A 500-word report, covering three years persisted despite assurances by the network that Blackett-Sample-Hummert will live up to its reported commitments. It is expected a week of commercial business for a full year. If that is so, the gossipers counter, why all the conferences which resulted in three conferences which there was no answer, as this was written.

Transcontinental's Opening Schedule Jan. 1

A.M.
10—Invocation by Monsigneur McDonald, National Director, Propagation of Faith; Dr. Louis Finkelein, head of Jewish Theological Seminary; Dr. Robert Sreal, representing Protestant Churches.
10:45—Salute to Blackett-Sample-Hummert programs, Stella Dallas, Just Plain Bill, Our Girl Sunday, David Horrom, Lorenzo Jones, Easy Aces, Backstage Wife.

P.M.

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

TBS Books Carter

BOAKE CARTER, commentator now heard on discs air mailed to 25 stations, is slated to resume network broadcasting in January on Transcontinental. Sterling Products, New York (Dr. Lyons toothpowder), is understood to be planning sponsorship of Carter's broadcasts, which are slated for the 7:45 p.m. period five times a week. Blackett-Sample-Hummert is the agency. Former sponsors of Carter newscasts on CBS were Philco and General Mills. He plans to drop the disc commentaries.

One definite fact stands out on the positive side of the picture. Queries at AT&T on Dec. 28 produced definite information that lines were ready for the network's use as of the morning of Jan. 1. Again, on the negative side, however, was the equally definite fact that TBS had not signed the standard network contract of the American Federation of Radio Actors, and without that contract it will find no union actor willing to work in its studios or over its wires. Elliott Roosevelt, in New York Dec. 29, was in conferences.

Changes in Station List

No complete list of TBS stations was available, although it is known that several changes have been made in the preliminary list of 92 outlets announced in mid-December [Broadcasting, Dec. 15] and although the network has been offered to agencies as consisting of 102 affiliates. The only official word concerning stations has been a report of the formation of a new West Coast regional group of 11 stations which will individually and collectively serve as TBS outlets. It was formed by Roy H. Holmes, TBS traffic manager, with the cooperation of Howard Lane, business manager of the McClatchy newspapers, and Mr. G. B. Gregory, syndication representative for the McClatchy stations.

In addition to three McClatchy outlets—KPBK, Sacramento, KGW, Stockton, and KERN, Bakersfield—this group includes KMED, Medford, Ore.; KFOX, Long Beach; KFWB, Los Angeles; KEHL, KFED, Phoenix, Ariz.; KEAF, KELA, Centralia, Wash.; KSLM, Salem, Ore.; KYA, San Francisco; KBS, Seattle. Key station for this group and for TBS programs from the Coast will be KFWB, whose manager, Harry Mattingly, handles sales and advertising in the new network's formation.

Local Promotion

Meanwhile, affiliates of the new network have heralded its inaugural week promotions in many cities. KCMO, Kansas City, collaborated with the Kansas City Journal on a 12-page New Year radio supplement to that paper's anniversary edition, which devoted major space to TBS. WJBK, Detroit, used ad黑board papers Dec. 27, 28 and 29, followed by display space on Sunday, Dec. 31, and also used cards and posters to tell Detroit that TBS programs could be heard on WJBK. KFWB, Hollywood, also took advantage of the local space with billboards of its TBS affiliation.

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

Heralding the beginning of the first TBS program, WTMC, Ocala, Fla., was to release 1,000 balloons into the air, each carrying a trade certificate good for $1 at an Ocala store. WSLI, Jackson, Miss., issued its holiday greeting cards to announce its "New Year's Gift to Our Community— the fulltime program service of the nation's newest coast-to-coast network."

LOUIS HAUSMAN resigns Jan. 2 as advertising and sales promotion manager of the General Shaver Division of Miller & Will and will join the CBS sales promotion staff.
Charlie McCarthy Again Is Selected As Radio Leader

Heads Talent Popularity Poll
Of 'Motion Picture Daily'

FOR the third consecutive year Charlie McCarthy was named "Champion of Champions" by 700 radio editors and columnists polled in the famous annual survey conducted by Motion Picture Daily. Results of the poll, announced in its issue of Jan 28, showed Jack Benny and Bing Crosby in second and third place, respectively. The two top spots were harmony, Kay Kyser and Orson Welles in a three-way tie for fourth place and Bob Hope fifth.

The survey indicated generally that established favorites held their titles year after year although there were shifts in the runner-up positions. Participants in the survey listed the most popular programs of the year, discussing the year's wage cancellations or abbreviation of paid commercial production, program announcements and bulletins on war developments in Europe.

Adrian's Windows top listings in various categories were, in addition to Charlie McCarthy as "Champion of Champions", Radio Theatre, Benny Goodman, Guy Lombardo, Jack Benny, Fibber McGee & Molly, Robert Benchley, Richard Crooks; Lawrence Tibbels, Richard Crooks; John Charles Thomas; Donald Davis.

VOCALISTS: MALE (Popular) -- Bing Crosby; Kenney Binkley; Benny Ross; Joe Clark; Frank Parker.

VOCALISTS: MALE (Classical) -- Nelson Eddy; Lawrence Tibbels; Richard Crooks; John Charles Thomas; Donald Davis.

VOCALISTS: FEMALE (Popular) -- Kate Smith; Connie Boswell; Frances Day; Claire Carroll; Violet Sullivan; Jan Reeder; Dorothy Lee.

VOCALISTS: FEMALE (Classical) -- Marian Anderson; Lily Pons; Jesus Dragetil; Gladys Swarthout;

DANCE ORCHESTRA (Popular) -- Guy Lombardo; Kay Kyser; Wayne King; Charlie Barnet; Joe loss; Andre Kostelanet; Irving Horne.

DANCE ORCHESTRA (Swing) -- Benny Carter; Artie Shaw; Chick Webb; Chick Webb's Orchestra; Lawrence Tibbels; Richard Crooks; Terman; Crooks; Litman.

MUSICAL PROGRAMS (Popular) -- Kay Kyser's College of Musical Knowledge; The Tuxedo; The Ragtime Orchestra; John Charles Thomas; Donald Davis.

MUSICAL PROGRAMS (Classical) -- Ford Sunday Evening Hour; NBC Symphony; Andy Kirk's Orchestra; Firestone; Cities Service.

COMEDY SERIES -- Jack Benny Show;

Craney Criticizes NAB Music Project
And Denounces Miller's Administration

Craney, President of Broadcast Music Inc., as an independent source of music for radio, NAB is "selling broadcast music that is on the property of other people," he pointed out in the pages of the ASCAP--the very injustice we are trying to get away from." 

Broadcast Music was described by Craney as the third step in the chain of creations to confuse broadcasters. The first were the 1922 Radio Program Foundation and the 1935 NAB Bureau of Copyrights. He charged the new project was the "third step" which would lull the "clumsy lawyer's" mind, and some way had to be found to see that the network situation was not "inadequate, and advanced his own proposition.

Opposes Fee Setup

He said he would never support a plan based onASCAP payments and the ASCAP formula of payment are "not on the bandwagon" and then go to the Department of Justice and quit on such "inconsistent," Cranye said that if the theory is wrong for ASCAP, it is wrong for all the companies--"no matter who the owners may be." "Analyzing Broadcast Music, Cranye said station payments to ASCAP 5% today will pay half that to the NAB corporation or 25% of the gross fee. This plan half their sustaining fee. Stations with newspaper contracts will pay half what they paid ASCAP in 1937, "which has no relation to their gross income at all because it is a contract with ASCAP, not free music," he said. "The networks, he added, pay only on their 1937. M. O. stations' payments to ASCAP. This means, he said, that while independent stations pay into Broadcast Music 2% of their gross, others pay 1½% and the networks are subsidized by the independent stations' payments to ASCAP.

Reiterating that broadcasters do not object to paying for the use of music, Cranye said they ask the right to listen to the music we use when we use it. He added: "We want to pay in such a way that the costs of the program actually gets paid for his use of the music."

The Third Project

As far back as the 1939 NAB convention, Cranye said broadcasters had resolved that ASCAP permit purchase of music on some method of use of such music. You come around to the regional NAB meetings and sell the broadcasters on the idea of signing up for Broadcast Music. I think they're going to get away from ASCAP,"

"You say you may spend the money in Broadcast Music recklessly to scare ASCAP. Kibber, CBS executive vice-president, says you may never spend it but instead guarantee ASCAP a dollar a month for ASCAP, scaring you, or scaring me. I don't think this problem. ASCAP has convinced us that we'll have to buy, but we want the right to pay only when we use their product.""CRANEY

Favors Tax-Free Music

He suggested that available tax-free music in the distribution of the Broadcast Music venture. He estimated that such firms as Lang-Worth would not have to pay ASCAP for rights under Lang-Worth control, Davis & Schwegler and MacGregor who have almost 4,400 numbers, with monthly production estimated at 204, so that the total numbers available when ASCAP contracts expire Jan. 1, 1941, would be a minimum of 8,012. He insisted the music is good, and that some of the best programs today are built from tax-free music.

"I do not believe our broadcasters are going to get a fair shake if they are paying ASCAP, also pay $1,500,000 to Radio Music, then pay another $1,500,000 for numbers, with monthly production estimated at 204, so that the total numbers available when ASCAP contracts expire Jan. 1, 1941, would be a minimum of 8,012. He insisted the music is good, and that some of the best programs today are built from tax-free music.

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"We hired you", Craney wrote Miller, "to head the NAB, not to make trouble and start wars, but to act for the broadcasters of America. It is your duty to help point the way to freedom and not try to make a 'deal' with ASCAP."
All Phases of New Art Will Be Probed at FCC to Investigate Progress of F-M
Hearing

ADOPTING recommendations of its Engineering Department, the FCC Dec. 19 ordered an engineering hearing in Washington to begin Feb. 28 on use of ultra-high frequencies for regular broadcast service. The purpose is to clear the air of the illusion that frequency modulation versus the conventional amplitude modulation method.

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

Progress of F-M

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

Recently, two separate applications were filed for commercial broadcast service in the ultra-highs, using frequency modulation—one for Alpine, N. J., to serve the New York, N. Y., and the second for Mt. Ashebumskit for the New England area, each with 460 kw output. Walter W. Armstrong, president of Yankee Network and a leading experimenter with the Armstrong system, filed the applications.

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

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

Economic Aspects

Even after the Commission gathers the fundamental technical information, it will be confronted with other considerations, primarily economic. Because of the heavy investment of the public in receivers designed only for amplitude modulation, estimated roughly at about $3,000,000,000, the Commission is not prepared to weigh the factors of economic value against the public interest factor. If frequency modulation on a regular basis were to be permitted, it would mean at this stage of development that listeners would be required to have two separate sets, one a single set capable of receiving each method of transmission.

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

RCA is understood to be particularly active in narrow band development. Engineers say no change is required in transmitter design that only a changed type of receiver is necessary. The claim made for narrow band is that it is more economical in channel utilization, and the incomparably interference-free service and an equally wide, if not wider, service area.

In addition to discussion upon the public, the FCC must determine (Continued on page 54).

Hearing Ordered On Proposed New Television Rules

Part II of Committee Report Adopted; Revised Slightly

ADOPTING with minor modifications Part II of its Television Committee's report of last November (Broadcasting, Nov. 15, Dec. 13), the FCC Dec. 22 ordered a public hearing in Washington Jan. 15 on proposed new rules to govern the regulations for television broadcasting and related arts. All interested parties are instructed to give notice applications will expire Jan. 30, citing the specific rules or specific recommendations of the committee to which they take exception and listing the witnesses to be presented.

As modified, the proposed new rules still up two classes of television stations and prohibit commercialization of television, except the regulations may make charges to cover cost of program production, including advertising. The programs may be transmitted as an experimental program service but without operating license.

No charges "either direct or indirect" may be made for transmissions of either full programs or only part of either Class I or Class II stations.

Service Standards

Class I stations are defined as those that "operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate regularly to render broadcasting service to the public." Class II stations shall "operate to render scheduled television broadcast service for public consumption and in connection therewith may (Continued on page 58).

Agenda of Feb. 28 Hearing on Frequency Modulation

NOTICE is hereby given of the informal hearing before the Commission Washington, D. C., beginning at 10 a.m., Feb. 28, 1940, for the purpose of obtaining additional data for presentation at the hearing, operation not permitted by the present regulations, or to render services. All pertinent data and information may be presented.

1. Whether aural broadcasting on the ultra-highs for the purpose of reaching such a stage of development that it is acceptable for rendering regular as distinguished from experimental broadcast service to the public;

2. The relative merits of frequency modulation and amplitude modulation when employed for aural broadcasting on frequencies above 25,000 kc.;

3. Whether it is possible to allocate sufficient frequencies to accommodate stations employing frequency modulation (narrow or wide band) to provide a satisfactory program service in the United States when considered in the light of the frequency needs of other services, including television, aviation, police, common carrier, amateur, etc.;

4. Whether it is possible to allocate sufficient frequencies to accommodate stations employing frequency modulation (narrow or wide band) to provide a satisfactory program service in the United States when considered in the light of the frequency needs of other services, including television, aviation, police, common carrier, amateur, etc.;

5. Whether it is possible to allocate sufficient frequencies to accommodate stations employing frequency modulation (narrow or wide band) to provide a satisfactory program service in the United States when considered in the light of the frequency needs of other services, including television, aviation, police, common carrier, amateur, etc.;

6. Whether it would be practicable for the Commission to authorize both types of broadcast service for aural broadcasting stations operating on frequencies above 25,000 kc. or whether the Commission should recognize but one of these forms of modulation as permissible on frequencies above 25,000 kc.;

7. The possible future effects of ultra high frequency broadcasting upon standard broadcasting in the band 530-1090 kc.;

8. Whether existing allocations of frequencies above 25,000 kc. to particular services shall be modified to provide frequencies for aural broadcasting;

9. The existing patent situation respecting frequency modulation and amplitude modulation for aural broadcasting stations operating on frequencies above 25,000 kc.;

No Individual Applications

The Commission desires to expedite consideration of the foregoing matters as much as possible so that policies may be formulated for the future licensing of applicants in the aural broadcast and utilizing frequencies above 25,000 kc. It is to be noted that individual applications will be considered at the hearing.

The Commission considers that technical developments in the use of ultra-high frequencies for aural broadcast are sufficient to require consideration when made. For this reason, no case is involved, and persons appearing at the hearing should submit data obtained from actual tests and operations and thereby avoid speculative testimony as much as possible. If the number of applicants for obtaining additional data for presentation at the hearing, operation not permitted by the present regulations, or to render services. All pertinent data and information may be presented.

Appearances by Feb. 1

Any party desiring to expand the matter herein listed for consideration, application should be made to the Commission for such purpose as soon as possible and not later than Feb. 1, 1940.

With the permission of the Chairman, cross examination of each witness will be limited to questions by Commissioners or members of the Commission's technical and legal staff.

Persons or organizations desiring to appear and testify will notify the Commission of such intention on or before Feb. 1, 1940. Notice by the number of witnesses that will appear, the topic each will discuss and the time each will occupy will be given each witness should be stated. This information is necessary in order to make proper organization of the hearing.

If it is intended to submit written statements, drawings, etc., in connection with this hearing, it is required that ten copies of the same be submitted to the Commission on or before Feb. 22, 1940.
Campana’s Ten Successful Radio Years

Nationwide Distribution is Obtained Quickly Through Air Series

By PAUL BRINES

NEW are the accounts that can show 10 successive years of radio advertising and the creation of an industry which, in a large part, can be attributed to its radio programs. This, in brief, is the story of Campana Sales Co., Batavia, Ill., manufacturers of Italian Balm, Dreskin, Coolies, D.D.D. and Campana Hand Cream. The firm recently began the 10th consecutive year of its half-hour Friday evening dramatic show called First Nighter on WJZ over 53 CBS stations, and on Jan. 7 will start a half-hour Sunday afternoon dramatic production titled Grand Hotel on 30 CBS stations for its new hand cream and Italian Balm.

The story of Campana’s success is the story of the radio industry itself, for the First Nighter took the air Thanksgiving night, 1926, on 12 NBC-Blue stations. That is, there were supposed to be 12 stations of the network used, according to L. T. Wallace of Aubrey, Moore & Wallace, the agency. The sponsor had sent announcements of the new network show far and wide. But a few days after the first program had run, the agency and NBC officials of Chicago learned that several of the stations had dropped out. Apologies were sent the rounds, issued by the network, and the next week found time cleared on the 12 stations.

Entire to New Markets

Starting from scratch in 1926, Campana had opened distribution in about 22 States by 1929. At that time, it was decided to investigate the possibilities of radio. The formula of First Nighter struck Campana and agency officials as being exactly what they wanted, for this style of dramatic show had a wide appeal to both young people and adults; was in very high taste and its plots were wholesome and provided unusual variety. In 1929, the show was running on the old WIBO, Chicago.

With a 12-station NBC network, the sponsor could make itself as a means of opening distribution in States other than the 22 which had partial distribution in 1929. In this, they were not disappointed. There was no New York City distribution when the program took to the air. The day after First Nighter was aired on WJZ, New York, a large department store in the WJZ area had a noticeable demand for Italian Balm. After a frantic search, the department store officials finally found out where the product was made—Batavia, III.—and wired for an order. Incidents like this were frequent and by the end of the 1930-

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

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

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

31 season Campana had national distribution.

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

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

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

Strictly Clean

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

Scripts for First Nighter are bought in the open market, often from young and inexperienced writers. Each script—all the agency receives from 50 to 125 each week—is passed on by a play jury which is composed of one professional writer, a Campana official, and two members of the agency. Every script submitted to the agency is criticized and many of them are returned to the author with suggestions for revision and rewriting. In the agency’s studio, the reading impression of the plays is checked against their listening impression. The three-act episodes of First Nighter move at a leisurely pace, and many an established radio writer owes his acclaim to scripts used on the program. Historical plays in modern idiom are broadcast on First Nighter about twice a year, and comedies are used in a series about every third week.

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

A Test of Summer

In the summer of 1936, after being on the air 52 weeks each year since 1930, First Nighter was discontinued on its NBC-Red network to test the show’s actual summer time sales power. The actual sales effect (as opposed to audience rating) was found to be so effective that First Nighter returned to the air in September, 1936, and has remained 52 weeks per year ever since. The sponsor’s second radio show, Grand Hotel, is a listenerfavorite which went on the air in 1933 and (Continued on page 51)
"Could I have said 'dollar bill' instead of 'photograph'?"

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

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

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

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

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

Remember, this offer was made between 6 and 6:15 a.m., the opening broadcast on WHO—and that these 6,491 requests came from only three announcements, without previous buildup. . . . How'd you like for us to do something like that for you?
Gen. Mills Again To Use Baseball
Nine Major League Cities on List; New York Uncertain

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

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

Socony Continues
Socony Vacuum Oil Co., co-sponsor of a number of baseball broadcasts during the past several years, also plans to sponsor broadcasts this coming summer, chiefly in the Midwest, but is definitely out of the New York picture this year at least.

Procter & Gamble, which last year joined General Mills and Socony Vacuum in sponsorship of the Giants, Yankees and Dodgers games in New York, has informed WJSV, 950 kc., for 1940, and the agency, Compton Adv., refuses to discuss the subject.

In Washington, it was announced by WJSV that Arch McDonald, veteran baseball announcer of that station, was last summer succeeded by the Giants and Dodgers for WABC, New York, who will return to WJSV to broadcast the broadcasts coming through them, except home games which fall on Sundays and holidays.

Booth Controls WMBC

JOHN LORD BOOTH, son of the late owner of the color evening newspapers of Michigan, on Dec. 19 was authorized by the FCC to acquire WYX, of Saginaw, paid for by selling E. J. Hunt $125,000 for 1,643 shares or 62% of the stock of Michigan Broadcasting Co., of Detroit. Mr. Hunt is retiring from radio due to illness. The remaining stock is owned by E. A. Wooten, of Detroit. Mr. Booth is planning to undertake active supervision of the station, with Hy Steed remaining as manager. Mr. Booth also is a sixth owner of WJBK, Detroit, buying this interest last year from George E. Storer for $15,500.

Col. Wilder To Dispose
Of His WJTN Holdings

WJTN, Jamestown, N. Y., will shortly be sold by its chief owner, Col. Harry C. Wilder, operator of WSYR, Syracuse, in a deal for which an approval application has been made to the FCC. Col. Wilder proposes to sell his 80% controlling interest in the local station, which operates on 1210 kc., to Jay E. Mason, formerly with the McGraw- Hill Publishing Co., who for the last six years has been assistant vice-president of the savings and loan vice-president of the savings and loan association of New York City. The purchase price is approximately $30,000. Charles Denny, manager of the radio, owns the 20%. He will remain in that capacity and no staff changes are contemplated.

Lady Esther Drops

LADY ESTHER CO., Chicago (estab. 1921) is no more. Of NBC radio broadcasts of Guy Lombardo's orchestra on Jan. 20, marking the first time in NBC history, the sponsor has not had at least one program a week on NBC. Series of Monday evening Lombardo broadcasts on CBS will continue. Agency is Ped- lan & Ryan, New York.

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

Los Angeles Soap Co., Los Angeles, on Jan. 1 extends its Dealer in Dreams (White King Soap), on KNX, Los Angeles, for 21 weeks through Feb. 20. ABC enters into contract through R. Morgan Co., Hollywood, for 30% each. Both have been tested on KNX, Hollywood.

Alber Bros. Milling Co., Seattle (Friskies Dog Food), on Jan. 1 extends its contract for a dramatic serial, Adventures of Dr. Dave, on 9 CBS Pacific Coast stations, through to the end of June.

Fortune Soap Co., San Francisco, on Jan. 1 enters into contract through Erwin, Wasey & Co., Los Angeles. On Feb. 10 National Lead Co., San Francisco, on KNX, Los Angeles, for 24 weeks through March starts the Answer Auction on 12 CBS West Coast stations, Saturday night. Everyone enters into contract through Ray Morgan Co., Hollywood, for 34 weeks each. Contracts have been tested on KNX, Hollywood.

WCAR, Pontiac, Mich. Takes Air on 1100 kc.
BEARING call letters indicative of the industrial character of the community, the new WCAR, Pontiac, Mich., went on the air last month with 10 kw. on 1100 kc. Authorized for construction last July and RCA equipped throughout, the station is a group efforts of Pontiac citizens headed by H. Y. Levinson, publisher of the weekly Enterprise (Mich.), who owns 50% of the stock and who will actively supervise its operation.

W. K. (Bill) Bailey, former commercial manager of KFNP, Shenandoah, Iowa, of the Metropolitan Broadcasting System, is now in charge of the operations of WCAR.

Negotiations are under way for an additional 10 kw. on 1100 kc. with WCAR.

Analysis of CBS Accounts
FOURTEEN advertisers are sponsoring 51 different programs on CBS this winter, the heaviest schedule in CBS history, according to a booklet distributed to the network's stockholders last month. Of these, 45 are reported as renewed contracts; 11 in their sixth solid year on CBS; 25 in their fifth year or more; 25 in their third year or more; 37 in their second year or more; 10 are major new advertisers of the last 12 months. The booklet lists all the accounts, their time schedules, number of stations and number of weeks on CBS.

NEGOCTATIONS are under way for the purchase of WMTM, Ocala, Fla., by the John H. Perry Co. of Barlow, Wash., which operates WOCO, Pensacola, and hold a construction permit for the new WJJP, Jacksonville local.

Plans for New WTRY

CONTRACTS for equipment for the new WTRY, Troy, N. Y., have been let, and the station will begin operating in the spring on watts 950 kc., according to Harry C. Wilder, operator of WSYR, Syracuse, who heads the company which secured a construction permit for the new station in September 1938. Fred R. Ripley will be assigned as manager, Ed Robinson as assistant manager and W. F. Moore as chief engineer. All are connected either with WSYR or WNBX, Wilder-owned stations at Springfield, Vt. Mr. Wilder also announced that WNBX, for which he holds a CP to move to Keene, N. H., will be ready for equipment in the latter community in January. Its call letters will be changed to WKNE.
First On Your Memo Pad for 1940

WXYZ
DETOIT
More Listeners
More Markets
More Sales

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

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

Defense Bills Likely to Hold Legislative Spotlight

WITH the world in a dither over war conditions, the new session of Congress faces what some unfazed observers call a lawless season. It will not be disposed to consider new legislation affecting radio, unless some unforeseen emergency develops. Nevertheless, it is expected that members of both houses probably will indulge in plain and fancy discussion of such topics as the blowing-off-steam type.

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

Funds for FCC

The session is the second of the 76th Congress. Some 30 bills affecting broadcasting have been passed since the new session began [Broadcasting Aug. 15]. It is hardly expected that any of them will get past the House committee. New bills unquestionably will be introduced but only those having Administration endorsement are likely to get through committee.

The Independent Offices Appropriation Bill expected to carry at least $2,100,000 for the FCC, an increase of $500,000 over the current fiscal year, probably will pass early in the session. Emphasis has been placed on the FCC because of its control over Government operations because of the widely expanded budgetary requirements for national defense.

However, the FCC is not expected to experience great difficulty. FCC will seek an extra appropriation for modernization of its field monitoring equipment and expansion of its operations, principally for national defense. It has no equipment capable of monitoring the ultra-highs in which espionage activities would most likely occur.

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

Rep. Lea declared that, as he sees it, Congress will not be disposed to consider any legislation affecting radio matters at the new session. He indicated that so far as his Committee was concerned, the measures shelved at the last session will continue in an inactive status.

Aside from the national defense items and the Western Union-Postal Telegraph merger proposition, the FCC has no present plans for recommendations to the new Congress. Eventually there will be a report, along with recommendations, on its long-sought-for investigation of Chicago "squeal." The inquiry, which ran over a six-month period beginning in November, 1939, in the Network Monopoly Committee, however, is still in the process of drafting its report, and full Commission action will be necessary before anything in the nature of recommendations can go to Congress.

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

Notes Improvement

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

Verbal pyrotechnics, of course, are expected of the FCC from the present radio highs in which espionage activities would most likely occur.

E. Gannett to amend Section 606 of the Communications Act, which authorizes the President in a national emergency to commandeer all radio and communications, is expected to hit the floor of each House. Whether there will be a concerted drive, however, to repeal or postpone any bill that section cannot yet be foretold.

Opposition to Clear Channels

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

Copyright remains on the Senate agenda. Action on the proposed international copyright treaty, providing for automatic world copyright, which was vigorously opposed by broadcasting and other interests, was abandoned at the last session with the definite understanding it would be considered at the next session, along with legislation revising domestic copyright laws. How vigorous the fight will be for revision of the antiquated copyright law, in the light of the changed world conditions, cannot be predicted. "Users" of copyrighted works, among them broadcasters, have repeatedly urged revision of the copyright statutes to remove or reduce the statute's minimum provision of 25 years for each publication. If this is provision, they have contended, which gives such combines as ASCAP a virtual life and death power over users.

Shortwave Query In Census Urged

But Proposal Is Thought to Have Only Slant Chance

EXTENSION of the 1940 Federal Housing Census to include data on the actual number of radio receivers in American homes and dwellings, as well as the number of sets capable of international shortwave reception was foretold by an informal meeting of industry and Government officials held in mid-December in the offices of the J. P. Wienen, Chairman of the National Advisory Committee of the FCC, as set up at present, a single radio question,"is there a radio in this dwelling unit?" The Bureau also was asked to add a second question, "is this radio set used for listening to international shortwave broadcasts?"

Social Importance

In making the latter recommendation, representatives of the Broadcasting Ass'n, the National Association of Broadcasters and of the Manufacturers Ass'n of America, who were members of the conference, stressed the great social significance attending reception of foreign broadcasts. The future of the entertainment industry, the proponents maintained, will count of automobile radios also was discussed at the conference, but this matter was left, in the recommendations.

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

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

New Wrigley Series

WILLIAM WRIGLEY Jr. Co., Chicago (Doublemint gum), followed an audition, on Jan. 7, to start a new series of individual programs on the Radiant Hour, which replaces the Gateway to Hollywood series on CBS. The program was understood to have been produced by the company's publicity department. The Wrigley Co., Hollywood, will feature Gene Autry, singing cowboy with long experience in feature films, which was produced by Paul Rickenbacher and Bob Brewster. Carroll Thompson, who handled the arrangement for the Eddy Helwick wrote the scripts. New program will continue on 67 CBS stations, Sun., 6:30-7 p. m. (EST).

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Broadcasting • Broadcast Advertising
LOOK TO Farnsworth FOR YOUR TELEVISION NEEDS

The research laboratories and the transmitter and special products division of the Farnsworth Television & Radio Corporation are now consolidated at the Farnsworth plant in Fort Wayne, Indiana. This plant is admirably adapted for the development and production of special apparatus and equipment in the electronic field. Its operations are independent of those at Farnsworth's plant in Marion, Indiana, which is now in full production, manufacturing Farnsworth radios, radio-phonograph combinations and television receiving sets.

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

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

Get in touch with Farnsworth.

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA

The Farnsworth Image Dissector Tube with its inherent excellence of performance, provides unusually high definition, freedom from shading and simplicity of control. The Farnsworth telecine projector is of the continuous type. There is no intermittent movement. An incandescent lamp is used as a light source.
Aylesworth Quits Newspaper Work
Opens Office as Counsel and May Enter Industry Affairs

RETURN of M. H. Aylesworth, for more than a decade president to high councils in the broadcasting industry was foreseen with his resignation as publisher of the New York World-Telegram, to open his own law office in New York effective Jan. 1. Mr. Aylesworth announced he will specialize in public relations and industrial policy. Mr. Aylesworth’s association with the industry in connection with the music publishing rights situation was also foreseen.

Because of his broad knowledge of radio, acquired over a period of years, the new New York lawyer, a graduate of the Colorado Bar, had served as County Attorney of Larimer County, Colorado, when he was 24. Mr. Aylesworth said he would function as counsel and advisor to corporations, business and professional associations and others in trouble with complicated New Deal legislation affecting corporate action, taxation, labor, wages and hours and similar problems.

Suggested as Music Counsel
With current contracts for performance of ASCAP music expiring at the end of 1940, and with an open breach existing between the ASCAP and industry groups, a number of prominent broadcasters and attorneys have been approached by Mr. Aylesworth as counsel or possibly as an arbitrator. Despite his association during the last three years with the newspaper field, as an executive of Scripps-Howard, Mr. Aylesworth has maintained his contacts in radio.

Mr. Aylesworth joined the Scripps-Howard organization in 1937 as a member of its general management and specialized in development of national advertising.

A resident of New York for the last 20 years, Mr. Aylesworth came president of NBC in 1926, launching the world’s first network. He was largely responsible for the conception and development of commercial broadcasting. After a decade as president of NBC, Mr. Aylesworth was called upon to take over and reorganize Radio-Keith-Orpheum when it was bankrupt and simultaneously operating 1,800 outlets. He reorganized and established it on a profitable basis. With wide experience and background, he is a leading figure in the radio, industrial, advertising and financial fields.

Mr. Aylesworth will maintain his offices in Rockefeller Center. He will be in residence in the Rockefeller Center-Radio City project, one of the largest real estate enterprises ever undertaken.

WHY By Appleton, Wis.
AUTHORIZED early in 1939 to move into Appleton, Wis., WHBY, one of the two stations operated by the TWA, continues its program of educational broadcasting.

WHBY will start its operations on or about Jan. 1, according to Father James A. Wagner, minister-director. Father Wagner will continue also to direct WTAQ in Green Bay. It is planned to convert one of the buildings of the Appleton station. A new one-story studio and office building has been planned, containing studio facilities, equipment, a Collins console and a 250-foot tower.

WHBY-AM, a 5000-watt outlet on 1370 kHz, operates a 250-watt outlet on 1200 kHz, and will join the new Transcontinental network.

WHB Christmas Broadcasts From Actual War Front Are Heard on Networks

CHRISTMAS in the trenches was the theme of two programs broadcast on Dec. 24 through the cooperation of J. S. Maginot and Siegfried Lines on NBC-Blue. At 3 p.m. (EST), Max Joseph, New York representative of the British Broadcasting Co., presented a descriptive, described Christmas Eve in the German trenches and later William Boyd of the New York Sun broadcast from a London radio station storehouse where the soldiers were attending mass and singing carols. During the day, Mr. Joseph brought a program from Helsinki, with Warren Irvin giving the latest word on how the Finnish soldiers singing Christmas songs.

Also on Dec. 24, CBS broadcast an evening half-hour from abroad, beginning with Big Ben striking midnight in London, after which E. R. Morey, CBS chief in London, described the holiday scene in that city. The broadcast also included pickups from a chapel in a Maginot Line trench and radio station storehouse of NBC, where British soldiers attended Christmas Mass, news of the Finnish-Russian front and reports of Allied forces in Finland, and a description of Christmas in the German capital by Robert Hill of the CBS staff in Berlin.

CBS on Christmas broadcast a four-hour program by Larry LeSueur, CBS representative on the Western front, spoke from the Royal Air Force headquarters; Eric Seevers, NBC representative, from the Maginot Line; William L. Shriver, Berlin representative, tried to create an illusion of the German submarines in the Baltic Sea, and William L. White from Finland, the German representative, in Viipuri. The last portion of the program was curtained because of heavy shelling by Russian troops.

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

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

WHBY

WHBY, one of the two stations operated by the TWA, continues its program of educational broadcasting.

WHBY, one of the two stations operated by the TWA, continues its program of educational broadcasting.
Ordinarily, a Los Angeles budget concentrates its major selling effectiveness within the limits of the Los Angeles Metropolitan area. And that's fair enough.

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

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

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

* Because KNX is first choice of Los Angeles listeners . . . See any competent radio survey.
Miller Launches Final Drive To Attain Goal in Music Fund

Voices Optimism Over Response of Industry at District Meetings Held Throughout Country

EXUDING optimism over response to the industry-wide project for creation of the Broadcast Music Inc., President Charles H. Miller launched the final drive in the $1,500,000 subscription campaign this month, confirmed that the Feb. 1 subscription deadline will be met.

Broadcast Music Inc. already has leased space in New York for headquarters operations in all-inclusive project designed to build for radio its own reservoir of music to combat ASCAP’s monopoly and introduce competition into the copyright-music field. The company, with the same organization and over the same general counsel for Broadcast Music, who was primarily responsible for the broad-gauged plan, already has occupied the offices, along with Stuart M. Sprague, its chief assistant.

Good Showing Claimed

At the ten district meetings, stations which have subscribed to stock in Broadcast Music represent approximately 60% of all broadcast income in those areas. Roughly, it is estimated that for the country as a whole, the income base, exclusive of network revenue and after customary discounts, is in the neighborhood of $700,000,000. The ten NAB district meetings and all calls represented some $500,000,000 of that income figure, or 60% of the aggregate. Stock subscriptions from stations already have amounted to at least an approximate of a $50,000,000 base, or about 60% of the represented income.

This showing was viewed as exceedingly gratifying by President Miller and his board. Including the flat commitments by the networks of $400,000, it is roughly estimated that the pledged subscriptions to Broadcast Music already exceed the $600,000 goal. The figure, by Feb. 1, is $1,500,000.

A breakdown of the pledges made in the ten districts already covered indicates that approximately 200 stations of the some 406 commercial operating stations in these districts have joined the project. Approximately a number of stations—in round figures, 200—were represented at the ten meetings.

Based on the business figures by districts, the analysis indicated that Districts 1 (New England); 12 (Kansas and Oklahoma), and 14 (Northern Missouri, Montana) had subscriptions representing more than 80% of the station income. District 3 (Northern New York); 4 (District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; 9 (Illinois and Wisconsin); and 11 (Minnesota, North Dakota, South Dakota, Oregon, Washington, and Wyoming) have been fully covered. The reports from these districts indicate that the subscription campaign has been well started.

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

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

- District 6 (Arkansas, Louisiana, Mississippi, Tennessee) at New Orleans, Jan. 3; District 13 (Texas) at Dallas, Jan. 5; District 3 (Delaware, New Jersey, Pennsylvania and New York) at Camden, Jan. 9; District 15 (New York, New Jersey and Connecticut) at New York, Jan. 10; District 17 (Oregon, Washington, Idaho and Montana) at Portland, Jan. 12; District 5 (Georgia and Alabama stations) at Columbus, Ga., Jan. 18, and Florida stations at Orlando, Jan. 19.

President Miller will attend all the Camden meeting. It is expected that Kaye will be the principal speaker there.

Mr. Miller has explained at the various district meetings that selection of a paid executive for Broadcast Music must await fulfillment of the campaign fund commitments. A number of outstanding figures in the field have been considered. He explained the appointment would be made by the Broadcast Music board, which he heads, as soon as the fund solicitation is completed—possibly early in February.

Meetings Are Successful

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

The last two district meetings—District 11 has Minneapolis Dec. 13 and District 3 in Washington Dec. 16—were among the most successful held. At the Minneapolis session, presided over by Earl H. Gammon, general manager of WCCO, and the district director, there were 21 stations represented out of 36 in the district. Of the presiding Mr. Gammons reported all except one agreed to sign the license and subscribe to the stock. It was attended by the largest gathering of broadcasters ever to assemble in the three states—Minnesota, North Dakota and South Dakota.

At the Washington meeting, over

(Continued on page 59)
Because it's radically different and better in design and performance. Because it's the first medium powered transmitter to bring you the famous Doherty Circuit combined with grid bias modulation. Because it gives you overload protection through magnetic circuit breakers—connections for cathode ray oscillograph tuning—and other features aplenty. Ask your engineer if these aren't reasons enough why the Western Electric 1 KW is going places! Get full details—ask Graybar for Bulletin T-1633.

Western Electric
BESIDE a repair booth (left) in the lobby of the Grant Bldg., KDKA and other local maintained repair squads in a vacant store during the big Pittsburgh campaign to salvage old sets. The booth, titled Santa’s Radio Workshop, drew large crowds.

Moving of KFNF To Omaha Sought
World-Herald Would Acquire Holdings of Cowles Group

A DEAL for the transfer of KFNF, Shenandoah, Ia., to the Omaha World-Herald, conditional upon its removal to Omaha, has been made by the Des Moines Register & Tribune (Cowles) interests which last Saturday purchased 48.7% interest in the station and secured an option to purchase the remainder from Henry Field, the licensee. It is understood the Des Moines interests paid $150,000 for the minority stock and the proposed complete partnership with the hope of moving the station into Des Moines in order to substitute it there for KSUM. This project has been abandoned.

The deal to sell the station to the Omaha newspaper involves somewhere between $150,000 and $200,000. KFNF shortly will apply for full-time operation in Omaha with 5,000 watts on its present wave-length of 590 kc., which it shares with KUSD of the University of South Dakota at Vermillion, S. D. KUSD would relinquish the time-sharing arrangement in favor of obtaining the facilities of the Omaha World-Herald’s KOWH, which operates with 500 watts daytime on 680 kc.

Omaha Facility

Thus Omaha would secure a new full-time 5,000-watt outlet on 890 kc., probably using the KOWH call letters, while the University of South Dakota would secure 500 watts daytime for its KUSD on 680 kc. It is understood the deal, which is being handled by Luther Hill, general manager of the Cowles stations, is satisfactory to the university, the Cowles interests agreeing to provide the university with any necessary new equipment.

The Omaha World-Herald bought the old WAAW in that city for approximately $40,000 in late 1938, and the FCC authorized the transfer on Feb. 21, 1939, though Commissioners McNinch and Walker dissented. Call letters were changed to KOWH and the station affiliated with NBC after KOIL had joined CBS.

Oscar Kronenheg, for seven years associated with the WARD, Brooklyn, has applied to the FCC for a new 250-watt station on 1310 kc. in St. Petersburg, Fl.

PITTSBURGH GETS OLD SETS

Four Stations Merge Efforts With Newspaper
And Collect 1,950 Old Receivers

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

In accordance with the Radio Christmas plan, the sets secured by the stations—KDKA, WWSW, WJAS and KQV—were popularly announced and programs promoting the drive were reported upwards of the servicemen’s organization, with repair parts furnished by jobbers and distributors, who also helped carry extra repairmen hired to handle the rushing business.

The original goal of 1,000 sets was reached four days ahead of schedule, on Dec. 18. Despite announcements that the quota had been reached, calls from persons offering to donate old radios continued to come in, and by Dec. 22 more than 1,250 sets had been received. Radio servicemen worked every night for several days until late in the day, repairing the sets to handle the extra repairs hired for daytime work.

Program Stunts

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

Comment among participating radio men was to the effect that the promotion, besides giving a feeling of helpfulness to neighbors, showed the tremendous potentialities for building goodwill as well as solidifying contact with the cooperating newspaper.

In addition the idea has brought a wave of wholesome publicity to local servicemen, and provided an entree for the Post-Gazette through the canvassings for donations conducted by its circulation representatives. In taking all the old sets off the market, the plan has created potential customers for new sets, reflecting to the benefit of jobbers and distributors.

Moreover, the identity in the promotion in Pittsburgh were Frank Smith and Walter Sickleks, of WWSW; John Lanz and Villiella, WQV-WJAS; Jim Luntzel, Byron McGill, W. E. Jackson and General Manager S. D. Gregory, KDKA; O. J. Keller, editor, Jules Dublin, promotion editor, Pittsburgh Post-Gazette, and Samuel Avins, general counsel, Radio Servicemen’s Assn. of Pittsburgh.

New KORN, Fremont, Neb.
AUTHORIZED for construction last Nov. 3, the new KORN, Fremont, Neb., local outlet on 1700 kc., went on the air Dec. 22 in what is believed to be a record for shortness of time between authorization, construction and operation. Chief owner of the station is Clark Standiford, former co-owner of KGFW, Kearney, Neb., who will also be manager. Commercial manager is Randy Ryan, formerly manager of KMMJ, Grand Island, Neb. Larry Coke, also formerly of KMMJ, is program director, and E. A. Blackburn, former chief engineer of the old KWN, Water-town, S. D., is chief engineer. The station is Gates equipped with a 175-foot Winchcagger tower. Its transmitter house is the residence of two families of engineers. Standard Radio transcription library and UP news service are being used.

Creamery Placing

BEATRICE CREAMERIES, Chicago (Meadow Gold cheese), has renewed Keep Fit To Music With Wallace, daily quarter-hour physical culture program, on WGN, Chicago, for 52 weeks. It is understood the program will be sponsored by Beatrice in a number of additional markets soon after Jan. 15. Ray Linton, head of Ray Linton Co. and manager of Wallace, set the deal. Lord & Thomas, Chicago, handles the account.

EXTENSIVE DRIVE FOR PRUNE SERIES

PRUNE GROWERS of California, planning a promotion drive (BROADCASTING, Dec. 15), have selected stations for its twice-weekly transcribed Hollywood Tem-000, placed through Louis T. Warg, San Francisco. The list includes WNAC, Boston; WBBA, Chicago; WHO, Des Moines; KMST, Kansas City; WTMJ, Milwaukee; KSTP, Minneapolis; WEA, New York; a station in San Francisco, not decided upon at press time; WCAE, Pittsburgh; KROM, St. Louis.

The drive launched Jan. 9 and will be heard in most instances on Tuesdays and Thursdays. The drive, sponsored by Warg, with Ken Carpenter as announcer and a dramatic staff of approximately ten persons. The story revolves around a Hollywood casting bureau.

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

Good News Plans

GENERAL FOODS Corp., New York, despite denials to the contrary, is planning to cut its Thurs-days’ “Roving Diet Show,” the New York Times, Dec. 12, for Maxwell House coffee on 85 NBC-Red stations to a half-hour schedule. It is understood the contemplated cut will take place in late January when the current quarter ends. The Hollywood production division of Benton & Bowles, agency servicing the account, in mid-December cut a second show for a syndication service, for the proposed show which was sent to New York for sponsor consideration.

Dick Powell, stars, and Fanny Brice. Meredith Willson directed the music and Hanley Stafford and Al Stem are writers. Miss Brice in the Baby Snooks skit was also included. It is understood the first broadcast, on a half-hour show, sent to New York several weeks ago for consideration, did not meet with the sponsor’s approval [BROADCASTING, Dec. 15].

Richfield Adds 29

RICHFIELD OIL Corp., New York (gasoline, oil, which has been sponsoring Arthur Hale’s Con- fidential, WOR, Newark, since October, Sundays, 9:30-9:45 p.m., on Jan. 6 is adding 25 MBS stations to the program, which will be heard Saturday, Sunday, 7:30-8 p.m. Four other stations will carry the program via transcription, as Cities: WTAG, Worcester, and WAMS, Springfield, Mass., Saturday, 8 p.m.; WDVA, Saturday, 12:15 noon, and WRVA, Richmond, Saturday, 8:30 p.m. Agency is Sherman, New York.

OLSON RUG Co., Chicago, soon after Jan. 1 will start a varying schedule of three shows on an undetermined list of stations. Freets, Fellers & Presch, Chicago, handles the account.
We're not "crowing"— just "showing"

THE C.A.B. — 16.09
THE SHOW — "BEYOND REASONABLE DOUBT"
  starring Nick Dawson
THE SPONSOR* — Vick Chemical Company
  for Vick's VapoRub and Vick's Va.Tro-Nol
THE STATIONS — Sacramento, Stockton and Bakersfield, Calif.

THE PROOF —

... After only
15 episodes

RENewed for
another 13 weeks
by Vick Chemical
Company

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

"BEYOND REASONABLE DOUBT" will do the same job for
your local or regional sponsor.

Associated Recorded Program Service

25 West 45th Street
New York City

Broadcasting • Broadcast Advertising

January 1, 1940 • Page 31
Revision of Rules
On Discs Is Seen
Half-hour Announcement
Is Proposed by Committee

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

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

The recommendation of the Rules Committee, it is understood, was that identification announcements using clear phraseology as to
whether the program is broadcast and recording to the field of education, World Book
Co. has just issued Then Came War: 1939, an album of three 12-
inch phonograph records comprising a spoken summary of events leading up to the present Euro-
pean War. It is edited by Elmer Davis, CBS analyst who himself
himself delivers a summary of the events leading to the Sudent crisis of
Sept. 1938, and from the Munich settlement to the early summer of
1939.

The other records, with a narr-
or, providing the continuity of the story, cover the period beginning with the
announcement of the German-Russo pact and culminating with the en-
try of France and England into the war. The actual voices of Hit-
lar, Chamberlain and Daladier, as well as the records of the radio broadcasts, are incorporated into the
records, which also include other dramatic presentations of the
activities involved.

This recorded summary of the paths that led to war is suitable in both content and language dif-
culty for use in secondary schools or colleges, says Alexander J. Stod a r d, superintendent
of schools, Philadelphia, in the hand-
book, "Notes on Educational Use", that accompanies the records. If this initial effort in recorded his-
tory for classroom use is well re-
ceived by educators, World Book
Co. will produce further such rec-
ords under the generic title, "The Sound of History".

Prepared for use on a standard phonograph, the discs are cut at
the same speed as other original recordings and are ready to use
for the ordinary transcription, featuring Herbert
Parker, director, and James
Green, NBC technician.

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

HISTORY ON DISCS
Recorded Series Is Released
In Album Form

APPLYING the latest techniques of broadcasting and recording to
the field of education, World Book
Co. has just issued Then Came War: 1939, an album of three 12-
inch phonograph records comprising a spoken summary of events leading up to the present Euro-
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Co. will produce further such rec-
choice and whether it be live talent or transcription, the latter should not be penalized by reason of the
fact that the broadcasting station has chosen this type of program as being superior to live talent. His amendment, if adopted, would also
inform the public as to speeches and other spot announcements of important events, which were taken
at one time and broadcast at a later date."

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

590 kc. Channel
Aligned by FCC

COMPLETION of realignment of the 590 kc. channel under the new
broadcasting rules is expected Dec. 19 by the FCC when it
authorized WEEI, Boston, to operate at an increased power of
590 watts. The station, at the request of the Federal

BROADCASTING • Broadcast Advertising
Page 32 • January 1, 1940
Southern women know their food. Food advertisers know WRVA’s strong influence in this rich market (over a half billion dollars in foods). That’s why Virginia’s only 50,000 watt radio station is their happy choice. Soup’s on ... come and get it! Food and related lines sold through grocery outlets are shown at the right.

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

COLUMBIA AND MUTUAL NETWORKS

WRVA 50,000 WATTS
MANY RADIO NOTABLES gathered in Shreveport recently for the dedication of the new 50,000-watt plant of KWKH. Seated (1 to r) are J. F. Tilton, Broadcast, KAI, Albuquerque; J. M. Rock; Jack McCormack, KWKH and KTBS; Harry Stone, WSM, Nashville; Vernon Anderson, WJB, Baton Rouge. Standing (1 to r) are W. M. Wynn, General Counsel, Republic; William Doob, Brannam Co.; Martin Campbell, WFAA, Dallas; J. H. Connolly, Brannam Co.; Bill Barnes, KWKH-KTBS; Harry Flagler, KWKHKTBS; A. J. Putnam, Brannam Co.

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

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

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

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

Assets at Issue

Questioned by Mr. Porter, Mr. Stearns denied the allegations of his financial status made in his application for the station in April, 1937, were not true, and that his true assets, rather than $10,000 in cash, consisted of $340 in joint account with his wife. Where the money alluded to in the application was to or actually did come from he said he did not know. His testimony also included admissions of further "inaccuracies" in other representations of fact in the application.

Mr. Gillett declared he had agreed to finance construction of the station upon being approached by Mr. Stearns some time after the construction permit had been granted. At that time, he said, Mr. Stearns had told him he had no money to build the station. Previously Mr. Gillett had stated that on April 24 he had received from Mr. Gum, as Mr. Stearns' lawyer, and in pursuance of an agreement signed by Mr. Gum, to hold in trust the funds to be used to construct the station, a sum of $10,000 in cash, which he theretofore deposited in a special account in Liberty National Bank.

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

Mr. Gum emphatically denied any knowledge of the case, as mentioned by Mr. Gillett, maintaining that he acted in good faith on the basis of representations made by Mr. Stearns. He declared that he "never doubted" Mr. Stearns' financial qualifications, and at the time of the application and until only recently he had had no reason to believe otherwise. Mr. Gum also denied having caused Mr. Stearns to sign in blank stock certificates of the station corporation, as alleged by Mr. Stearns.

Bookkeeping Data

Mr. Tash appeared briefly to identify portions of the books of WSAL in existence during the construction of the cost of the station, amounting to more than $18,500. He also declared that Mr. Gillett's testimony was "expected to eliminate" the testimony of the witness about the construction costs advanced and called for personal examination. Mr. Vandoren, called by Mr. Porter after the hearing was started, identified original deposit slips and bank ledger sheets corroborating the books of account and acquiring bank deposits and withdrawals made by him. In addition he identified certain deposit slips and ledger sheets and account in the account of Mr. Gum at Liberty National Bank.
An all-time record attendance of 50,000, proving that WKY's audience is something more than an intangible statistic, jammed Oklahoma City's huge municipal auditorium the week of November 13 last to view the first public demonstration of television in the Southwest.

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

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


**Guest Editorial**

**MORE ON DAYTIME SERIALS**

_By JOHN F. PATT_  
General Manager, WGAR, Cleveland

IT IS IRONICAL to recall that the script serials which now predominate the daytime hours of radio were introduced to enliven the sameretched schedules of monotonous programs in the early days of radio. Then, music followed musical programs, and the _time_ of the day program—vocals, quartets, choruses, orchestras,—until an enterprising agency introduced the _daytime_ serial program which swung the trend pendulum to the other extreme, and instead of a schedule equably balanced, sprinkled with music and drama, serial followed serial ad infinitum.

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

In suggesting this emphasis on daytime musical programs, it is not my wish to disparage or deprecate daytime serials. The majority of them are excellent and productive of much entertainment. The sheer numbers of their effects are so great that the newfangledness might become progressively lost to the young Council. The programs themselves confronted by many consecutive hours of talk, are tuning to the independent individuals where they are more sure of music. Nor does my suggestion imply any less cooperation for script shows, but in the interest of the sponsor and the industry, to bring about a more varied schedule.

We are paying excessive fees to the American Federation of Musicians and ASCAP for staff orchestras. We are using music which realizes the greatest possible effectiveness from their use. House bands are so accustomed to spend by day during the blanketed period of script shows. The encouragement of daytime shows will result in an increase in the usefulness of our musicians.

The reaction which I have received to date clearly indicates that broadcasters and the public are interested in this new emphasis, and I feel that the entertainment offered during the daytime hours.

Each will represent opinion will start the ball rolling. Any subsequent action must come from the networks, the agencies or organized groups within the industry.

An Anthology of Meritorious Broadcasts During the Last Two Years Published

DESTINED to take its place as an annual anthology similar to those of the Red Book, dramatic and Edward O'Brien's short story field, is _Best Broadcasts of 1938-39_, a 576-page volume published by Mcgraw-Hill Book Co., New York ($3.50). The selections were made and the book was edited by Max Wylie, CBS director of script and continuity. There is a foreword by Neville Miller, president of NAB.

_The book brings between two covers for the first time a collection of some of the best short stories, and prize-winning serials, all told by the public. The editor had complete cooperation from the writing and broadcasting of the serials, making the compilation. These are his selections:_

1. **Best Short Story Adaptation (Comedy):** Surprise for the Boys, by Herbert Lewis, adapted for radio by Vic White, broadcast over WOR and MBS March 6, 1938, produced by WPA Federal Theatre Project.
2. **Best Short Story Adaptation (Serious):** A Trip to Casablanca, by Edward Granberry, adapted for radio by Elizabeth James and Han Huth; produced by Columbia Workshop.
3. **Best One-Act Play Adaptation:** Riders of the Storm, by Percival Wilde, based on short story by Stephen Vincent Benet; adapted for radio by Donald Macfieart; performed on April 7, 1938, over WQXR, New York.
4. **Quiz Show Honored:** Best Quiz Show: Information Please, broadcast of April 14, 1938, over NBC-Blue, published with special permission of Canadian David Ginger Ale Co. and J. M. Mathes Agency.
5. **Best Human Interest Story:** The Story of Ted Collins, by E. W. Kenyon, produced for Columbia Broadcasting Corp. and broadcast in England.
6. **Best Documentary:** The Case Against Japan, by John Martin, produced by the Federal Radio Educational Project.
7. **Best Verse Experiment:** Sennis Radio, by Alfred Herbert, produced by Columbia Workshop.
8. **Best Dramatic Adaptation:** The Trojan Women, by Euripides; translated from the Greek by Edith Hamilton, radio drama by Harry Stratemann; produced in Great Plays series on NBC-Blue, Oct. 16, 1938.

**Standard Brands, Spot**

**STANDARD BRANDS, New York,** provides two small spot campaigns for two of its clients, hoping more particularly around the first of the year, using two spots weekly on several Southern networks and a five-weekly in the remainder of the year in Marjorie Mills' program on the New York Music Show. No details of the campaigns could be learned from J. R. Neumark, Co., New York, the agency.

**Page 36 • January 1, 1940 BROADCASTING • Broadcast Advertising**
POWER... where it counts

50,000 WATTS
AT 820 ON THE DIAL
SELLING A
$2,214,269,000
MARKET
BASIC CBS OUTLET
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY
The Courier-Journal THE LOUISVILLE TIMES
WHEN SALESMEN JUMP TO THEIR FEET AND CHEER

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

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

4 'OUR BROADCASTING WILL BE SPOT RADIO!' 

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

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

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

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

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

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

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

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

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

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.
Coast Cooperation

KNX and Newspaper Join
In Promotion

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

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

The first direct cooperative action between the two was evidenced in September of last year, when the Times and KNX began employing another example of facilities for promotional purposes. Since then, the Times has promoted its new Western Edition and has arranged spot announcements. KNX has reciprocated by exploitation of its special events and outstanding sustaining shows with advertising in column advertisements designed by Robert Wildhack, noted illustrator. Throughout the month-long campaign preceding the Christmas benefit party, the Times, which has confined its radio news to logs since 1937, freely used pictures of participating talent and also news stories on the event, playing up the station call letters. KNX in turn gave daily courtesy announcements, practically flooding the air a week prior to the party. In each announcement the Times was mentioned.

Yeastoad Drive

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

Mike Hollander Dead;
Fondren Is Successor

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

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

Axton-Fisher Plans

Axtion-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), has appointed Malinugra & Weiss, Chicago agency, to handle its account. For the time being, the division is operating under the name of WABC, New York, and Captain Herne in the News on WGN, Chicago, for various radio officials. News programs, sports shows and one-minute dramatized announcements are being sent to 20 major market stations, according to Marvin Mann, time buyer of McDougal & Weiss.

Oxo Buying Spots

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

Crane & Crane Discs

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

KFI-KECA Operate
In New Quarters

KFI-KECA, Los Angeles, owned and operated by Earle C. Anthony Inc., on Dec. 26 moved into its new headquarters at 141 N. Vermont Ave. in the city's first radio plant. The 3,000 square foot addition erected to house the technical, musical and program departments. Besides executive offices and four main studios, the KFI-KECA plant includes an auditorium studio seating 300 persons and a special news room. The building is of steel so that a second story can be added when the house the proposed television division.

The entire facilities, according to Harrison Holloway, general manager, represent a total investment of approximately $450,000. Of this sum, about $300,000 was expended in the construction of the Earle C. Anthony Inc. took over control last August when the FCC granted permission to purchase the Hearst Radio Inc. property and facilities. KFI-KECA for the past 17 years has been owned by C. H. and C. H. T. Anthony Bldg. at 100 S. Hope St. To celebrate the move, a one-hour program was presented over 29 over the stations, together with a half-hour salute by the NBC-141 station, KECA, over the Los Angeles outlet. KFI is the red network station in Los Angeles.

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

Wander to MBS

Wander Co., Chicago (Ovaltine), on Jan. 22 starts Carters of Elm Street and Orphan Annie on 85 NBC stations, with the latter being shifted from seven NBC-Red stations and the latter from 17 NBC-Red stations. The five weekday Carters of Elm Street will be aired on MBS during a quarter-hour period between 9 and 10, yet unselected. The five-week Orphan Annie will be aired from noon to one. Shows will originate at WGN, Chicago, Black-Sample-Hummert, Chicago, is agency.

General Foods Corp., New York (Grape Nuts), on Dec. 29 broadcast a 30-second semi-monthly: 20th Century Fox film "Swannee River" on the Kate Smith Hour on CBS. Featured in the opening of the story picture, Don Ameche, Al Jolson and Jo Smith, the story is a picture set in New York for the occasion. Young & Rubicam, New York, has the account.

Bernardino Molinari, Italian conductor and director of the Augustea concerts in Rome, on Dec. 23 arrived in New York for the first time to conduct the broadcast concerts of the NBC Symphony Orchestra Jan. 6 to Feb. 3.
More stations advertise in \textit{Broadcasting} magazine than all other advertising trade publications combined... the reason... \textbf{RESULTS}!
The F-M Milestone

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

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

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

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

The Usual 'If'

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

Normally this pleasing state of industry ledgers would justify utter abandon in estimating the potential 1940 profits. Unfortunately there are some ominous clouds on the horizon, and they aren't entirely war clouds.

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

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

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

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

When Jimmy Shouse took over WLW and its then ugly-d FCC sister, WSAI, it was up to its ears in litigation. It was the superpower fight which he inherited—a battle of principle and policy as well as watts. He had to dig in on two fronts—Washington and Cincinnati —when either was a full-time assignment. But he dug, and while he was Washington salient was a sort of doomed cause, the home front was not only kept intact but actually forged ahead.

Last March they sounded the funeral dirge for WLW’s 500,000 watts—the world’s first station to use that output. The courts sustained the FCC’s edict against power of more than 500,000 watts. In Congress there had been outrages of monopoly and “the curse of bigness.” But instead of going into a tailspin, WLW continued its progressive strides and wound up the year with the biggest fourth quarter in dollar volume in the station’s history. Jimmy Shouse had his plans all made when the plug was pulled on his so-called “superpower,” and after five years of riding the crest of the 600,000-wave, he settled down to the normalcy of 50,000-watt operation.

When Jimmy took over as vice-president of the Crosley Corp. in charge of WLW, WSAI and its other broadcast operations on Oct. 15, 1937, he left a berth as general manager of the CBS-owned 50,000- watt KMOX at St. Louis. If he figured that running a 500,000-watt, plus appurtenances, was just 10 as tough as that of a 60- kilowatt, he certainly didn’t let his friends know it. Cincinnati wasn’t foreign to him, because he had gone to school there, and, besides, he was born in nearby Kentuck-y. Moreover, he had handled the Procter & Gamble business for CBS out of the Chicago office during the years he was crack salesman for that network.

The immediate superpower battle lost, Jimmy’s first action was to cut WLW rates voluntarily by 10% from a base of $1,200 to $1,080 per hour. Along with his first assistant, Sales Manager Bob Dunville, he started building from scratch— selling results, service and time rather than lost watts. The formula clicked, and is still clicking. He set cut to build an organization surpassing in efficiency and effectiveness. He knew the men he wanted and hired them.

First came Bob Dunville, his power sales manager at KMOX, who was ensconced as general manager of the rather neglected WSAI, then an optional alternate Red-Blue outlet of NBC along with WLW and WCKY. Dewey Long, WLW sales manager, started at Birmingham, followed later by WSAI general manager, when Bob moved next door to join Boss Jimmy as WLW sales manager. George Biggar was brought in from WLW as general program director, primarily to get the Boone County Jamboree under way. Walter Callahan became sales service manager. Beulah St r a w w a y came from Kroger Grocery as merchandising director, Bill Oldham as promotion manager, and Cecil Carmichael, with CBS in Cincinnati, first as press relations director and then as Jimmy’s assistant.

WLW, of course, tended to dwarf other Crosley broadcast operations. But Jimmy not only found time to give WSAI the needed hypodermic, but also set in motion experimental television, facsimile, shortwave and other operations. WLW’s Interna- tional broadcast unit, the 50,000- watt WLWO, shortly begins commercial operation with its program beamed toward South American markets. Television experimenta- tion goes forward in the Carew Tower, highest structure in the area. A thousand research opera- tions are carried on in the Crosley laboratories under the direction of R. M. Jones, technical super- visor, Fritz Leydorf as chief re- search engineer and Jerry Branch as technical assistant to Shouse.

You would figure that stocky, broad-shouldered, spring-stepping Jimmy Shause had athletic antecedents. Because of his Williamson County background, you would immediately spot him as an able and thorough salesman. But you would never guess that he taught school when a stripping of 21. More than that, he taught market research, a hobby which evidences itself in the elaborate survey and merchandising methods employed by the Crosley stations.

The biography of James Ditto Shouse begins in Newcastle, Henry County, Ky. (400 inhabitants), on July 28, 1903. His father, L. D. Shouse, was the city’s dentist. He attended elementary school at Bel- levue, Ky., and high school at Fort Thomas, just a short haul from Cincinnati. For college, the University of Minnesota and the University of Cincinnati, O., he accepted an offer from two public schools. When his prowess as an athlete was reflecxted in his accumulation of some laurel, he sailed for the pole vault and the 100-yard dash and as an ama- teur pugilist. At 21, Jimmy Shouse began teaching high school and branched off into market research at Toledo. After an apprenticeship in advertising with Liberty Magazine, he joined the CBS management staff, joining the CBS sales staff in Chi- cago. He handled such early net- work accounts as Blue Ribbon Mail, Cudahy, Borden’s, E. I. du Pont de Nemours and Co., before joining the CBS sales staff in Chi- cago.

He introduced many of them to radio. Rounding out his experience, Jimmy joined the Chicago post in 1936 to join Stack-Goble Ad Agency as account executive for Swift. A year later he rejoined KMOX, in which post he remained until he accepted an offer from Lowell Thomas, head of theard of the Boise Ad Club for a second term.

Dwight Mallon, European cor- respondent for newspapers and news associations during the last several years, has joined The Cleveland Plain Dealer as an associate editor. Charles C. Roux, formerly vice-president and advertising director of Dell Publishing Co., for 11 years, has joined Ziff-Davis Publishing Co., Chi- cago, as vice-president and a director.

C. G. Phillips, manager of KIDO, Boise, has accepted a similar position at the Advertis- ing Research Bureau, Boise.

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

D. L. EVANS, local sales manager of WLFA, Tampa, Fla., recently married Miss Clarine Drew, Paul Von Coshansen, fortuneteller for WLAF, Lake- land, and WPW, Atlantic City, has joined the WLFA sales staff.

J. F. HENRY, formerly vice- president and advertising director of Dell Publishing Co., has joined moving to an office in Denver.

JIMMY SHOST, manager of KIOA, Des Moines, has returned from a teaching tour in the south.

Charles C. Green, former newspaperman and advertising agent, has resigned as director of promotion of the New York World’s Fair to be- come general manager of the Advertising Club of New York. Green succeeds Tom A. Burke, who has re- signed to accept a special assignment with Loew-Fraenkel.

WILLIAM C. ROUX has rejoined NBC, New York, as assistant direc- tor of the network’s m. & o. stations. Formerly with NBC’s promotion staff, Roux left in 1937 to do a pioneering tour of Interna- tional Radio Sales and later was with CBS, retiring Dec. 20.

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HELEN JANE BEHLEK has been appointed production and program director of WHEC, Rochester, N. Y., and founder of the Rochester "Blood Donors Day." She will also be the first woman to receive a 1,000th free transmutation mark re- map of the American Red Cross. County Women of Former Wars as "The County's Most Outstanding Woman" for 1940.

FRANK WOODRUFF, formerly J. Walter Thompson Co. Hollywood division sports announcer, has been appointed director of entertainment for Harry J. Goulet, the owner of WFLW, Columbus, Ga., and Jack Guenivel, formerly WJKO, Kalamazoo, Mich., have joined WCKO, Montgomery, Ala., as announcers.

MARK GOODSON, recent graduate of the University of Minnesota, Miss Behlike wrote and presented the Bridge Club play "The Secret of Seville." Since then, she has been working for WCCO and WTCN.

JAMES ALLEN has been named program director of WIBI, Philadelphia, succeeding Fred Dodge, his predecessor, appointed assistant to General Manager R. F. Contras, of WIBI.

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

AL SIO, news commentator on WHC, Rochester, N. Y. and founder of the Rochester "Blood Donors Day." The first woman to receive a 1,000th free transmutation mark re map of the American Red Cross. County Women of Former Wars as "The County's Most Outstanding Woman" for 1940.

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Frequent Air Traveler

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

Brockington’s Post

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

WLW Expands Bookings

WILLIAM (Bill) McCluskey, for the last two years booking representative for the Renfro Valley Barn Dance and formerly with the WLW Artists Bureau, Chicago, has been appointed executive of General Program Service Inc., which directs bookings for special appearances of WLW’s talent booking expansion of WLW’s talent booking expansion, particularly for the Boone County Jamboree.

The only full time station in Ohio’s 3rd largest market

WFMY

(250 watts)

Youngstown
Ohio

Merchandising 

Video Explained—Cleveland Methods-Companys—

Beer in Wicker—Mountain Cooperation

Coastal Cooperation

IN LINE with its reciprocal agreement, The American Newspaper Publishers, Chronicle and News [Broadcasting, Dec. 1], KPO-KGO last month aided in the promotion of the special air programs which in the papers were interested. For the News, NBC stations participated in the annual City Community Sing on Christmas Eve, sponsored by the newspaper. For the Chronicle, KPO-KGO programs are promoting a dramatic program, The City of St. Francis, an historical play dealing with San Francisco. The program will lead up to the Chronicle's 75th anniversary celebration late in January.

Latin Publicity

SOME 30 papers in Latin America currently publish listings of NBC's international programs, according to F. L. Barbour, in charge of NBC press relations abroad. NBC publicity has appeared during 1939 in such countries as Colombia, Guatemalan, Paraguay, Venezuela, Cuba, Puerto Rico, Ecuador, Argentina, Brazil, Costa Rica, Paraguay and Panama. Barbour reports, in addition, occasional appearances in European and Asiatic countries, notices being printed in French, German, Italian, Spanish, Danish, Portuguese, Arabic, Hebrew and English.

St. Louis Champagne

WICKER champagne hamper contains bottles of three leading local beers—Alpen Brau, Griesedieck and Hyde Park—which are advertised on the station, were distributed as door prizes by KMOX, St. Louis at the St. Louis Advertising Club's annual Christmas luncheon Dec. 19. Stenciled on the top, the hamper was "St. Louis Champagne, to help you keep Merry on Xmas"—working in the station's call letters in the final four words.

Carnations From Mutual

RADIO editors on New Year's Eve received carnations from MBS, each flower tagged with a notation to wear the flower and to tune in Arthur Godfrey's first MBS broadcast for Carnation Co. at 9 a.m. Jan. 3. Distribution of flowers will be repeated on Jan. 1 and on the latter date editors will also receive alarm clocks preset for 9 on the MBS schedule. These radio columnists to tune in at this early hour is the brainchild of Lessan Gottlieb, publicity director of MBS.

Heard at Office

IN CONNECTION with the recent MBS broadcast of Col. Leonard P. Ayers, authority on economics, WRAL, Raleigh, N. C., furnished radios for the use of local businessmen interested in the economic discussion during the broadcast. The station sent 85 letters offering to install radios so businessmen could listen. Of the 85 letters 63 accepted the offer and returned the postcard enclosed with the letter.

Court

TO PROMOTE its new merchandise station clients as well as NBC network advertisers, KOA, Denver, has had long term tieup with Fox Inter-Mountain Theatre Screen, featuring KOA talent, and that from network programs.KOAs are run three times daily in the 12 Denver theatres operated by the chain. No product material or special name or numbers appear on the trailers, but names and pictures of talent, with date of broadcasts in addition, occasional trailers appear on the screens of 97 other Fox Inter-Mountain theatres in the Pacific Coast, New Mexico, Wyoming, Nebraska, Montana and Utah.

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

Store's Classes

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

Crisco Offer

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

Wesson Recipes

WESSON OIL through WDRIFT SALES Corp. is currently offering a free recipe for Wesson Olive Fruit Cake during its weekly dramatic serial Hawaii Heat on KPO-KGO and Pacific Coast NBC Red network. The recipe may be obtained from group ad office, Wesson Oil San Francisco office.

N EW "irregular" publication—half house organ and half fan sheet—titled "So Watt" has been started by WMBR, Rich., in connection with its daily Musical Clock program. The four-page tabloid promotes participating sponsors and lampoons talent heard on the program.
NEW YEAR'S BABIES
Eso Marketers Offers Cash
For Jan. 1 Arrivals

Eso MARKETERS, as part of its campaign to launch two new gasoline products, is offering bonus savings accounts to parents of children born on New Year's Day on the Eso Reporter automobile programs, heard four times daily on 34 stations. Parents in 18 states from Maine to Louisiana are eligible for the Esso prizes, which include a $5 bank account for each baby born Jan. 1, $100 each for twins, $250 each for triplets, $1,000 each for quadruplets, and $5,000 each for quintuplets. The only condition is that the parent must take a copy of the birth certificate to the nearest savings bank.

In addition to promotion of the offer on the news broadcasts, direct mail pieces have been sent to 30,000 physicians, 4,000 bankers, and 1,500 hospitals in the 18 states, according to Marchek & Pratt, New York, the agency in charge of the account, while many of the stations which carry the Eso Reporter are conducting special promotion on the campaign. WZB, Boston, is presenting a special program Jan. 1 featuring the leading hospitals in the Boston area; WGY, Schenectady, is presenting a program with the first baby born Jan. 1, 1938, in the area as guest of honor, and WDBR, Hartford, is offering an additional award to babies with a program featuring all the proud fathers of Jan. 1.

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

Pads of Costs
NOVEL promotional idea, designed to call attention to KSTP, St. Paul, and its new 50 kw. transmitter, has been developed by Ray Jenkins, general sales manager. Time cost estimate sheets, with KSTP heading the station column, have been printed and are being sent in pads to agencies and time buyers.

BROCHURES
KTTU, Tulsa, Okla.—Eight-page full color brochure folded to letter-size, carrying pictures of Tulsa buildings and businesses along with coverage map and market data figures.

NIBC—Illustrated color folder promoting Bill Sterne’s NBC-blue sports broadcasts, featuring his All-American football team selections.


MISSOURI-ILLINOIS Broadcasting System, St. Louis—Colored promotion brochure presenting coverage map and market analysis data for the two-station looping, which includes KWS, St. Louis, KWOS, Jefferson City, Mo., WYAY, Springfield, and WBOY, Decatur, Ill.

WOR, Newark—Booklet, “How Christmas Came to Mr. Whittle,” telling in whimsical fashion how 188 papers list WOR programs daily in 78 cities in 12 states. Typography, layout and pictures match the mood of the text.
Hang onto your hats boys
Here we go again
This Space Is Reserved For Montana

60% of the people - 90% of the payroll
Furgason & Walker - Representative

by program

western advertising

BROADCASTING • Broadcast Advertising

THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WRC, WMAL, Washington
Air Conditioning Training Corp., Youngstown, 3 sp weekly, thru Well & Wilkins, N. Y.

Curtis Publishing Co., Philadelphia (Sat. Eve. Post), 9 as weekly, 15 as, thru BBDO, N. Y.

D. L. Clark Co., Pittsburgh (candy), 3 as weekly, thru Albert P. Hill Co., Pittsburgh.

Geo. Kayser & Co., New York, 15 as, thru Donahue & Co., N. Y.

Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 6 as weekly, thru McKeel & Albritch, Phila.


WFBR, Baltimore
American Oil Co., Baltimore, 4 sp daily, thru Joseph Katz Co., N. Y.


Lever Brothers, Cambridge (Sunny), 9 as weekly, thru Ruthrauff & Ryan, N. Y.

Metro-Goldwyn-Mayer, New York (movies), 6 as, thru Donahue & Co., N. Y.

Phillips Faking Co., Cambridge, Md. (canned food), 312 as, direct.

WHK, Des Moines

Pezz & Gallagher Co., Omaha (Butter-Nut coffee), 6 sp weekly, thru Buchanan-Thomas Adv., Omaha.

Manhattan Band, San Francisco (Sweetheart), 3 sp weekly, thru Franklin Brock Adv., N. Y.

Nestle Food Co., New York (Nestle's chocolate), 6 sp weekly, thru Cecil & Pressey, N. Y.

KECA, Los Angeles
Los Angeles Times, Los Angeles (home free newspapers), 6 sp weekly, thru Carroll Dean Murphy & Co., Los Angeles.

Union Pacific Stages of California, Los Angeles (tobacco), 5 sp weekly, thru Beaumont & Homan, Omaha.

WHN, New York
Hudson Canadian Fur Co., Brooklyn, 12 sp weekly, 52 weeks, direct.

KOK, Oklahoma City
Magnolin Oil Co., Dallas, daily sp, direct.

WCHS, Charleston, W. Va.

Brown & Williamson Tobacco Co., Louisville (Bugsy), weekly thru W. H. Rithchie, Chicago.

Dr. W. B. Caldwell, Monticello, 3 sp weekly, thru Arthur H. Lehman, Inc., Monticello.


Feminine Products, New York (Arrid), 3 as weekly, thru Street & Finney, N. Y.

CGB, Timmins, Ont.
Dominion Stores, Toronto (chain grocery), thru All-Canada Radio Facilities, Toronto.


Busting Ltd., Toronto (proprietary), 5 sp weekly, thru Frontenac Broadcasting, Toronto.

Fred A. L'Avennement & Co., Montreal (yeast), 52 as, thru Stevenson & Scott, Montreal.

Imperial Tobacco Co., Montreal (cigarettes), 5 sp weekly, thru Whitehall Brock, Montreal.

KPO, San Francisco


Electric Appliance Society of Cal., San Francisco, thru (proprietary), thru South, Frickleton, San Francisco.

KNN, Hollywood

General Foods Corp., New York (Log Cabin syrup), 3 sp weekly, thru Benton & Bowles, N. Y.

Lambert Carril & Co., New York (Nestle's chocolate), 6 sp weekly, thru Cecil & Pressey, N. Y.

KECA, Los Angeles
Los Angeles Times, Los Angeles (home free newspapers), 6 sp weekly, thru Carroll Dean Murphy & Co., Los Angeles.

Union Pacific Stages of California, Los Angeles (tobacco), 5 sp weekly, thru Beaumont & Homan, Omaha.

WMMC, Beverly Hills, Calif.
Star Sheen Cosmetic Co., Los Angeles (cosmetics), 5 sp weekly, thru Mayers Co., Los Angeles.

Sears Roebuck & Co., Los Angeles (merchandise), 35 sp weekly, thru Mayers Co., Los Angeles.

KMPC, Beverly Hills, Calif.
Magna Oil Co., Dallas, daily sp, direct.

WFAA-WBP, Dallas-Fort Worth
Lever Bros. Co., Cambridge (Riso), weekly thru, thru Ruthrauff & Ryan, N. Y.


British-Myers Co., New York (Milt-Rub), 3 sp weekly, thru Young & Rubicam, N. Y.

Crane & Crane, Clothes, New York (Mayo stove, thru Walter & Hackett, N. Y.

P. Kelly, N. Y.

Shinoda Co., Co., Omaha (Raisin Bran & Macaroni), 3 sp weekly, thru Perry-Halco, St. Louis.

Ford Miller & Co., 2 sp weekly, thru Benton & Bowles, Chicago.


R. J. Reynolds Tobacco Co., Winston-Salem (Top tobacco), daily thru Wm. Esty & Co., N. Y.

Old Style Brewing Co., Cincinnati, 4 daily thru, thru L. F. McCarth & Assoc., Cincinnati.

Foley & Co., Chicago (coush syrup), thru Wm. Esty & Co., N. Y.


Barnes, Minneapolis, 3 sp daily, thru Blackett-Samuel-Hammet, N. Y.

Liddon & Safford Co., Pa. (cough drops), 3 sp weekly, thru J. M. Poland, P. A.

Sioux Honey Assn., Omaha, weekly thru, thru Earl Allen Co., Omaha.

WCHS, Portland, Me.


Stickney & Poor Spice Co., Boston, 10 as thru Chambers & Wexler, Boston.

Oto Ltd., New York (boilout cubes), thru Platt-Forbes, N. Y.

Whipple Co., Chicago (Grandmother's migraines), thru L. R. Louden, Etherton, Boston.

H. F. Hodson & Sons, Boston (ice cream), thru Harold, Dalco, & Boston.


Kemp & LeRoy, N. Y. (Kemp's balsam, Lane's cold tablets), 26 as thru, thru Hughes, Wolff & Co., Rochester.

Larsen & Bros. Co., Richmond (Edge-words), thru, thru Woodward & Legler, N. Y.

Lever Bros., Co., New York (Squy), 80 as thru, thru Ruthrauff & Ryan, N. Y.

Standard Brands, New York (Fortuant), 150 as thru, thru Ruthrauff & Ryan, N. Y.

General Foods, New York (Jello), weekly thru, thru Young & Rubicam, N. Y.

CJLS, Yarmouth

Carter Medicine Co., New York (livin', thru Street & Finney, N. Y.

Imperial Tobacco Co., Montreal (Sweet Capitol cigaretts), weekly thru, thru Whitehall Broadcast-Capital, C. M. weekly.

Peoples Liniment Co., Brooklyn, (Peo- ple Liniment), 4 as weekly, thru United Radio Advertising, Toronto.

Harold F. Ritchie Co., Toronto, (Jus- riTe pet foods), weekly thru, thru United Radio Advertising, Toronto.


Margollans Ltd., Sydney, N. S. (chain clothiers), 24 as weekly, thru.

KHJ, Los Angeles

Wishtire Oil Co., Los Angeles (Polly Gas), weekly thru, thru Dan R. Miner Co., Los Angeles.
GRUEN WATCH Co., Cincinnati, on Jan. 1 renews Todd Hunter’s twice weekly quarter-hour series program on WBBM, Chicago, for an additional 13 weeks. McCann-Erickson, New York, is the agency.

DODDS MEDICINE Co., Toronto (proprietary), has renewed its daily spot announcement campaign on 37 Canadian stations for 1940. A quarter-hour twice-weekly French show has started on CHRC, Quebec. A. J. Deane Co., Toronto, placed the account.

GRIESEDECK BROS., St. Louis (beer), on Dec. 26 started Chestnut 90-Fourty, six nights weekly, 9:30-10:30 p.m., on KNOX, St. Louis. BBIO, St. Louis, is agency.

T. EATON Co., Winnipeg (chain department store), has started the Saturday morning children’s show The Great Painted Lady on CKY, Winnipeg, a program the company has sponsored for some years on CKOC, Hamilton, Ont. The account was placed direct.

AMERICAN CHICLE Co., Long Island City, N. Y., on Jan. 2 renews its program for Chiclets featuring Frank Novak’s Musicians on WJZ, New York, Tuesdays, 7:30-8 p.m. The program is rebroadcast via transcription on WBEN, Buffalo, Thursdays at the same time. Badger, Brown & Hersey, New York, is agency.

WESTERN CANADA Flour Mills, Toronto (Purity Flour) adds on Jan. 13 to the Centrefold of Dramas, CJLS, Yarmouth, N. S.; CBL, Toronto; CFFL, London, Ont.; CFAR, Flin Flon, Man.; CJOR, Vancouver; making a total of 35 stations carrying the programmed series. A. McKinn Ltd., Toronto, placed the account.

LOS ANGELES TETCO MFG Co., Los Angeles (home fire extinguishers), new to radio, on Dec. 19 started the five-week quarter-hour Musical Clock on KECA, that city. Agency is Carroll Dean Murphy & Co., Chicago.

Silas and our other well-to-do hayseeds wield powerful pens—in bank clearings on personal checks Fargo ranks SECOND nationally for cities of Fargo’s size! Obviously, our wholesalers and other suppliers must find sales easy—collections simple and swift.

WDAY is the only NBC affiliate within 190 miles of Fargo. Doesn’t this prove an attentive audience?

BROADCASTING • Broadcast Advertising
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AMERICAN JEWISH BROADCASTING Co., New York, program agency, on Dec. 24 started a weekly program titled American Jewish Hour for participating sponsorship on WHN, New York, Sundays, 1:30-2:30 p.m. The program, conducted in English, features Jewish swing music and a quiz on Jewish art, history and customs. Sponsors to date are Edelman's Tuxedo Brand Cheese and B. Mancisew & Co., New York (matzo's). A. B. Landau Co., New York, placed the contract.

WAPLES-PLATTER Co., Fort Worth wholesale grocery firm, is using 500 spot announcements on WBAP, Fort Worth, Evans & Lemly Agency handles the account.

WENE CHICK FARMS, Vineland, N. J. (baby chicks), is participating in sponsorship of RFD 1090 on KYW, Philadelphia. Agency is Charles Advertising Service, Philadelphia.

Renault Drive

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

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

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

CHICAGO MOTOR CLUB on Jan. 1 will start the Show of the Week on WGN, Chicago, as one of the cooperative sponsors of the MBS program, heard Sundays, 6-7 p.m.

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

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

Peter Paul Placements

PETER PAUL, Naugatuck, Conn., on Dec. 24 started Gabriel Heater in behalf of Mounds candy on WOR, Newark, Sundays, 7:45-8 p.m., and will start participation on Uncle Dom's program Jan. 5 in the interest of Waiteau candy, Mondays through Fridays, 6-6:30 p.m., with the "dominant" commercial on Tuesday, Platt-Forbes, New York, is the agency.

Basketball Sponsors

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

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

LOCAL SPONSORSHIP OF BREAKFAST CLUB

DEPARTING from its former policy of a half-hour contract because of its success because of the show's "dominant" series has grown to a half-hour in length as shown in NBC Rate Card No. 26. Frequency or quantity discounts will not apply. By Dec. 30, thirty Blue stations had signed to offer the program for local sponsorship.

According to William S. Hedges, NBC vice-president in charge of the stations department, "it is primarily an experiment, but we feel sure of its success because of the excellent response we have had from local stations, even though the plan was submitted to them only a few weeks ago. The value of this program lies in the fact that it sends merchants throughout the country a program of network caliber which they can offer to local merchants at remarkably low cost. In the five years the program has been on the air, it has jumped from 28th place among the 130 ranked by listeners in 1934 to the sixth most popular variety show on the air, day or night, in 1939."

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

Under the plan, local stations may sell 15, 30, 45 or 60 minutes a day in whatever weekly frequency may be desired. Stations are given a concession in that they may group periods of 15 minutes in order to secure better rates. Thus, two succeeding 15-minute periods could be sold locally, and the station could hold the half-hour charge on the half-hour evening rate instead of the 15-minute rate. The plan does not extend to other NBC sustaining programs.

Two and a half million people within 150 mile radius of Shreveport eagerly await your advertising messages in 1940 over—

KWKH

SHREVEPORT, LA.

50,000 Watts

A Shreveport Times Station

- Represented by

The Brannam Company

A Happy New Year to Everyone

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

WSAI CINCINNATI'S OWN STATION

NEW YORK -- CHICAGO -- LOS ANGELES -- SAN FRANCISCO

Represented by INTERNATIONAL RADIO SALES

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Campana's Ten Radio Years (Continued from page 20)

was broadcast 26 weeks or more each year until 1939. It will start again Jan. 7 on 30 CBS stations to introduce the new Campana Hand Cream.

Up through the years, several offers have been made on Campana's shows and listeners have responded whole-heartedly, according to Mr. Wallace. Several years ago, Campana pioneered the offer field with an Italian Balm dispenser. Dispensers were offered on First Nighter for an exchange for a carton top and a coin. No dispensers were distributed at that time at retail stores and listeners could get them only by writing. Commercial copy used on the show was slanted to educate listeners in the use of the Italian Balm type of lotion. The copy stressed the point that Italian Balm works best when just a little is used. The demand for dispensers grew so rapidly that Campana placed a value of $25 on each dispenser, offered them in retail stores at 70c, with a 50c bottle of Italian Balm, for 69c. This offer was made by Campana as late as January of 1938 and the firm estimates that three million Italian Balm dispensers are in use in America today.

Other Offers

Free samples of Campana products have been and are offered from time to time as audience test samples. For instance, when First Nighter was shifted to CBS in September, 1938, a free offer of Italian Balm samples brought the largest return of any Campana sample offer, according to the agency. In 1936, a successful offer made by the sponsor was an initial sueded shopping bag. The sponsor made a 30-day offer of a book titled "Discover Your Personality" in 1937 in exchange for a dime and a box top. Successful with this offer in 1938 Campana announced the same book with commercial credits written around voluntary testimonials from various famous celebrities in the book's effectiveness. A merchandising tie-in widely

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

Merchandising Success

Should you ask Mr. Wallace how effectively individual stations have merchandised Campana's programs he will show you stacks of newspaper publicity, courtesy announcements, free product samples from each station, and it includes in that capacity, but broadens his activity to center from Australian Record Company, and includes its several affidavits and associates, including BAP, Kayem, 2UE, 2GB and others. He will also supervise the American sales of both Macquarie and BAP transcriptions which are in charge of Jack Arthur, New York.

Fairmont Nights

ONLY station in a community of its size ever to go on the air 24 hours a day, WMMN, Fairmont, W. Va., which inaugurated the award-the-clock service Dec. 28—1929—will celebrate 11 years from the day it started operating, Dec. 22, 1929. Midnight to 6 a.m. program is titled Night Owls, consisting largely of recordings, news flashes, weather reports, emergency calls, etc. Bob Kent and Herb Goddard will do the all-night stint.

Australian Record Co. Names Directing Board

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

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

George Matthews continues as managing director of BAP. Dr. Ralph L. Power, Los Angeles, for several years a leading buyer of scripts and transcriptions for Macquarie and its predecessors in the United States, continues in that capacity, but broadens his activity to center from Australian Record Co. and includes its several affiliates and associates, including BAP, Kayem, 2UE, 2GB and others. He will also supervise the American sales of both Macquarie and BAP transcriptions which are in charge of Jack Arthur, New York.

WE'RE NOT TRYING TO PLEASE CRANKS (Ky.)!

If you're trying to reach the pocketbook power of Cranks (Ky.), don't give up! There's an advertising medium that's effective in the rural geography. But the rich Trading Area around Louisville, which KAVE has successfully mined, has a million buyers who can't afford twice as much buying as all the rest of the State combined! And we are the EXCLUSIVE source of N.B.C. entertainment for 100 miles! How about writing for the whole story?

LOUISVILLE'S WAVE

INCORPORATED

25,000 WATTS BOTH N. B. C. NETWORKS ED. PETRY, Rep.
VALENTINE CRAMPTON, formerly of the editorialstaff of Fortune Magazine and previously radio director of Wm. Esty & Co., New York, has joined Perry-Hanly Co., New York, as assistant and copy chief.

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


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


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

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

W F R
BALTIMORE, MD.

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


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

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


MILTON WEINBERG, Adr. Co., Los Angeles, headed by Milton and Bernard Weinberg, gave all employees a 7% bonus of their year's salary as Christmas gifts.


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

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

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

Voices Inc., New Firm VOICES Inc. has been formed with offices in the RCA Building, New York, as a combined publicity organization, production agency and service for artists. Telephone is Circle 5-7270. The new company will furnish publicity information service for the trade papers, talent buyers, and agencies, will supply 24-hour telephone service for announcers and other talent and later in 1940 will go into the production of programs. Personnel consists of Henry J. Breyer, formerly an XRC announcer, as president; Fred Coll, in charge of publicity for WHOM, Jersey City, N. J., and for the Penn Tobacco Co. program on CBS Vez Zop, as vice-president; Miss Lee Williams, formerly in charge of women's programs at WJN Lansing, Mich., and George B. McCoy, formerly of Publicity Associates and in charge of street interments for WHOM.

AMES-HARD Co., San Francisco agency, has opened Los Angeles offices at 426 S. Hill St., with Harold W. Benshire in charge.

REG BEATTIE of the Timmins Daily Press, Timmins, Ont., effective Jan. 1, 1940, has been manager of the Toronto office of Northern Broadcasting & Publishing Ltd., representing ORK in that market.

CILS, Yarmouth, N. S., has appointed Dominion Broadcasting Co., Toronto, its exclusive Ontario representatives, effective immediately.

L. Stewart WELLS L. STEWART WELLS, 54, copywriter for George Cornell & Newell, New York, identified with the agency's radio accounts, died at his home Dec. 22. A graduate of Princeton U., Mr. Wells was at one time an editor of Outdoor Life magazine, and is now associated with Proctor Collier Co. and Ralph H. Jones Co., Cincinnati, BBDO and Belden, and New York offices. He was with the CBS sales promotion department before joining Geyer. He is survived by his wife, and a son and daughter.

Garfinkel Expands SIDNEY G. GAFKIN & Adv. Agency, San Francisco, has opened offices at 1937, has been advertising and sales promotion manager of C. H. Baker Co., San Francisco (shoe stores). The account will continue to be serviced by the agency.

Form New Agency NEW advertising agency, Reade, Olber & Daniels, has been formed at 701 Seven Avenue, New York, by Walter Reade Jr., Henry Daniels, Jr., and Leonard Olber. Telephone in Medallion 2-1232. Radio accounts will be handled by Bobby Sanford.
McCLATCHY BOOSTS AWARDED BY FCC

TWO stations of the McClatchy newspaper group on Dec. 21 were authorized by the FCC to improve their facilities by changing frequencies and increasing their powers. KOH, Reno, was changed from 900 watts on 1380 kc. to 10,000 watts on 6 kc., operating fulltime with directional antenna at night. KERN, Bakersfield, Calif., was shifted from 100 watts on 1370 kc. to 1,000 watts on 1380 kc. Both stations will change their transmitter sites and install new equipment.

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

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

KSFO-KROW Shifts

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

Agency-AFRA Agree

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

NEWS!

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

CJOR

Vancouver, B. C.

National Representatives:
Joseph Hershey McGilvray
Radio's in Canada

THERE were 1,230,506 licensed radio receivers in operation in Canada as of Nov. 30, 1938, according to the latest tabulation of the Canadian Dept. of Transport's radio division. This includes 5,326 owned by the blind, hospitals, charitable institutions and crystal sets—not required to pay the $2 annual license fee. By provinces the licenses issued numbered: Prince Edward Island, 4,792; Nova Scotia, 59,257; New Brunswick, 34,728; Quebec, 296,416; Ontario, 485,513; Manitoba, 83,405; Saskatchewan, 81,366; Alberta, 90,099; British Columbia, 105,525; Yukon and Northwest Territory, 160.

BEN FARMER, former partner in WGBT, Wilson, N. C., now manager of Chattanooga Radio Supply Co., with W. Reall Taylor, electrical dealer, is applicant for a new 250-watt station on 1420 kc. in Chattanooga. Mr. Taylor is 74.9% stockholder in the applicant corporation, Mr. Farmer, 25%

For A Big Chunk of Illinois—Use WSOY
Serves the World’s Soybean Center—Central Illinois
332,000,000 Soybean acres—Great corn and livestock manufacturers. Pop., area, $4 million. Retail business up 12 to 17,000.

WSOY Decatur, Ill.
250 W. 18 hours daily

HIGHLIGHTS on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JOW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

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

FCC Probes Frequency Modulation

(Continued from page 19)

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

Change in Policy

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

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

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

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

It has already been ascertained that the ultra-highs appear well suited for very narrow area coverage. Based on experiments now being conducted, sufficient data has been accumulated to indicate that for wide band frequency modulation signals can be procured in a 100-mile area with about 40,000 watts.

At Armstrong's testimony before the FCC in June, 1938, ex- celled the advantages of his system. On the basis of testimony of experts and after studies made by the FCC's Engineering Department and the Inter-Department Radio Advisory Committee, made up of government radio experts, a permanent allocations policy was established above 25,000 kilocycles for Government and non-Government services. However, the non-Government services were all established on a strictly experimental basis.

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

**Amplitude Modulation:**

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

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

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

**Frequency Modulation:**

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

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

3. A frequency modulated receiver will select one of the strongest signal or noise as the case may be when the ratio of the desired to undesired signal strength is approximately 2 to 1.

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

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

Hour of Gold

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

Cop at Mike

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

Adolescent Days

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

Forums of a City


Studio Talk

SCIENTIFIC analysis of the speech used by members of the studio audience feature Where Are You From?, a new weekly program that started Dec. 21 on WQXR, New York. Dr. Henry Lee Smith, lecturer in English at Columbia U., conducts the analysis, with Maurice C. Dreicer as m.c.

Trailer

BILL as the first of its kind, WSPB, new station in Sarasota, Fla., on Dec. 16 carried a Trailer Wedding feature built around an actual wedding in the local colony of trailerites, in which all principals were members of the colony. For the wedding party, even the minister officiating was a trailer resident, and wedding gifts included spare tires, jacks and such. Re-moted direct from the trailer camp, the ceremony was performed against a background of wedding music from the studio.

Dope on Gardening

EIGHT years of continuous service to amateur gardeners will be on the record by Nevra for the Rutgers Agricultural Extension Service's Radio Garden Club, heard twice weekly on WOR, Newark. The quarter-hour programs, covering all types of plant and landscape planning programs, have been carried on WOR since January, 1932. Thousands of copies of talks by experts heard on the feature have been distributed in response to requests from listeners, and more than 600 gardeners in 26 states make up the Club's regular membership list.

Interviews Candidates

LEADING contenders for the 1940 Presidential nominations of the two major political parties are receiving each week by Fulton Lewis Jr. on his MBS news analysis programs. The silhouette broadcasts are based on personal interviews with Lewis by the candidate prior to the programs and on interviews with the leaders of the opposition to the candidate.

The Words of WIS-dom

"Neither do men light a candle and put it under a bushel, but on a candlestick and it giveth light." —Matthew 5:15

It's wise to make WIS your "Candlestick" for South Carolina sales

Why? Because it operates on 560 kilocycles, the most favorable frequency in South Carolina; because it serves more of South Carolina (not to mention parts of adjoining states) than all other stations combined; because, with its NBC Red and Blue programming, it's favored by South Carolina listeners. Can you ask for more?
Studio Notes

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

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

WLVA, Lynchburg, Va., and WBTM, Danville, Ill., Jan. 1 will establish a wire hookup to form a "Bi-City Group" in central Virginia. Edward A. Allen, president of the Lynchburg Broadcasting Corp., in announcing plans for the combined setup, stated that each station will feed the other between three and four hours each broadcast day. Six transcription services will form the basis of the exchange, and a special public events department is being formed to assure complete broadcast coverage of local events. Both stations will eliminate recordings entirely. Managerial control of WLVA recently was acquired by Lynchburg Broadcasting Corp., with James L. Howe, formerly sales manager of WBTM, as resident manager at WBTM. Philip P. Allen, general manager of both stations, will remain in Lynchburg.

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

W K G B, Tyler, Tex., arranged a special hookup with three other stations -- K R B A, Lufkin; K N E T, Palestine; and K N E T, Longview, to broadcast the high school bi-district championship football game last month. The hookup was called for the dual purpose of benefiting the Football Network, as the game was sponsored by the four stations. In Longview, a special tape of previous games this season. The deal was handled by M. E. Danborn, manager of W K G B, and the play-by-play account was handled by Jack Kretzing.

Christmas in Aunt Susan's Kitchen found Mrs. Mart. A. W K Y, WK Y's homemaker, adopting a new idea and putting in her own oven too. The W K Y staff, in a dip, pranced along the keel of the Christmas turkey, which furnished the main course in the annual W K Y dinner in Oklahoma City on Christmas Eve, held after all staff members had been given cash bonuses.

Using portable and mobile equipment, NBC's, regular remote pick-up facilities, WSB and WAGA, Atlanta, provided intensive coverage of the festivities held in that city in connection with the world premiere of the motion picture version of "Gone With the Wind." Starting with the spot descriptions of the arrival of various stars and distinguished guests, the station's activities also included descriptions of the various parades and parties during the several days of civic celebration, part of which were carried over W H P, Harrisburg, Pa., in December. NBC carried a remote broadcast from Memphis, Pa., 55 miles away, of the 11th annual Cincinnati Dinner of Memphian Academy. In addition a Motown, which closed the fall term of the Academy, the broadcast included interviews with performers and personalities on the Memphian carillon.

K N E T, Palestine, Tex., on Dec. 14 moved into its remodeled and redecorated studios in the Midway Bldg., with all new and modern equipment, following a fire in the former studios Oct. 20. The composite transmitter and control equipment of the station was constructed by John D. Shepard, K N E T, technical director.

A schedule of "big name stars" has been started by WGN, Chicago, with the Sunday programs being featured during the anti-smoke campaign. The first show in the series was signed to MBS, Grace Moore was signed for a special Christmas night program. During the holidays, WGN will broadcast special musical programs featuring the Chicago Civic Opera and motion picture stars: Attilio Gaggioli, operatic tenor; Martin Egerod, operatic soprano, and Glenn Jones, tenor, of motion picture and musical comedy fame. The concluding concert was sung by Mr. Jones on New Year's Eve. It is understood that WGN will continue a similar series during 1940 and that many new shows will be aired. The new shows will be circulated to WGN, Outstanding dramatic and comedy shows will be included, according to officials of WGN.

WLS, Chicago, practically made possible the Veterans of Foreign Wars Home in Bloomington, Ill., Proceeds from the WLS Home Talent show made a down payment on the home, a second paid for the re-decorating and the third bought new electric cookstove. The WLS Home Talent show is patterned after the station's National Barn Dance, with local entertainers doing impersonations of various celebrities.

Tommy Anderson, whose wife is Helen Peters, radio editor of the Berkeley (Cal.) Gazette, recently acquired Pan-American give-away magazine, distributed throughout Northern California and in which radio is featured.

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

About 350 children of employees of the Westinghouse Radio Division received gifts at a big party given Dec. 17 at the Gwyn's Fails Junior High School, Baltimore, through the efforts of the Westinghouse Management, Local No. 130 of United Electrical Machine and Radio Workers of America and the Salvationists Employees' Aid. The event was attended by about 1,200 persons.

W F L A, Tampa, Fla., has installed complete Uniex Press wire service, used on news of the day.

Staffs of both NBC and CBS in San Francisco held their respective Christmas parties Dec. 22. NBC held a lunch for the employees, with M. W. Nelson, manager of KPO-KGO, at the head table. CBS held a party in the studios, with Dick Aurandt and his orchestra presenting a program of music.

On alternate Tuesdays from Jan. 9 to April 30, CBS will present a series of 16 concerts by the San Francisco Symphony, Les Concerts Symphonique, and the Montreal Orchestra, through the facilities of the CBC.

K E D, St. Louis, is carrying a series of daily programs, conducted by Program Director Fred Eichen in connection with the anti-smoke campaign. The idea is to start this winter by a 35-Day, Post-Discard, editorial. The daily feature reports on the progress of the campaign resulting from the Post-Discard proposal for solving the city's smoke problem. Mayor Dickman, who heads a civic committee to act on the problem, was guest speaker on a recent broadcast.

LANG-WORTH

planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH FEATURE PROGRAMS
429 West 43rd St.
New York

BROADCASTING • Broadcast Advertising

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1939 Showmanship survey!

More hours of non-network commercial ... more hours of network commercial ... than any other station in Arkansas under the influence of KARK's broadcast... than any other station in the state!

LITTLE ROCK KARK ARKANSAS

200 Watts - Day and Night - 890 KC
N.B.C. & Tri-State Network; WMC-KARK-KWHKTBS
FOR the second consecutive year, mayors of San Francisco and Los Angeles have launched a Help Thy Neighbor Week, in recognition of services rendered by Hal Styles' weekly half-hour job finding program, sponsored by Sunset Oil Co., Los Angeles, and the Southern California Bus Lith St. network stations. Week designated was Dec. 18 to 23 inclusive, and a proclamation by Mayors Rowan of Los Angeles urged "cooperate with Hal Styles, conductor of the Help Thy Neighbor program by devising ways and means of putting deserving jobless to work, writing their dependents will enjoy a greater measure of economic security in which all persons can share." The proclamation pointed out that the program has been successful for placing approximately 18,000 persons in "grateful employment during the past three years."

KQW, San Jose, recently dedicated its new transmitter house at Alvise on the southern tip of San Francisco Bay just north of San Jose. The West's oldest station, owned by Ralph R. Brunton and managed by C. L. McCarthy, now uses a directional antenna with Bethlehem towers.

Cost of building and property was $75,000, with 5 kw. WE transmitter.

Factory in New Jersey is Acquired by Finch

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

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

WNEW, New York, will spend approximately $100,000 in a modernization program which includes replacement of all studio control equipment and erection of a new directional antenna, according to M. J. Weiner, chief engineer, who will supervise the work. All control rooms at the station will be fitted with RCA 80-A studio control desks, providing a complete speech input system for each studio. Each desk includes six mixing attenuators, permitting pickups from microphones in one or more studios, from transcription turntables and from remote lines. Other features include mixed mixer, double jack in all circuits, a high-gain program channel, talk-back to remote points as well as to studios, emergency channels, etc.

Work on the new antenna, to be a 207-foot self-supporting tower located near the present structure at Carlsbad, N. J., will be started as soon as WNEW gets its authorization from the FCC. Aims is to throw a signal which can override the unusually highman-electrical noise levels of the metropolis, thereby improving service to listeners. Contract for the tower will be let immediately following FCC approval.

Christmas Television

NBC turned its first Christmas Eve telecast into a children's show with a dramatization of the familiar story of Cinderella, starring Irene Wicker and "Jolly Bill" Steinkopf. Also in the Christmas spirit was the previous evening's visual broadcast of "Little Women".

FIRST TELEVISION BALL, staged for charity Dec. 15 at the Waldorf-Astoria, New York [Broadcasting, Dec. 15] brought NBC's video engineers and camera crew into the center of the grand ballroom giving many socialites their first behind-the-scenes glimpse of this new art.

Hearing on Television Rules

(Continued from page 19)

carry out experiments with respect to program technique, determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public.

The proposed rules fix the usual requirements of a program of technical research and experimentation with reasonable promise of contribution to the art, qualified personnel and legal and financial qualifications. Class II stations, in addition, must maintain a minimum service to the public of five hours per week, with transmission and interference standards defined.

Groupings of frequency assignments are contained in Sec. 4.74, as outlined in Broadcasting, Nov. 15. The only major changes in the proposed rules are contained in the section, 4.75, relating to charges for service, which reads as follows:

(a) No charges either direct or indirect shall be made for either the production or transmission of either oral or visual programs by Class I television stations;

(b) No charges either direct or indirect shall be made for the transmission of either oral or visual programs by Class II television stations; however, Class II television broadcast stations may make charges to cover cost of program production, including advertising material, which programs may be transmitted as an experimental program service but without charge for such transmission;

(c) Quarterly reports shall be made to the Commission by Class II television broadcast stations of the charges and costs as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a service to the public on a commercial basis.

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

Cartoon Strip Features

FOLLOWING the recent tear presentation of the comic strips, Gasoline Alley and Smilin' Jack, MDB broadcast for the five days from Dec. 20 through Dec. 25, the strips, The Gumps and Terry and the Pirates. The network plans to present other strips in three-day series, as syndicated by the Chicago Tribune, Monday through Thursdays, 2:25 p.m. and 2:30-2:45 p.m.

VIC CONNORS, executive secretary of the San Francisco Chapter of the American Federation of Radio Artists, is conducting an active membership campaign to enroll stations in Northern California and Oregon.

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

INTERFERENCE of television signals between New York and Philadelphia has brought about a tentative lease agreement between WAXE, operated by Philco Radio & Television Corp., in Philadelphia, and W2XAX, CBS's middle frequency transmitter in New York. The tentative agreement—first time-sharing arrangement in television's history—was announced in mid-December.

The FCC television allocation standard calls for 180 to 200 mile separation of transmitters using the same frequencies, as do WAXE and W2XAX—56.56 mc.—while the actual distance between the two cities is only about 90 miles. Time-sharing agreements are allowed under the rules if interference results according to the FCC.

Under the new arrangement WAXE will spend its program time between midnight and noon daily, and on Wednesday, Friday and Sunday evenings after 6 p.m. W2XAX will confine its television schedule to the remaining hours. The agreement was developed by WAXE president H. C. Murphy, president, in charge of the engineering laboratories, and Abaran Murphy, director.

On Dec. 16 Philco filed a petition with the FCC to change the proposed allocation of visual channels to allocate Channel No. 2—on which W3XE operates at present—to Philadelphia, since New York has already been allocated to Channel No. 1 (44 to 50 mc.). According to Philco officials, W3XE has confined its transmissions to allocate Channel No. 2 to avoid interference with W2XBS, NBC television transmitter atop the Empire State Building in New York, which operates on Channel No. 1. Signals from W2XBS are being received regularly in Philadelphia and, particularly in the section nearest New York, Philco engineers report.

Mackay Dickering

NEGOTIATIONS for a new agreement between Mackay Radio and Associated Communications Assn., GIO union which now holds a closed shop contract with Mackay, are scheduled to begin Jan. 4. Union is asking for a minimum of $250 a month for all operators on an equal basis in place of the present agreement which vary from $150 to $250 a month according to the classification of the operator, and for a 40-hour week made up of five consecutive days.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 620 kc. daytime with 500 watts at night. A Sales Message over KFRU Covers the Heart of Missouri

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Broadcasting • Broadcast Advertising
Music Fund Drive
(Continued from page 28)

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

At 4th District Meeting

Attending from the Fourth District were:

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

Maryland—J. M. Milburno, Seymour O'Brien, Waleris, Milburno, WCIO; John Elmer, WCBM; H. W. Batchelder, WBBI; Frank V. Becker, WIBO.

North Carolina—Don Ellis, WYCN; Lincoln Diller, WBT; Earl WBC; J. F. Jarman, WDC; A. T. Hawkins, V. G. Herring, Jr., WGR; Ed- ney Ridge, WIBG; R. H. Mason, WPIT; A. J. Fletcher, Gill Norris, WQO; J. D. DuNash, WMFT; H. W. Wilson, WOTM; N. L. O'Neil, WOOC.

South Carolina—John A. Kennedy (proxy), WSO; George Stearns, WGKV; H. H. Barnes, KPO; Elmer R. Ophingston, KABC; Harry J. Freund, WAG; J. F. Lamke, KMFF; William D. Sartwted, WMEN.

Delaware—George H. Periwinkle, WRTD; Barron Herring, WRTD; Harry H. Bond, WRTD; Warren Howard, WRTD; Charles H. Wrede, WRTD.

From the Eleventh District were:

New York—James J. Lincton, KABC; George W. D. J. Hance, WNC; John T. D. Campbell, WTC; George R. Hance, WTC; Robert H. Campbell, WTC; William J. Hance, WTC; George R. Hance, WTC.

Washington—K. F. Miller, KABC; John H. Tramont, WNC; John J. F. Reeder, WNC; Robert T. Reeder, WNC; William J. Tramont, WNC; George R. Hance, WNC.

Illinois—H. H. Barnes, WJF; Joseph Henkin, WJF; John L. Hayek, WJF; Howard J. Campbell, WJF; John T. D. Campbell, WJF; William J. Tramont, WJF; George R. Hance, WJF.

Selecting their station receptionist, the local sections were.

Alex, Sr. Jones, WQV; Robert Reeder, WQV; John H. Tramont, WQV; John J. F. Reeder, WQV; Robert J. Tramont, WQV; William J. Tramont, WQV; George R. Hance, WQV.

Walter Patrick Kelly
R&D Bldg Radio City New York

“STOP THE BROADCASTS!”

Says This Advertiser.

“We’re Swamped With Orders”

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

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

Doesn’t that give you an idea of what WFBF would do for your client? Wouldn’t you like to hear him say, “Stop—too many orders!”

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

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1940 Radio Business Prospects in Review...

 LOS ANGELES

(Continued from page 12)

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

During the last six months, practically every major station represented in the local markets has established a Los Angeles office. Besides concentrating on establishing new accounts, they have never before used radio. Several of these accounts, representatives say, are now planning conservative spot campaigns for 1940. Although many are in the nature of tests, some will be national as well as regional.

Holiday Season

A re-check with station managers and operators in the Los Angeles area verified the report contained in the Nov. 13, 1939, issue, that Christmas advertising among retailers was much higher in 1939 than 1938. The same increase by retailers in the West Coast stations is also reported for the Christmas holiday season, and included all types of business, with department stores using the heaviest schedule in their history.

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

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

Foresee Good Start

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

Much depends upon conditions throughout the world. The world economic factors are of primary importance. Practically all stated that little change could be expected in 1940, excepting that advertising servicing will continue their present schedules and in some cases increase advertising appropriations.

WHEN word reached KOIL, Omaha, the evening of Dec. 21 that a eastbound mail train had wrecked on the main line of the Union Pacific near Richland, Neb., Announcer Bill Baldwin, listening to Al Bates tossed portable transcription equipment into the KOIL mobile unit and hurried to the scene 80 miles away. The train had struck an auto on a curve and several cars had overturned and the engine and fireman were killed, although the autoist had escaped in time. Starting at 1:30 a. m., Baldwin compiled a 25-minute program, including a description of the wreck and interviews with onlookers, which was put on the air several hours later on the early morning schedule. Here stands Baldwin, in the midst of the wreckage, describing the scene while a guard looks on.

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

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

Decline in Disc

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

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SAN FRANCISCO

(Continued from page 18)

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

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

Several agencies maintaining radio departments reported that 1939 was their best year ever and that the coming season from every indication, will even be better. San Francisco, an area of conservative, has been slow to jump on the radio bandwagon in some opinions, but now is awakening to the benefits of this medium.

Ward Ingrum, Northern Californian sales manager for Mutual, said "bullish" on the prospects for the New Year. 1940 looks the best yet, he averred. The past year surpassing 1938, as KFRC, Mutual station here, was concerned for several months there. As soon as the Golden Gate International Exposition closed, there was a definite uptrend, he said.

Intermittent strikes in San Francisco during the past 12 months likewise affected the majority of local business. Despite this handicap one of the locals, KJBS, showed a 25% increase in 1939 over 1938.

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

Radio-Minded

In the opinion of some there is more growth in the west, due to the use of radio and an increasing awareness of radio as an advertising medium. Another major point is the fact that there are more major business organizations, potential clients.

The fact that the big networks, particularly NBC, have gone after more local business in the past season, letting the bars to permit playing of transcriptions and acceptance of spot announcements and station break contests, has increased the others more competition, which is proving better for all.

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

Not a few radio men, some on competing bands, told blindly of NBC’s Mr. Nelson, who literally broke the ice in press-radio relations in the Bay Area, effectively. More consciousness on the part of the public and advertiser than had been felt since the newspaper-proposed radio news like a hot potato 18 months ago.
By JAMES MONTAGNES

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

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

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

A News Boom

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

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

Government war expenditures will go a long way to making 1940 a banner year for broadcast advertising. The Donut不是他在2020年100,000,000 a day to pay for the war, most of it spent in Canada. In addition Great Britain and France have orders for munitions, planes, foods, and ships in Canada, which will help cut down on unemployment. Since the start of the war there has already been an improvement in the number of employed, and relief rolls are rapidly diminishing. And Canada is looking for a boom in the tourist business this winter as well as next summer, with American exchange in favor of the visitor by 10% and European tourist areas out-of-bounds for most Americans.

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

Came the War!

Immediately after declaration of war Sept. 3 there was a temporary slump in fall bookings, but there have been no cancellations of planned campaigns to speak of. One or two advertisers whose output is now largely taken care of by Government orders have not gone through with the campaigns planned, but these are exceptions. As one station representative reported, station time bookings on the group of stations represented by his firm have increased by 80% for the 1939-40 season. An advertising agency executive reported that he expects to see a 40% increase in 1940 in the business placed on radio from his agency.

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

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

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

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

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

CLARENCE H. CALHOUN, Atlanta attorney associated with WGST, Atlanta CBS outlet, is serving in an advisory capacity as directing head of the station since the retirement of W. H. (Slim) Summerville, as manager last month to become general manager of WWL, New Orleans, it was announced Dec. 27 by Sam Pickard, lessor of the station. A successor to Mr. Summerville will not be named, Mr. Pickard said. He declared the station is well-organized and that it can function properly under the executive advisory direction of Mr. Calhoun.

ROBERT JENNINGS has been elected vice-president in charge of radio by H. W. Kassner and Sons, Chicago agency. William H. Kassner, P & G account executive of the agency, also has been elected to a vice-presidency.

ROBERT STEVENS has joined the sales staff of WQBQ, Memphis. Sam Gordon, new to radio, has joined the continuity department and Norman Busette, the announcing staff of the station, replacing Charles Walters.

HORACE SCHWERIN, research and media director of Austin & Spector National, has been elected a secretary of the company. Daniel Reynolds, former assistant director of research, has been appointed space buyer, and Dorothy McGoldrick, formerly in the advertising department of Swafford & Koehl, New York, has become manager of the contract department.

PAUL M. SEGAL, Washington radio attorney, and Mrs. Segal on Dec. 27 became the parents of a 10 lb. 9 oz. son. They now have three sons and two daughters.

HERB GILLELAND, formerly promotion manager of WSGN, Birmingham, has joined the staff of WTL, Tallahassee, as assistant manager in the agency, and with United Press

JANSON & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

There is no substitute for service.


JOHN BARRON Consulting Radio Engineer Specializing in Broadcast and Allocation Engineering Earls Building, Washington, D. C. Telephone National 7757

HERBERT LEE BYLE RADIO CONSTRUCTION ENGINEER THIRTEEN YEARS EXPERIENCE LIMA OHIO


A. EARL CULLUM, JR. Consulting Radio Engineer 315 North Henderson Avenue 3-4697 and S-2946 DALLAS, TEXAS

Frequency Measuring

EXACT MEASUREMENTS ANY HOUR—ANY DAY R.C.A. Communications, Inc. 66 Broad St. New York, N. Y.

They Never Miss... Station owners, managers, sales managers and chief engineers comb every issue of Broadcasting.


HORACE FEXHLY, production manager of WCAU, Philadelphia, has been transferred to the position of night manager, while Harry Ehrhardt, a member of the technical staff, has been made assistant production manager. Charles D'Klynn of RCA-Victor replaces Mr. Fexhly as production manager. Lou Paulson, recently connected with WFMJ, Pittsburgh, was announced Dec. 27 as the new manager of WOR, Newark.

DON MARTIN, Allan Forte, and Paul Waldman, in financial control to the station, recently became fathers of baby sons.

Parks Sues Cantor
BERT PARKS, Hollywood announcer, in mid-December filed a breach of contract suit in Los Angeles Superior Court against Eddie Cantor, film and radio comedian, for salary on a 20-week contract and damages to his career. Parks asks wages amounting to $2,500 and $5,000 for being kept off a Cantor program to the alleged detriment of his earning capacity.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, $1.50 per word. Minimum charge $25. Payable in advance.

Local Salesman for independent station with network affiliation in city of 50,000 population. Excellent experience. Apply Box A686, Broadcasting.

Employeess—Let us help you get a position through our radio engineering service. Instructions and rates. Box 864, Paramount Distributors, Box 884, Denver, Colorado.

Salaman with thorough experience in local station sales. Must have a record of 80% feature or idea sales. Location middle west. Box A689, Broadcasting.

Situations Wanted


Announcer wants position with station. Offers complete new network affiliations and programming references. Box A687, Broadcasting.

Engineer: Now employed by network station desiring to change fields. Excellent knowledge of equipment and the broadcasting industry. Experienced in all phases of broadcast and field engineering. Interests in radio and television. "A-1" references. Travel, or for an office in the west. Box A688, Broadcasting.

Assistant Manager Midwest station who also has engaged in sports editing. Has more than 15 years experience. Good judgment. Well trained. Strong background in city and college sports. Seeks larger opportunity in broadcasting. Dark, western reputation as sports official and coach. A.B. degree. Good voice. Age 35. Box A689, Broadcasting.

Wanted to Lease

Would like to lease a condemned 5,000 watt station. Has 20 years research work experience. Box A690, Broadcasting.

For Sale—Equipment


For Rent—Equipment

G. R. standard signal generator, radio transmitter, sound and frequency bridge for testing antennas and impedance measurements. New except for signal generator. RCA 7TH field intensity meter, used at Bell Labs. Complete $150.00. Allied Research Laboratories, 260 E. 16th St., New York City.
**FTC Reports Growing Activity in 1939 In its Scrutiny of Broadcast Scripts**

**OF THE 643,796 commercial radio continuing expenditures handled by the Radio & Periodical Division of the Federal Trade Commission during the fiscal year ended June 30, 1939, about 5% of the statements were disapproved as repetitious, or nonessential, or both, or they might be false or misleading, according to the FTC Annual Report made public Dec. 29. The report stated that of 600 stipulations approved during the fiscal year, 329 had to do with misleading advertising, in either publications or radio broadcasts.

During the same period the FTC through the Radio & Periodical Division, received 526,993 copies of commercial radio continuities, amounting to 1,384,933 pages of typewritten script, and including 860,908 pages of individual station script from 616 stations, and 623,640 pages from national and regional networks. Reading an average of 4,559 pages each working day, the Division read and examined a total of 1,384,933 pages during the 12-month period.

**Products Involved**

Classified according to products the questioned advertising curred by the Division indicated that drug products accounted for 42.4% of the questionable representations: cosmetics and toiletries, 10.4%; food products and beverages, 7.8%; health devices, 2.1%; commodity sales promotion plans, 6.8%; automobile, radio, refrigerator, and other equipment lines, 6.3%; correspondence courses, 3.3%; and other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline, and lubricants, specialty building materials, 21.9%.

Drug preparations, cosmetics, health devices, and contrivances and food products accounted for 42.4% of the questionable advertisements; cosmetics and toiletries, 10.4%; food products and beverages, 7.8%; health devices, 2.1%; commodity sales promotion plans, 6.8%; automobile, radio, refrigerator, and other equipment lines, 6.3%; correspondence courses, 3.3%; and other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline, and lubricants, specialty building materials, 21.9%.

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**Radio's Response**

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

In reviewing radio advertising copied the FTC, through the Radio & Periodical Division, issues calls to individual radio stations generally four times annually, although frequency of calls to individual broadcasters is varied from time to time, dependent principally upon the extent of the area, and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews. National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein hucksters involve two or more stations. Not electrical transcriptions submitted monthly returns of typed copies of the commercial portions of all records produced by them for broadcast purposes. This material is supplemented by periodical reports from individual stations listing the programs of recorded commercial transcriptions and other advertising.

In the report the FTC stated that the combined radio material received by the Division furnishes "representative and specific information on the character of current broadcast advertising which is proving of great value in the efforts to prevent false and misleading representations". FTC surveillance of commercial radio scripts started in 1934, but an expanded review technique was developed with establishment of the Radio & Periodical Division in October, 1938, under direction of PGad B. Morehouse. The Division supplanted the Special Board of Investigation which previously had handled this type of work, and was established to conduct preliminary investigations in discharging the additional duties devolving upon the FTC with enactment of the Wheeler-Lea Act, amending and expanding the Federal Trade Commission Act.

**Paramount Spots**

**PARAMOUNT PICTURES, New York, in its campaign of spot announcements on New York stations promoting the current attraction at the Paramount Theater, sponsored a third series during the last two weeks in December for "Gulliver's Travels". Stations used were NEWE, WJZ, WQXR and WMCA. Buchanan & Co., New York, has the account.**

**Damage suit of Hagstrom Co., against WBNX Broadcasting Co., New York, and Allied Research Laboratories has been settled out of court following a series on stipulations handed down in New York Federal Court dismissing the action. Hagstrom Co. was charged that a WBNX war coverage map infringed on its map.**

**IT'S THE PAYROLL THAT MAKES THE MARKET... and Worcester is a bona fide market with a payroll index of 99% based on 1928 taken as 100%.**

**WTAG WORCESTER, MASS., NBC BASIC RED NETWORK YANKEE NETWORK EDWARD PETRY & CO., INC. National Representative**

**Your Radio Dollar buys a plenty in Oklahoma**

**ALL MUTUAL OUTLETS**

**WBNX 5000 WATTS DAY AND NIGHT 1939 DAYS COMING EVENTS CAST THEIR SHADOWS NO CHANGE IN PROGRAMMING OR POLICY. BETTER SERVICE TO METROPOLITAN NEW YORK INCLUDING ITS 6,962,635 FOREIGN CITIZENS**

**FOR INSTANCE**

Quarter-hour shows, two per week for 26 weeks, give you coverage of 600 radio homes for every dollar-.016 cents per radio home, on THE OKLAHOMA NETWORK.

**OK For Oklahoma**

Nationally represented by BURLINGTON COMPANY, INC. New York Chicago Detroit Atlanta

**BROADCASTING • Broadcast Advertising January 1, 1940 • Page 63**
since the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. today practically every well known transmission producer is a clark client. if you are interested in quality transcription processing we are at your service.

Factories Humming, Everyone Buying!
in PONTIAC MICHIGAN

where

WCAR has won instant public approval!

1000 Streamlined Watts!

WFBG

ALTOONA PENN.

providing the ONLY full coverage of Altoona trade area.

Now

NBC-RED

and

FULL TIME OPERATION

Broadcasting • Broadcast Advertising
Again, at WLS it’s “Christmas Neighbor Time”

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

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

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

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

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

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

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

Publications Planned

Dr. Studebaker described the various projects undertaken by FRC with the $250,500 Fund established for it. The broadcasting industry voted to contribute $83,000 toward the fund. In the meantime, won the Rockefeller and Carnegie Foundations providing the balance. Aside from spending generous amounts of money, an educational Script Exchange was established and more recently a Department of Television was created.

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

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

The "maintenance of this system—a system of freedom of expression which demands free communication and which must not be saddled with the responsibility of maintaining the American system of freedom in all of the other forces in our scheme of living. Public education is supported and controlled by the public; yet education must make possible freedom to learn if democracy is to be nurtured and maintained. Reality, nature, must be regulated by the Government, but radio must provide freedom of communication if it is to chart its course. Radio, in such a situation, is to strengthen and not stifle the processes of democracy."

The Educational Side

Pointing out that radio differs from other enterprises in the economic structure, Dr. Studebaker said the commercialist who starts an educational project and feels its purpose is to sell merchandise. He emphasized, however, that this system is not limited to the sale of the spoken word upon the radio listener achieves education of some kind in some degree. The other side of the picture, said he, was the educational service, into which category education falls. If might be assumed, he declared that any program aimed at achieving education, as that word is popularly understood, is an educational program and that other programs fall beyond the pale. Such a definition would be inadequate. A program sponsored by a toothpaste manufacturer, he pointed out, might promote a product which may have health values. Thus every influence toward commendable objectives of public health, yet its influence would be limited because a toothpaste and hence educators generally would prohibit the use of such programs from the classroom as cause of the advertising features involved.

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

MORE THAN 200,000 copies of the National Art Society's color reproductions of famous paintings, in connection with the NBC-Red weekly Art For Your Sake, have been purchased by listeners since the program started on Oct. 7, 1939. Each of the 12 radio programs was designed to duplicate all pictures discussed during the season, contains 16 prints suitable for framing. The cost is $4 per portfolio or $2 for the set of four.

Thomas and Kaltenborn Lead in 'Fortune' Survey

LOWELL THOMAS and H. V. Kaltenborn led the field of radio commentators listed as favorites by persons expressing a choice on the question, "Who is your favorite radio newscaster?", according to the results of a Fortune Sur- vey announced in the January issue of Fortune Magazine. With 38.1% of the test group stating no preference and another 7.1% answering "don't know", among the remaining 54.8% actually making a choice 24.8% named Thomas and 20.8% Kaltenborn. These were rated well ahead of Edwin C. Hill, with 9.3%; Walter Winchell, 8.6%; Jake Carter, 5%; Raymond Gram Swing, 5.8%; Elmer Davis, 3.5%, others, 25%.

According to the Fortune interpretation of these results, Kalten- born is the favorite of the upper two brackets of the 54.8%, and of executives, politicians, people of the theater and business proprietors, while Thomas pleases all the others best. "On pub- lie affairs the opinions of their fol- lower do not seem to differ so much as those of (newspaper) columnists and other people's. At any rate, no less editorializing over the air, and because the broadcasting programs are not mediums of a definite editorial policy as are the newspapers that subscribe to syndicated daily observations," the magazine commented.
CBS TO ORGANIZE EDUCATION BOARD

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

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

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

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

ACA-WCAU Contract

AMERICAN Communications Assn., CIO union, and WCAU, Philadelphia, have negotiated a new contract covering the engineers employed at the station, succeeding the previous contract which expired Oct. 15, 1939. New terms include a 5% increase for the 19 engineers and a rearrangement of the wage scale, raising the average wage to $67. Other conditions are a union shop, sick leave with pay, holiday and overtime pay, 40-hour five-day week, seniority and extra remuneration for master control assignments.

CHNS

The Key Station of the MARITIMES

HALIFAX, N. S.

Is now starting on its fifteenth year of service in Nova Scotia.

We hope 1940 looks as bright from a business viewpoint to you as it does to us.

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Sustainers Rebroadcast

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

ings.

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

NEGRO LISTENING

Chicago Station Makes Study Of Audience Habits

RESULTS of a survey of listening and buying habits of a portion of Chicago's 325,000 colored population are revealed in a brochure published recently by WSBC, Chicago, which in conjunction with its regular operation maintains special studies for its expanding schedule of all-Negro programs. The studios, located in the heart of the Negro district in Chicago's South Side and directed by Jack L. Cooper, are dedicated solely to these programs and are staffed by colored personnel exclusively. The station's first all-Negro programs were carried in November, 1928, and since then the schedule has increased to 5½ hours a week.

According to the WSBC brochure, with figures based on a telephone survey carried on through cooperation of the B. Michelson Co., large clothing and furniture firm catering to the colored trade, 97% of the segment of Negro population contacted listens to the all-Negro programs on WSBC—57% listening to all the programs and 60% to some of them; 85.5% indicated they buy from the sponsors of the programs, and 94.5% said they enjoyed colored talent on the radio. The survey is based on 200 completed calls made from a list of 60,000 active names furnished by the store, 95% of which were Negro customers.

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

WIBW "The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

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

BROADCASTING • Broadcast Advertising

January 1, 1940 • Page 67
Mexico Ratifies
(Continued from page 12)
operative, the treaty had been rati-
fied by Cuba Dec. 22, 1937; the United States, June 15, 1938; Can-
ada, Nov. 29, 1938. Mexico had been the role of the president in radio station station apparently the cause despite eager efforts on the part of responsible Mexican broad-
casting officials to take the important country to secure adherence for the good of the technical structure of radio as a whole.
Federal officials in Washington identified with radio were first ap-
prised of the ratification by Broad-
casting officials of its own who then pressed deep gratification. Comdr. T. A. M. Craven, member of the FCC, who headed the American delegation to Havana for the treaty-making conferences Nov. 1-Dec. 31, 1937, and who played a leading role in drawing up the accord, said he was delighted. It culminates years of chaotic interference among broadcasting stations on the North American continent, and will result in improved service throughout North America. It will also permit stabilization of the whole broadcasting structure and, with technical sta-
bility achieved, Comdr. Craven fore-
saw the possibility of eventual inter-
al licenses for broadcasting stations.

May Be Reservations

Comdr. Craven and other officials said they had not been officially noti-
fied of Mexico’s ratification, but that they would await the official documents with deep interest, par-
ticularly since these might contain some reservations. If reser-
vations are included, they must first be studied and this Government’s position as to their acceptabil-
ity determined. The U. S. has consistently refused to accept any proposed reservations favorable to Mexican-licensed high-power stations along the Mexican frontiers with American capital and operating obviously to reach U. S. listeners. There is no reason to expect that it will now deviate from its firm stand against such operations.

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

Applications Held Up

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

The Commission expects few pro-
tests against the new assignments, although perhaps a dozen station operators who claim they will be adversely affected by the terms they will oppose changes which they regard as detrimental to their interests. All of these will be given a chance to be heard, it was indi-
cated. The basic provisions, how-
ever, particularly the wave and power standards, must prevail since the treaty has the force of law.

BILL DAVIS, transmitter engineer of WTAR, Norfolk, Va., for the last six years, has resigned because of poor health. He will take up residence in Texas.

APPLICATION for a shift to the 710 kc. frequency, on which WOR is the dominant station, has been filed with the FCC by WDNO, Sioux Falls, S. D., now on 1110 kc.

Mr. Schudt pointer out, will result in a definite service to the entire radio industry. In addition, it will provide manufacturers with an opportunity to test merchandis-
ing campaigns prior to general release, either regionally or nationally.

Merchandising Clinic To Test Drug Products Is Established by WLW

A DRUG merchandising clinic has been established by WLW, Cincin-
ati, to testWLW- advertised products, it was revealed Dec. 27 by James D. Shouse, Crosley vice-president in charge of broadcasting. The clinic is founded on a group of six drug advertisers, each unit being recognized as an individual labo-
atory for the testing of various phases of modern retail merchandis-
ing displays, their location, price appeal, companion items, etc.

The establishment will be known as “Blue Ribbon Drug Stores.” Each has been selected with great care in order that all types of neighborhoods are reached in proper proportion, creating an accurate cross-section of buying de-
seires on the part of consumers.

All information obtained will be made available to manufacturers, and will develop new ideas. This, Mr. Shouse pointed out, will result in a definite service to the entire industry. In addition, it will provide manufacturers with an opportunity to test merchandis-
ing campaigns prior to general release, either regionally or nationally.

Schudt to CBS Recording

WILLIAM A. SCHUDT Jr., for-
named WRKCR, Cincin-
nati, recently sold by CBS to the Cincinnati Times-Star, has joined Columbia Recording Corp., CBS subsidiary, in charge of its trans-
scription division. Studios are being estab-
lished in New York and Chicago, and will shortly be equipped to handle all types of transcrip-
tion business.

Mr. Schudt is primarily engaged in the production of phonograph rec-
ords but now proposes to enter the radio transcription field. Whether the new produce of the transcription library has not been di-
gue.

Welch Shifts to Spot

WELCH GRAPE JUICE Co., Westfield, N. Y., has shifted from network to spot on 15 Southern sta-
tions of its 58-station NBC-Blue network for Irene Rich, aired Sun-
days, 9:30-10 p.m. As for the 15 Southern stations formerly carrying the network show now are airing the dramatic program. A spot report on the network. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Flemiony Added Spots

ALKINE LABORATORIES, New Brunswick, N. J. (Flemiony cough remedy) is starting schedules of advertising on WJAC, Johnstown, Pa., for this fall.

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Large-Screen Television

**LARGE-SCREEN television, suitable for use in theatres, with the images projected in movie fashion rather than viewed directly from the screen,** is now a reality. Theatre operators, mill owners, and cabinet manufacturers are all watching with interest the developments in this field, as the first group of London theatres last year for the reception of the Derby and other major events, the audience comprising persons seated in the aisles and listening with interest to the proceedings. In the future, it is expected that this form of entertainment will become commonplace in the cinema.
Rep. Sweeney Plans to Renew Superpower Drive in Congress

Issues New Breakdown of Clear Channel Survey To Show Day, Night Choice of Rural Audience

SYNCHRONIZED with the convening of the new Congress, a second plant in favor of superpower and clear channels was licensed with a vote of 30 by Rep. Martin L. Sweeney (D-O.), in a new analysis of listener preference based on a 14-State survey.

Supplementing his initial announcement Oct. 26 [Broadcasting, Nov. 1, 1938], in which he released the results of a post-card survey of rural listeners, Mr. Sweeney's new breakdown was designed to depict daytime, nighttime, and combined day and night station preferences of rural listeners in the 14 States covered. In a frank admission, however, that the survey covered only 50,000 watt clear channel stations and did not include other classes of stations the States affected.

Plans Legislation

Rep. Sweeney already has announced he proposes to introduce legislation, probably at the next session, to protect clear channels and to licensed private superpower stations in the interest of rural listeners. In addressing the House last fall, the Congressman lashed out against Mexican border stations using high power and declared they were winning over the rural audiences because of the anti-superpower policy of the FCC.

Because the Sweeney survey encompasses only 13 States and the returns were analyzed only in respect to clear channel stations, industry economists feel it could not be extended to other classes of material. Rep. Sweeney, however, pointed out that his poll compares favorably with the FCC's rural surveys of 1935 and 1937 when WLW was ranked first in 13 States and WLS held second place. The survey employed the same method used by the FCC. He said he received a 10 percent return or some 2,500 cards in response to a mailing of 25,000 post cards to rural box-holders. The States covered were: Illinois, Kentucky, Michigan, West Virginia, North Carolina, Virginia, Mississippi, Florida, Indiana, Ohio, Alabama, Missouri, Kansas and Arkansas.

Rep. Sweeney pointed out that in his new breakdown he had separated first, second, third and fourth choices in such fashion as to arrive at a final figure which indicates a given station's total number of mentions on the 2,500 cards returned. He said it was his plan to base a speech on the results of the survey, plus developments in allocations since the last season, shortly after Congress convenes this month. The new breakdown, he declared, would be placed in the Congressional Record.

Results of Survey

Daytime breakdown of the Sweeney survey in order of choice of listeners in all 14 States combined (clear channel stations only):
WOR, WNEW, WRN, WJZ, WEAF, WJZ, WOR, WHN, WNWG and WQXR. Cowan & Dengler, New York, is the agency.

ANNUAL MOTOR BOAT SHOW, which starts Jan. 4 at the Grand Central Palace, New York, will be opened from Jan. 5-12 on seven New York stations with spot announcements and five-minute news periods. Stations include WABC, WEAF, WJZ, WOR, WHN, WNWG and WQXR. Cowan & Dengler, New York, is the agency in charge.

PURINA'S FARM RADIO SCHOOL
Sponsor to Hold Two-Day Session of Instruction
In Methods of Handling Farm Programs

PURINA MILLS, St. Louis, will entertain managers, program directors and announcers of 115 stations Jan. 8-9 at its First Farm Radio School. The two-day school will be held at the 300-acre Purina Experimental Farm, Gray Summit, Mo. It is designed to teach station operators various methods of handling their farm service programs and other agricultural programs. Station personnel invited to the school are officials from stations now broadcasting the twice-weekly quarter-hour transcription series titled Checkerdoo Time, which has been running since last August. (Broadcasting, Aug. 15, 1939).

The first day of the farm school will include a tour of the experimental farm with trained poultry and livestock experts conducting individual class sessions. Actual farm programs will be discussed in bringing out new and improved principles of practical farming. The St. Louis research department of Purina Mills will be open to the radio visitors where they can study experiments conducted on all kinds of animals.

Effective Copy
Here the guests will confer with experts in what is said to be the largest feeding laboratory of its kind in America. In the evening of Jan. 8, radio men will be guests at a banquet and stage show during which writers and announcers of Checkerdoo Time will be honored. The stage show will feature Purina employees.

Program techniques, merchandising plans and ways of making farm copy more effective will occupy the classes on Jan. 9. Purina Farm Food Director and Farm Radio Director and farm radio authorities will preside over the discussion groups. In discussing the farm school, L. A. Wherry, of Purina's radio and promotion department, said:

"Radio is becoming an increasingly important factor in farm life and a station announcer who knows something of farm problems can offer a better service to his listening audience. Long recognized as a leader in farm educational service, Purina Mills believes in improved farm radio programs. More than 3,000 farmers and feed dealers visit our experimental farm each year and group tours from all over the country have come to the experimental farm to study their problems. We believe that a farm school for radio men will acquaint them with many features of farm programs that they hadn't considered before."

On hand for the two-day school will be William Meredith, writer and producer of Checkerdoo Time; Hugh Aspinwall, better known as Chick Martin, m.c. of the show; Al Tiffany, Purina's Voice of the Feedlist on WLS, Chicago; Ed Mason, Checkerdoo Reporter of WLW, Cincinnati; Charles Stockey, OBS agricultural director; William Drips, NBC director of agriculture; who handles The National Farm & Home Hour; George Peters, Farmway Studios of Lever Bros., president, although he appears small enough as he interviews young Mr. Wadlow—all-8 feet 9½ inches and 491 pounds of him. The Wadlow brogans, incidentally, ate size 37.

Lever Bros. in Canada
LEVER BROS. is replacing in Canada two shows which are understood to be going off the CBS network in the United States. The Tuesday Night Party for Lifebuoy is being replaced by The Family Man starting Dec. 19, 8:30-9 p.m., and is being produced in Toronto. The daytime serial Life & Love of Dr. Susan for Lux flakes and soap, is continuing in Canada Monday through Friday but is being produced in Toronto. While no official reason is given for the retention of these Lever Bros. shows in Canada, it is unofficially understood that Lever Bros. plans to keep these shows in the Canadian Broadcasting Corp. network. It is understood that the producer for the two shows has been brought to Canada from the United States.

You Bet They Buy!

WAIR has that uncanny knack of making listeners buy! Good programs, plus a sincere desire to serve both client and listeners, make this possible.

Borden Bingo
BORDEN CO., New York, on Jan. 1 starts a thrice-weekly series of quarter-hour programs in the interests of its farm products division on WEAF, New York. Program, titled Your Hollywood Neighbors, features Stella Unger interviewing guest stars, with a weekly "Kitchen Ringo" game in which winners receive cash prizes of varying amounts. BBDO, New York, is the agency.

Halts WSAR Program
POLICE overpowered a Pole who halted operations of WSAR, Fall River, Mass., Dec. 25, according to a UP dispatch. The Pole, who gave his name as Louis Belecki, 25, of Fall River, was jailed on charge of disturbing the peace by attempting to speak over WSAR facilities in the interest of his homeland. Four squad cars answered an alarm from WSAR and overpowered Belecki. Several women vocalists of WSAR collapsed as Belecki cowed the group of artists, according to the UP dispatch. Station operations were halted 40 minutes and the program on the air at the time was abandoned.

"the most community minded RADIO STATION" as selected by Variety Magazine

If you lived in San Antonio...

If you lived in San Antonio or South Texas, you'd understand why listeners to your radio station become a part of your daily life. For KTXA plans its listeners "program diet." A balanced ration of network is flavored with events of local interest, and served up with a dash of showmanship.

If you lived here, you'd understand, too, why your local dealers and distributors George Rummel and use KTXA as the ideal "audience PLUS coverage" buy.

357% More Locally Sponsored Programs!

KTXA SAN ANTONIO
Howard H. Wilson Co., Representatives

BROADCASTING • Broadcast Advertising

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Decisions...

December 14

KROC, Rochester, Minn., granted new license increase to 725 kw.

KGB, Los Angeles, Calif., granted license.

KAYS, Oklahoma City, Okla., granted petition to increase to 600 kw.

KWAN, San Francisco, Calif., granted license increase.

WAVO, Chattanooga, Tenn., granted new license increase.

WJNO, Womack, Fla., granted license increase.

MISCELLANEOUS—New, Joe E. Engel, New York, N. Y., granted license increase.

MISCELLANEOUS—New, Joe E. Engel, New York, N. Y., granted license increase.}

December 15

KWCA, Pennington, S. Dak., granted new license.

WCHT, Fayetteville, N. Carolina, granted license increase.

WDUN, Athens, Ga., granted new license increase.

WCLL, Logan, Utah, granted new license.

WCSB, Denver, Colo., granted license increase.

WBAQ, Chicago, Ill., granted license increase.

WAKS, Richmond, Va., granted new license increase.

WITU, Utica, N. Y., granted license increase.

WAVI, Dallas, Tex., granted license increase.

WRTA, Richmond, Va., granted license increase.

Applications...

December 15

WEST, Salem, Mass.—License new station.

NEW, Columbus, Ohio—License change.

NEW, Columbus, Ohio—License new station.

NEW, Kansas City, Mo.—License new station.

NEW, Des Moines, Iowa—License change.

NEW, Spokane, Wash.—License new station.

NEW, Honolulu, Hawaii—License new station.

NEW, Atlanta, Ga.—License new station.

NEW, Berkeley, Calif.—License new station.

NEW, Chicago, Ill.—License new station.

NEW, St. Louis, Mo.—License new station.


NEW, Los Angeles, Calif.—License new station.

NEW, New York, N. Y.—License new station.

NEW, Boston, Mass.—License new station.


NEW, Chicago, Ill.—License new station.

NEW, Philadelphia, Pa.—License new station.

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CUSTODIAN TOILETRIES, Chicago (Custodian Face Powder), on Jan. 16 started 52 weeks program Station which focuses on labels Caron-Salem, Tex. State network stations, times weekly for 52 weeks. Return to Romance, on 5 CBS Pacific Coast stations (KKNX, KARM, KSPO, KOIN, KYI, KFPT, KSLZ). Sun., 10:45-11 a.m. (PST). Agency: Glazer Adv., Los Angeles.

LEVER BROS., Toronto (Lifefly), on Dec. 10 started The Family Man, on 30 Canadian Broadcasting Corp. national network stations plus CFBR, Toronto; CKAC, Montreal, Tues., 8-30 p.m.

COLGATE-PALMOLIVE FEET CO., Ltd., Toronto (American Cream Ew), on Jan. 5 starts quiz program "Share the Wealth on the Canadian Broadcasting System," 8 p.m. national network, 14 BC stations, plus CMB, Montreal; Sat., 8-30 p.m. Agency: Lord & Thomas, Toronto.

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion), on Jan. 7 starts "Lovely Lips." Agency: Lord & Thomas, Chicago.

RICHFIELD OIL CORP., New York (gasoline, oil), on Jan. 6 starts "Arthur Hale's Gas Station," on 26 MBS stations, Thurs., 7:30-7:45 p.m. Agency: Sherman K. Ellis, N.Y.


Renewal Accounts

LEVER BROS., Toronto (Lux Flakes and Lux Soap) continues Jan. 1, "The Life & Love of Dr. Susen on 30 Canadian Broadcasting Corp. network stations, Mon. thru Fri. daily.

SUN OIL CO., Philadelphia (Sunoco), on Jan. 29 for 52 weeks to renew Leshol on 21 NBC Blue and Red stations, Mon. thru Fri., 8:45-9 p.m. (Mon., Wed., Fri. on 5 Southern NBC stations). Agency: Roche, Williams & Quinnyham, Philadelphia.

INSURED RECEPTION

Benson & Hedges Plans BENSON & HEDGES, New York (Parliament cigarettes), through Blackstone Co., that city, is negotiating with Clair Trevor for the film rights to the new dramatic network serial. Miss Trevor, who is in Hollywood recovering from a serious throat operation, is scheduled to go to New York in late January to discuss the deal. She formerly appeared in the J. Robinson in the CBS Big Band series, sponsored by Lever Bros.

Henry L. Doherty
HENRY L. DOHERTY, 66, public utilities consultant, has joined the Cities Service Co., which sponsors the Cities Service Concert on NBC, Dec. 23. He succeeds Edward W. Ramsey, who resigned last week for medical reasons.

QUAKER OATS CO., Chicago (puffed wheat and rice), on Dec. 2 renewed "Snow Queen," on 48 NBC Red stations. Fri., 8-8:30 p.m. Agency: Ruthrauff & Ryan, Chicago.

MENNES CO., Newark (shave cream), on Jan. 12 renewes "Quizzies," has two shows on 53 MBS stations, Fri., 8-8:30 p.m. Agency: H. M. Reisweil Adv. Agency, N.Y.

PHILIP MORRIS CO., New York (cigarettes), on Jan 30, 1949, renewed "Johnny in the Social Club" on NBC Blue stations, 8-8:30 a.m. Agency: Blau & Co., N.Y.

PHILIP MORRIS CO., New York (cigarettes), on Feb. 9 renewed "Johnny Frank & Friends," 45 weeks, 8-8:30 p.m. Agency: Blau & Co., N.Y.

ANACIN CO., Jersey City (headache pills), on Jan. 30, 1949, renewed "Easy Days," on 42 NBC Blue stations, Tues., Wed., Thurs., 7-7:15 p.m. Agency: Blackett-Sample-Huntermer, N.Y.

CITIES SERVICE CO., New York (gas and oil), on Feb. 2 renewed "Cities Service" on 54 NBC Red stations, Fri., 8-9 p.m. Agency: Lord & Thomas, N.Y.

PEPSODENT CO., Chicago (toothpaste), on Dec. 1 renewed "Mr. District Attorney" on NBC Radio stations, Mon., 7-8:30 p.m. Agency: Lord & Thomas, Chicago.


"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE CO-EFFICIENT CRYSTALS
Approved by FCC $30 Each
Supplied in Indacrite Air-Gap Holders: in the 560-1800 micron range per degree centigrade change in temperature, less than .01%. Order direct from—

Scientific Radio Service
124 Jackson Avenue
University Park
Huntington, Maryland

COLGATE-PALMOLIVE FEET CO., Jersey City (Palmolive soap), on Jan. 1, 1949, renewed "Blue House" on 75 CBS stations, Mon. thru Fri., 10:30-11:30 a.m. Agency: Benton & Bowles, N.Y.

COLGATE-PALMOLIVE FEET CO., Jersey City (Concentrated Super Suds), on Jan. 1, 1949, renewed "Forty Marts & Maris" on 97 CBS stations, Mon. thru Fri., 10:15-11:30 a.m. Agency: Benton & Bowles, N.Y.

COLGATE-PALMOLIVE FEET CO., Jersey City (toothpowder), on Jan. 1, 1949, renewed "Stepmother" and adds 12 CBS stations making a total of 35 CBS stations, Mon. thru Fri., 10-11:30 a.m. Agency: Benton & Bowles, N.Y.

COLGATE-PALMOLIVE FEET CO., Jersey City (toothpowder), on Jan. 1, 1949, renewed "Stepmother" and adds 12 CBS stations making a total of 35 CBS stations, Mon. thru Fri., 10-11:30 a.m. Agency: Benton & Bowles, N.Y.


PHILIP MORRIS CO., New York (Revelation tobaccos), on Jan. 13, 1949, renewed "Three and adds 3 MBS stations dropping WILF and W.B. making a total of five MBS stations, Sun., 8-8:30 p.m. Agency: Blau & Co., N.Y.

Network Changes


R. J. REYNOLDS TOBACCO CO., Durham, N.C. (Camel), Dec. 16 replaced "Casey at the Mike" with Jim Brind's Sports Talks on 17 Yankee Network stations, Sat., 6-6:45 p.m. Agency: Wm. Esty & Co., N.Y.

COLGATE-PALMOLIVE FEET CO., Jersey City (Octagon soap), on Jan. 1, 1949, adds 20 stations to Women of homemade making a total of five MBS stations, Mon. thru Fri., 9-9:15 a.m. (some stations, 10-11 a.m.) Agency: Benton & Bowles, N.Y.

Loriillard Considering

P. LORILLARD CO., New York, is considering a half or quarter-hour program in the interest of Leader tobacco to start in January either on local stations or a network. No details had been announced as Broadcasting went to press, according to Lennen & Mitchell, New York, the agency.

CHESEBROUGH MFG. CO., New York (Lucky Strikes), on Jan. 8 adds 7 MBS stations, making it 106 NBC Blue stations, Sat., 8:30-9 p.m. to 32 NBC Red stations, Sat., 9-9:30 p.m. Agency: Warwick & Legier, N.Y.

DR. EARLE S. SLOAN, New York (Sloan's Liniment), on Jan. 27 shifts Youth vs. Age from 106 NBC Blue stations, Sat., 8:30-9 p.m. to 32 NBC Red stations, Sat., 9-9:30 p.m. Agency: Warwick & Legier, N.Y.
Industry Observes Christmas Season

Drives for Charity and Special Programs Are Staged

CHRISTMAS was observed throughout the radio industry, with broadcasters entering whole-heartedly into the Yuletide spirit by featuring special promotions and programs designed to bring cheer to the underprivileged as well as sending gifts and money to those who chose the Christmas season to pass on bonuses to employees, varying from a few days’ salary to 10%.

Among bonus payments reported to BROADCASTING during December were: WHQ, Des Moines, bonuses ranging from 5% to 10% of annual salary; WBN, Newark, one to two weeks extra salary, with half-bonus for less than one year’s service; WAK, Cleveland, flat 10% to the entire staff; KFI-KECA, Los Angeles, one week salary; WHAS, Louisville, 6% of annual salary; WIBG, Indianapolis, half-week to full-week salary; WQAM, Miami, cash bonus; WKY, Oklahoma City, cash; WFFA, Dallas, one week salary; W74, New York, 1% of employees’ insurance policy paid up for a year for each employee; Don Lee, cash.

Novel Greetings

Included among novel greetings reported to BROADCASTING were: MBS, red cellophone talking with listeners during its Christmas programs; CJLS, Yarmouth, N. S., hand-made bamboo and match stick fishing sinks, with their fishing theme; WFIL, Philadelphia, telegram sentiment on special Western Union blank bearing red and green WCAU, New York, presentation pen and pad; WPNN, Peoria, Ill., special 30-minute recorded greeting program presenting every member of the staff at WPNN, Philadelphia, 2,000 messages sent to local newspapers, agencies, officials and clients combining Christmas greetings with a personal invitation to listen to a special Christmas program on the station; WOKO, Albany, rustic greeting guided via special WOR, New York, WOR, Eastern Airlines, newscaster of WOL, Washington, greeting in form of simulated Transradio News flash; Harrison Holliday, manager of KFI-KECA, Los Angeles, double postcard advising recipient “your name has been referred to me as one who might be interested in participating in the Wish-Holliday-a-Merry Christmas campaign. If so, just detach and mail card on the other side.”

Among Xmas gift distributions to clients and friends were: WOR, Newark, leather cigarette container for desk with clock inset in lid; WMCA, New York, new key thermometers; RCA, copy of "Magic Dial", beautifully illustrated book of radio and television; WFIL, Philadelphia, mid-century modern radios; WMEX, Boston, pocket knife; WELI, New Haven, letter opener; KPRR, Dallas, "Top of the Morn" coffee and bread basket of “St. Louis champagne” (baked by KOY, Phoenix, box of Arizona dates; WSPD, Toledo, letter opener and folded card, "Spreading Rebroadcasting the Christmas greetings of the entire station"; WIFR, Sterling, money clip; Maj. Bowes, sterling money clip; KANS, Wichita, midget movie viewer; KLZ, Denver, Colorado celery; KFEL, Denver, Colorado celery; WCAU, cigarette box; KOA, Denver, key case; L. B. Wilson, crate of Florida fruit; WNEW, New York, brandy gourd; WPEN, Philadelphia, desk clock; WIF, Philadelphia, telephone index finder; WQAB, Cleveland, desk pads; WFFA, Dallas, basket of Texas oranges, pecans and a miscellany of bottled goods.

Holiday Programs

Special Christmas programs, particularly promotions such as Radio Christmas and humanitarian features designed to collect food, clothing, books and toys for shut-ins and the underprivileged, were featured by stations over the nation. In addition special events programs were carried to describe the rush of Christmas shopping and various local celebrations, as well as network programs covering the national scene.

Fifteen Chicago stations participated in the four-hour daily programs aired over 30 outlets of a public address system along Chicago’s State Street during the Christmas shopping rush, Dec. 14-23. Program directors and announcers of the various stations put on programs in two-hour blocks and considerable live talent was used in addition to transcribed carols. It is estimated the programs and station promotion were heard by six million shoppers. The venture was directed by D. E. Northam, chief of sound programs at Chicago’s Century of Progress, and given under auspices of the State Street Council, a Chicago business men’s organization. Stations participating in the programs were WGN WJJD WBBM WLS WMAQ WCFL WIND WRE WRAH WHFC WGEE WHIS WHSB.

The annual Christmas party given to 5,000 of Philadelphia’s poor children by members of the Penn A. Van Houtte Foundation, featured WCAU direct from the balcony of the club. WCSS, Charleston, S. C., conducted a “Letters to Santa Claus” contest for children, offering a top prize of $50 in cash for best letters. WMBD, Peoria, Ill., conducted its eighth annual drive in cooperation with the local American Legion Post to gather Christmas baskets for needy veterans and families, collecting enough provisions and cash to exceed the quota set for the drive.

WWL, New Orleans, for the third successive year presented its Jean M. and John M. Christmas Fund drive, on which the children of various foreign consuls, representing 22 nations, sent Christmas greetings in their names to other children all over the world. On WHFC, Cicero, Ill., Dick Hoffman conducted an “American Christmas” program nightly on which he played recorded requests in exchange for cartons of cigarettes to go to the Edward Hines Jr. Veterans Hospital for World War Veterans, collecting more than 4,000 cartons.

WCAR, new Pontiac, Mich., station, made a special pickup from a reunion of the largest Christmas party for kids, the celebration sponsored by Yellow Truck & Coach Co., for children of its employees. The program was carried while studios and transmitting building were still under construction.

Radio Christmas

WSYR, Syracuse, N. Y., included in each of its 100 daily Christmas stories in the Syracuse Herald during the Christmas season the balloon line, “Let’s go to the radio star.” Tying in with the program was the RMA-NAB Christmas promotion the station also used frequent spot announcements.

WEEI, Boston, again this year carried a series of daily programs build around carol-singing commuters in the local Boston & Maine Railroad station lobby to the tune of a Hammond organ in the main conference of the station and presented a morning half-hour of organ music played by Del Castillo and Irene Hanify, along with a late afternoon half-hour during which commuters joined in the singing of Christmas carols, words of which were screened in the station though a stereopticon. As a special feature of the WEEI programs were recorded for broadcast so the singers themselves could hear their songs after their return to the event.

WTAR, Norfolk, Va., during the Christmas season carried seven special remote broadcasts, including a Salvation Army party, interviews in a local office building as workers left for the holiday weekend, pickups from Joy Fund trucks delivering baskets to the underprivileged, and a shortwave show on which roving reporters knocked on residence doors at 10 p.m. Christmas Eve and interviewed residents.

Among other special features reported to BROADCASTING went to press were: KYIA, San Antonio, three-week campaign collecting 5,000 books and 12,000 magazines; WCKY, Cincinnati, charity show in cooperation with Cincinnati Enquirer for Fifty Needy Families fund; WSNJ, Bridgeton, N. J., Santa Claus airplane flight; WJJ, Scranton, Pennsylvania, two programs to entertain crippled children; WKRC, Cincinnati, kids’ party at Cincinnati Children’s Hospital; KFWH, Philadelphia, 5,000-mile drive, conducted through morning announcements of sponsoring Bond Stores.

Funds to Charity

Shepard Donates Receipts
From Fr. Coughlin

SEVEN individual checks totaling $5,000, representing funds received for the Fr. Coughlin broadcasts carried on Colonial Network, were given Dec. 20 to various charitable organizations and charities by John Shepard 3d, Colonial Network president.

Among the contributions, Mr. Shepard explained that he had agreed, “in view of the new code of the NAB (which states that time for controversial subjects shall not be sold), to give to charity the profits made by Colonial Network from this contract until such time as the broadcasts were of a political nature, which is in accordance with the NAB code. This new contract, having been in force approximately two months, and in view of the Christmas season, it was decided the directors of the Colonial Network to make this distribution at this time.”

The checks distributed included: Boston Post Santa Claus Fund, $1,000; Community Federation of Boston Fund, $1,000; Volunteers of America Christmas Fund, $1,000; Salvation Army Christmas Fund, Boston, $1,000; Providence Journal Bulletin Christmas Fund, $500; Salvation Army Christmas Fund, New Haven, Conn., $250; Salvation Army Christmas Fund, Bridgeport, Conn., $250.

CROSS-SECTION of Christmas was pictured by WSYR, Syracuse, N. Y., on Christmas Day with three specials from a wealth home, an orphanage and a hospital. Ruth Chilton (left), up at dawn, was on hand in the parlor of the home of Earl Drake, president of a Syracuse oil company, when the famous 5-year-old Drake triplets (1 to r) Alice, Henry and Charles—tripped downstairs Christmas morn to see what Santa had left. Later in the day Nick Stemmier dropped into a cottage of the Onondaga Orphans Home as St. Nick was visiting to distribute presents, and Bill Rothman went to City Hospital to interview 17-year-old Clarence Caruso, polio victim, as he lay in an iron lung, and cash to exceed the quota set for the drive.

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