10,000,000

IN TEN YEARS

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

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

"Since starting our KLZ schedule we are receiving heavy orders from markets in 4 states where we previously had but scattered distribution."
—E. S. Stokes, president.
It's Genuine New England

The wide area reached by the 18 stations of The Colonial Network—a coverage that no one station can possibly give—is genuine New England.

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

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

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

WCKY 50,000w.
CINCINNATI, O.

WRVA 50,0000w.
RICHMOND, VA.

WWL 50,000w.
NEW ORLEANS, LA.

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

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

in addition to...

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

WBBBM 50,000w.
CHICAGO, ILL.

8 MORE COMING!
WCAU 50,000w. 
PHILADELPHIA, PENN.

WJR 50,000w. 
DETROIT, MICH.

KNX 50,000w. 
LOS ANGELES, CALIF.

WCCO 50,000w. 
MINNEAPOLIS, MINN.

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

WHAS 50,000w.
LOUISVILLE, KY.

KSL 50,000w.
SALT LAKE CITY, UTAH

50,000 watts where it counts the most!

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

8221 operating hours without a single failure!

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

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

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

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

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

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

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

AMERICA'S FINEST PROGRAMS ARE HEARD OVER KSTP

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

Rates and information on request...

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

The Adventure and the Romance of the West Spring to Life when

CARSON ROBISON and HIS BUCKAROOS go on the air

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

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

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

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

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

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood
TWO POPULAR PROVED PERFORMERS team up with a

BRIGHT NEW STAR

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

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

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

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

So, if this year you would like to win the spotlight for your product in northern Ohio... and without the cost of turning angel... give the lead to WGAR!
Now comes a rising new star to join the WJR-WGAR team... to make this an effective trio covering the 4th, 5th and 6th largest populated cities of the nation! Playing to the rich Los Angeles market with spendable income of more than 82,000,000,000 annually, it gives a potential listening audience of approximately 3,500,000 people.

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

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

By SOL TAISHOFF

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

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

Aiming for a July 1 deadline—or within six months of Mexico's sudden and long-awaited ratification of the pact—the FCC already has set in motion machinery paving the way for the switchover. It will be the first reallocation of broadcast facilities since 1928, when Federal radio regulation actually got under way. And it will be the first Continent-wide cooperative effort designed to minimize interference since the advent of broadcasting. Mexico has never before been a party to any broadcast agreement.

Border Problem

The Mexican border stations, scourge of reception in the United States and Canada, are destined to become extinct under the treaty terms, finally ratified by Mexico Dec. 28, as first reported exclusively in the Jan. 1 issue of Broadcasting. No reservations as such were made by the Mexican Congress in sanctioning the compact. However, a gentleman's agreement exists between the Mexican Government and the United States whereby, under a bi-lateral arrangement, this country agrees to respect as clear channels six of the frequencies assigned to the interior of Mexico, in return for similar concessions to this country.

On four of these channels, this country agrees not to assign any stations while on two others only one U. S. station will be assigned.

The State Department and the FCC are still informally discussing a proposal by Mexico which would slightly modify the bi-lateral agreement. This proposal was that the 800 kc. channel, assigned under the treaty to the State of Sonora, be reassigned to Rosarito, across the border from San Diego, with a power allocation of 50,000 watts. It is understood the FCC is inclined to reject this proposal, since it was viewed as an "exception" in the case of a border station. Establish-

Changes of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

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*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels may be necessary to avoid interference on adjacent channels or other considerations.

stumbling block. Moreover, the Mexican Congress adjourned the day it ratified the treaty.

Ratification by Mexico came two years after the North American Broadcasting Agreement, as the Havana Treaty is formally known, had been drafted in Havana. Previously, Canada and Cuba, along with this country's Senate, had ratified the treaty. Largely because of the importunities of the border stations, in almost every instance operated by former American broadcasters, the Mexican Senate twice before had declined to ratify the pact. On one occasion, efforts were made to obtain concessions from this country to permit continued operation of border stations as a condition precedent to approval.

Engineering Problems

Although all save about two dozen U. S. stations know what their new assignments will be, shifting 10 to 40 kc. in the 550-1800 kc. broadcast band, a vast amount of preliminary technical detail must be concluded by the FCC engineering department before an actual switchover date can be set. Six months is considered sufficient, but that is not yet conclusive.

Assignments of every station on the Continent, save those in the United States, must be examined to determine antenna characteristics, so the FCC engineers may calculate antenna and transmitter adjustments which will be necessary. These data will be filed by other signatory nations with Havana and then interchanged. Since all of the countries will observe identical engineering standards, suggested by this country for all classes of stations, no complications are foreseen.

FCC Procedure

If this work can be completed in time, it is presumed the FCC will promulgate its reallocation order for the summer date—possibly July 1. On the other hand, if it is found that more time is required, a later date will be set, though Sept. 1 is viewed as the very latest. The Commission desires a summer switchover date, since stations requiring entirely new antenna installations and possibly new sites will then be in a position to complete that work by fall.

While actual procedures has not been agreed upon, FCC counsel ap-
Mr. Azcarraga can rather than Mexican listeners, he suggested the rearrangement of frequencies where Mexican stations would be accorded clear-channel station broadcasters to cutover the treaty.

The channels which, under the side agreement, this country will respect as clear to the point of placing no on other station on them, are 670 kc. and 1570 kc. The Mexican station in Rosarito now is operating on 1090 kc. Its chief owner is said to be Abelardo Rodriguez, president of Mexico's broadcasting companies. The Mexican station in Rosarito now is operating on 1090 kc. Its chief owner is said to be Abelardo Rodriguez, president of Mexico's broadcasting companies.

Under the treaty, facilities are assigned to serve the nationals of the other countries to which they are assigned. Since the United States stations do not use high power and directive antennas to serve American rather than Mexican listeners, they cannot qualify for the assignments; but they can be accorded local or possibly regional facilities, in lieu of their present high-power assignments.

By virtue of the bilateral agreement, assignments of some 25 stations in this country will remain in the hands of the American broadcasting companies.

Then again, some 15 stations from the original reallocation order. Prior to these conditions, and under the original plans, only about 10 daytime stations were unaccounted for on new assignments. It had been planned to duplicate certain of these on Mexican clear channel or I-A assignments. Since these possibilities are minimized, it is to be deduced that a number of stations originally slated for improved assignments will not get them.

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

To Speed Up Routine

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

While this country has assigned to it 32 exclusive channels, it proposes to use not less than 26 of them for so-called Class I-A operation, which means they will not be duplicated within the borders of the United States. Along with Canada, Mexico and Cuba, as well as the lesser signatories, the FCC must register at Havana these pre-assignment classes. Whether it will register 25 Class I-A assignments, or a greater number, remains to be determined. WCAU, Philadelphia, which had been slated for a duplicated clear assignment, put up a strong fight in hearings before the FCC following drafting of the treaty, for the preferred status, along with WOR, Newark.

Because there will be a number of instances in which stations must install new directive antennas to comply with technical requirements, while others must change locations, it is not unlikely that when the reallocation is ordered, such stations will shift to their new assignments and operate voluntarily on their new power. This will be only until the corrections have been made.

9 Out of 10 Affected

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

About 90% of the stations will be subjected to assignment changes, a scanning of the treaty and the FCC log discloses. As of Jan. 1, there were 814 stations licensed or holding construction permits. Of these all except 89 will undergo frequency changes. Stations on the frequency from 550 to 720 kc. will not be affected, retaining present assignments. Others slide up the band from 10 to 40 kc., except in some instances where entirely new assignments are slated because of treaty allocation of specific channels.

MEXICAN TREATY

Inter-American Radio Conference, at which the Treaty was drafted, began in Havana on Nov. 1, 1938. Its initial work was on Dec. 13, 1937. Principal figure at the sessions was Commissioner T. A. M. Craven, who headed the American delegation and was credited with accomplishing an important diplomatic feat in getting nations of the Western Hemisphere the first time on so fundamental a matter as broadcast allocations. Heads of other delegations paid tribute to him for the ability he showed at the closing sessions, because he was responsible for drafting of the basic plan he served as chairman of all important allocation committees. Andrew D. Ring, assistant chief engineer in charge of broadcasting, was head of the preparatory technical data, and actively assisted in the proceedings as technical advisor to the delegation.

Others Had Ratified

The treaty was ratified by Cuba on Dec. 22, 1937. The United States ratified it on Aug. 6, 1938, and Canada on Nov. 29, 1938. The Mexican Senate on Oct. 26, 1938, first declined to ratify the pact, then reconsidered and took negative action. It was not until Senor Azcarraga actively undertook to procure Senate ratification, in opposition to the border-station brigade, that approval came—and then on the final day of Mexican Congressional session.

Canada's Shift

Canadian Broadcasting Corp. officials at Ottawa are reported to have placed six months as the time necessary to make the frequency changes provided under the Havana Treaty. A definite deadline will be set for removing all stations which can shift to new wavelengths at the same time. Principal gains under the new allocations will be by CBC stations at Toronto, CBL, and Montreal, CBF and CBM, which have suffered serious interference from stations in Mexico.

BUTTER FIRM TESTS

JUNE DAIRY PRODUCTS Co., Newark, on Jan. 11 started a test campaign of daily spot announce-ments, for Dated sweet cream butter. More stations will be added if the test proves encouraging. According to A. W. Lewin Co., Newark, the agency in charge.

GRACE LKINE TESTING

GRACE LINE, New York, on Jan. 10 started the first time with the sponsorship of Elmer Davis' news analysis on WABC, New York, from Wednesday and Friday, 6:30-6:45 p.m. in behalf of its South American cruises. Stations in New York, places the account.

Shell Oil Using Spots

TBS Negotiating Again for B-S-H Network Clients

Adams Promises Statement; Still Plan Feb. 1 Start

PROMISE of a definite statement regarding the Transcontinental Broadcasting System and its planned new starting date of Feb. 1 by the middle of January was given TBS through the offices of Blackett-Sample-Hummert, and, without prejudice to our position, have been negotiating ever since. I cannot determine at this time the exact status of the negotiations as they are still in progress, but I feel that in the next few days we will be in a position to give you definite information. We do not feel disposed to notify any other of our affiliated stations to be placed in a position similar to the one in which you were placed last month.

Finance Problems

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

Adams also said that William A. Pomeroy, chief counsel for the network, own TBS stations and has thus far received no pay for his work on the network's behalf. Contradicting one of the allegations of trouble in getting TBS started was due to money difficulties, Adams stated that the network has been offered by many sources.

As BROADCASTING went to press Jan. 12 it was learned unofficially that funding had been definitely arranged, and a reliable source stated the B-S-H contract had "finally been signed." In Washington, George O. Sutton, attorney, who is a TBS director and stockholder, reiterated that TBS has "every prospect of going on the air Feb. 1." During the latter half of the year's financing or the lack of it, subject to numerous rumors in the weeks immediately preceding and following Jan. 1 was first brought to light, another open on Dec. 30 in a statement issued by Blackett-Sample-Hummert a few days before the five-day run of its postponed starting date. Denying any reputation of commitments for which Blackett-Sample-Hummert said that "conferences between ourselves and representatives of TBS have never passed the negotiation stage. During such negotiations, TBS has, among other things, failed to submit to us financial ability to operate a network. Any prospective agreements discussed between Blackett-Sample-Hummert and TBS have always contemplated the submission on the part of TBS of a statement of financial stability. Such evidence has not been forthcoming and no agreements were ever made. We still feel that we continue to cooperate in every way with the TBS group."

Indications that the agency had become more satisfied with TBS' financial stability were given by the fact that negotiations had been resumed between agency executives and members of the law firm of Bred, Abbott & Morgan, which TBS had appointed to carry on its dealings with the agency. Approached by BROADCASTING on Jan. 11, these attorneys admitted of Puller & Smith & Ross agency director and director of the program: Milton Cross, Musical Americans announcer; Deems Taylor, m.c., and Walter Myers, of the NBC sales department. The new program is to be carried on 95 NBC-Blue stations and also shortwave to Latin America, Europe and South Africa, and will be heard throughout 8-8:30 p.m. (EST). Featuring the Westinghouse Radio Orchestra, 100 Men of Melody, the program will present a swing choir and guest instrumentalists chosen from leading conservatories and music schools.

Mutual Starts Its Fourth Year With Expanded Network Base

EXPANSION of the national network base of Mutual Broadcasting System, coincident with the beginning of its fourth year of operation, under which 57 stations of the network become stockholders with five-year contracts, has been announced by W. E. Macfarlane, president. To perfect plans for the greatly expanded operation, officials of the network as well as newly-elected directors representing stockholding stations met in Chicago Jan. 11-12. Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, was elected vice-president of MBS at the Chicago meeting, with all other officers reelected. It was decided that a newly created Operating Board shall consist of E. D. Wood, WGN; John Shepard of Mutual Network; H. K. Carpen- ter, WHK-WCLE; Ted Canpeau, CKLW; T. E. Streibert, WOR; Hulbert Taft Jr., WKRC; Mr. Weiss, and Fred Weber, MBS general manager. Two others will be chosen later from affilate stations. Details of the five-year plan, as announced by Mr. Macfarlane, provide for exclusive participation of the basic member stations in MBS, except for existing commitments. Key Contracts Renewed Seven independent broadcast organizations, which embrace 57 of the 124 MBS stations, have pledged themselves to underwrite financial operation of the network, Mr. Macfarlane stated. All of the key member stations have renewed contracts for five years effective Feb. 1. Capital stock of MBS will be distributed among these contributing member stations. Entering into the new arrangement are WGN, Chica- go; WOR, Newark; Don Lee Broadcasting System, with 33 stations in California and the Pacific Northwest; WAAB, Boston, and 17 Colonial Network stations in New England; CKLW, Windsor (Continued on Page 39)

Mutual Revamps Texas Coverage

Texas State Network Sliced; Kentucky, Kansas Regionals

IN THE WAKE of the Postpone- ment of Transcontinental Broad- cast System, activity developed in formation and alteration of existing regional networks, climaxed prior to the expiration of their authorizations. The new Texas State Network would be used by MBS from Fort Worth to Houston and San Antonio, where KXYZ and KABG, respectively, would be picked up, thereby enabling MBS to cover the four major markets of the state. Lone Star, headed by Harold V. Hough, general manager of WBAP and KGKO, Fort Worth, has 16-hour-day lines but uses only a portion of the time. Sam Bennett, former TSN vice-president, is the Lone Star manager in Dallas.

New Regionals

Formation of two additional regional networks was reported by Steve Cline, manager of WGRG, New Albany-Louisville, was reported forming a Kentucky network also including WHD, Dallastown; WKRC, Cincinnati, WCMI, Ash- land, and WLAP, Lexington, as members. In Kansas City WHB is organizing a regional network of Kansas stations to be known as the Kansas City Mutual Network and to be linked with MBS. Mr. Roosevelt announced that current with State Stations plans to "streamline the operation and make it more composite". Rates of TSN from a direct line in Chicago are reported to be $148 for a quarter-hour-day and $328 for a quarter-hour-hour. The new TSN list was reported to be: KFJZ, Fort Worth-Dallas; KRBC, Abilene; KBST, Big Springs; KZOF, Paris, KRKL, San Angelo; KBBG, San Antonio; KKNOW, Austin; WACO, Waco; KCMC, Texarkana; KTEM, Flemings- burg; KFRA, Wichita Falls; KRLH, Midland.

Stations which reportedly ended affiliation with the network in January, Jan. 10 by mutual agreement, were given as KRCV, Welsaco; KRIS, Corpus Christi; KDKL, Galveston; KXYZ, Houston; KGBK, Tyler; KPFO, Longview; KFDN, Deer Park, and Corsi- can; KFYQ, Lubbock.

WGR Seeks 730 kc. WGR, Cleveland, Jan. 12 filed with the FCC an application for a shift in frequency to 730 kc. to become a clear channel utilised by WSB, At- lanta, but which is stated for a-f op- eration of the new WGR, the city under the Havana Treaty. An increase in power to 10,000 day and night also is sought.

BROADCASTING • Broadcast Advertising

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

Total B-S-H network billings for 1939 amounted to $10,714,498, rising well over a million dollars from the $9,905,540 figure of the year previous. Young & Rubican raised its $9,055,640 total of 1938 to $6,491,592, thus passing J. Walter Thompson, which boosted its 1938 mark of $5,320,608 to $6,492,868, not far behind the Young & Rubican billings.

B & B Again Fourth
Fourth place in the rankings again goes to Benton & Bowles, whose $5,421,812 total was well above the $4,608,500 figure for 1938. Ruthrauff & Ryan, billing $4,991,348, stepped into fifth place over Lord & Thomas, which billed $4,691,800. Compton Adv. again occupies seventh place, with a total of $4,631,226, followed by N. W. Ayer & Son, which billed $2,898,521. The final place for the year is held by Newell-Emmett Co., which billed $2,658,900.

JULY

B-100,000

December Peaks Bring Annual Figures to New High Level
SURPASSING 1938’s total, the nationwide networks have rolled up gross time sales of $53,113,801 to set a new all-time high for the industry. The 1938 total of $71,728,400, which was only 3% over that of 1937 due to a bad summer slump, was increased by 19.9% in 1939, a year in which general business conditions and revised network policies combined to make it a banner year for the networks.

December likewise set a new record for combined network billings in any one month, the third consecutive month in which the major networks passed the $8,000,000 mark. Combined billings for the month were $7,128,601, up 20.3% above the $6,753,501 figure achieved in December, 1938, and more than $1,900,000 ahead of gross time sales for November, best previous month.

Best in History
Month and year were both the best in NBC history as well as the best for the Red network, which NBC four years ago split off from the Blue. The Red billings beat the Blue in all months except January, February and April. The Red billings outdistanced the Blue sales by any other single advertising medium in the world. In December, Red billings totaled $2,562,604, an 11.4% gain over December, 1938, while Blue billings were $1,017,244, a gain of 6.1% over the same month in 1938.

For the year, the Red total was $34,982,163 and the Blue $10,925,193, a gain of $24,056,970, with a gain of 9.1% over 1938.

1939 was also a good year for CBS, which not only recovered from a bad slump in 1938 but rose to new heights of total gross time sales of $34,639,666, surpassing 1938 by 26.3% and winding up less than $500,000 behind the Red Network in total gross billings for the year. In December, CBS time sales were greater than those of the Red by more than $260,000, the CBS total of $3,529,154 beating its own figure for the last month of 1938 by 39.8%.

In December, mutual sales dropped off slightly from its sales for the (Continued on page 92)

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

<table>
<thead>
<tr>
<th>Agency</th>
<th>Gross Billings</th>
</tr>
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<tbody>
<tr>
<td>B-S-H</td>
<td>$10,714,498</td>
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<tr>
<td>Young &amp; Rubican</td>
<td>$9,055,640</td>
</tr>
<tr>
<td>Benton &amp; Bowles</td>
<td>$6,491,592</td>
</tr>
<tr>
<td>Lord &amp; Thomas</td>
<td>$5,320,608</td>
</tr>
<tr>
<td>J. Walter Thompson</td>
<td>$5,320,608</td>
</tr>
<tr>
<td>Compton Adv.</td>
<td>$4,691,800</td>
</tr>
</tbody>
</table>

Network Billings In 1939 Surpass All-Time Records
Armistice May Avert Musicians Strike

Conferences Lead to Agreement With Weber

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

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

AFM, in the course of swift developments in which the Department of Justice figured unofficially, foresaw its demands of last November that after May 1, broadcasters pay their establishments for staff musicians by $1,500,000 annually and that networks in advance of that time pay for each key station an additional $60,000 per year.

Awaits Meeting

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

Executives of the three major networks indicated Jan. 9 they proposed to maintain their present level of payments to AFM and the existing scale of pay after Jan. 17. Despite the moratorium, several groups were reported as hatching plans which, if carried out, would be no strike Jan. 17 or shortly thereafter. It was felt that all controversy with AFM had not ended.

Mr. Weber was reported indignant over the "no-strike" statement of IRNA, reiterating that this action was up to his board when it meets Jan. 15 in Miami. It is entirely possible the board may insist upon a strike, it was pointed out.

The networks were in constant communication with staff musicians to gear themselves in the event a strike suddenly is called, even though much of the tension had abated since word of Armistice lead with the IRNA Committee and with representatives of the major networks and NBC, following which new exchange of letters, notably the Department of Justice labor force, that any effort to extend the 1937 settlement would be regarded as an attempt, among other things, to force excess employment upon its affiliates who do not require the services of AFM musicians contemplated by the plan, and therefore a violation of the anti-trust laws which might subject all participants to suffer penalties.

To All Affiliates:

We will now call that on Dec. 22, 1939. AFM has had the opportunity to discuss the recent developments which have occurred since the expiration of the Dec. 22, 1939, collective bargaining agreement. The AFM has requested the IRNA to send letters to all its local affiliates detailing the agreements reached between IRNA and the networks and the networks, which the IRNA has refused. The networks have made it clear that they are willing to enter into negotiations with a broad and inclusive plan for the present, to work for broadcasters without an agreement. A copy of the IRNA letter of Jan. 17, 1940, is attached.

No Formal Action

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

As the matter now stands, therefore, no formal action is taken either by IRNA to continue employment under the Plan of Settlement or by AFM to terminate it. Mr. Weber is leaving for Florida next week to attend the meeting of the AFM Executive Board in Miami and expects to remain there for several months. It is believed AFM will be guided in its move largely by reports received from its locals as to their interest in maintaining employment after the expiration of the Plan of Settlement on Jan. 17, 1940. Mr. Weber has repeatedly stated that it is believed the threat of a national strike under the Plan of Settlement expired, AFM will refrain from renewing its demands for increased employment, at least at this time, and will not seek to exert on the industry pressure.
Rise in Listening Shifts Program Ratings

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

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

The three leaders were, in order, Chase & Sanborn, Jack Benny, and Lux Radio Theatre. (In December, 1938, Kraft Music Hall was tied with Lux for third.) Chase & Sanborn had a slightly lower rating in 1939 than in 1938, but Jack Benny was slightly ahead and Lux was well ahead. In the 12-month period, Fitch Bandwagon & Molly de-

Year's Development

In addition to the three leaders, Major Bowes' Amateur Hour and Kraft Music Hall were the only shows among the first ten in both years. The Major, in fact, made a real come-back after the slump which followed his first sensational rise to fame and long tenure of first place. He stood sixth in December of both years. The following shows, listed with their positions in December, 1938, were not among the first ten a year later: Burns & Allen, fifth; Rudy Vallee, seventh; Town Hall, eighth; Cantor's Camel Caravan, ninth; and Big Town, tenth. Burns & Allen had shifted to a less advan-
tageous time.

Their places were taken by Fibber McGee & Molly, fourth; Bob Hope, seventh; Fitch Bandwagon, eighth; Kate Smith, ninth and Pot O’Gold, tenth. None of them were new programs within the twelve-
month with the exception of Pot O’Gold. Kate Smith, a real veteran of the air, had finally found a formula which enabled her to rise from 17th to ninth, while Fitch Bandwagon rose from 13th, and Bob Hope from 23rd respectively. These wide shifts in popularity contrast sharply with the relatively small amount of change from 1937 to 1938, which may indicate signifi-

The general redistribution found the occupants of each place rating somewhat better than the corre-

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

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</thead>
<tbody>
<tr>
<td>Chase &amp; Sanborn</td>
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<td>1</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<td>Jack Benny</td>
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<td>2</td>
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<td>2</td>
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<tr>
<td>Lux Radio Theatre</td>
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<td>3</td>
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<td>5</td>
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<td>6</td>
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<tr>
<td>Kate Smith Hour</td>
<td>10</td>
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<td>10</td>
<td>10</td>
<td>10</td>
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<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

NB means 'no broadcasts'.

data as are regularly furnished by the CAB and other fact-finding organizations. One reason for the fur-

The ten leading evening programs were:

1. Chase & Sanborn Program
2. Jack Benny
3. Lux Radio Theatre
4. Fibber McGee and Molly
5. Kraft Music Hall
6. Major Bowes Amateur Hour
7. Bob Hope Program
8. Fitch Bandwagon
9. Kate Smith Hour
10. Pot O'Gold

Popularly Shifts in 1939

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

Major Bowes started at fifth in January, then ran eighth, sixth, fifth, first, ninth and Pot O’Gold, second, falling back to sixth in October, November and De-

The latter was in September and was again in full swing.

Kraft Music Hall, which was among the five leaders for any one month during the year ending December, 1939, had a slight decrease in its rating from 1938 to 1939. However, the program remained in the first place for the past 12 months.

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III-Division of Commercial Network Time
By Program Types: Evening Programs
(October, 1938—April, 1939)

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Ratings Average</th>
<th>Rank</th>
<th>Low</th>
<th>High</th>
<th>Range</th>
<th>No. of Programs</th>
<th>% of Time of</th>
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<tr>
<td>Variety</td>
<td>14.7</td>
<td>1</td>
<td>2.2</td>
<td>42.3</td>
<td>30</td>
<td>27.1</td>
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<td>Comedy</td>
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<td>2</td>
<td>5.1</td>
<td>18.4</td>
<td>7</td>
<td>7.2</td>
<td>5</td>
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<tr>
<td>Drama</td>
<td>10.8</td>
<td>3</td>
<td>2.9</td>
<td>23.2</td>
<td>18</td>
<td>17.8</td>
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<tr>
<td>Audience</td>
<td>Participation 10.5</td>
<td>4</td>
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<td>21.2</td>
<td>13</td>
<td>12.5</td>
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<td>6.8</td>
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<td>15.8</td>
<td>20</td>
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<td>5.4</td>
<td>9.5</td>
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<td>Semi-Classical</td>
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<td>9.5</td>
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<td>3.4</td>
<td>8</td>
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<tr>
<td>Commentators</td>
<td>and Talks</td>
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<td>9</td>
<td>1.8</td>
<td>12.4</td>
<td>10</td>
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<td>1</td>
<td>.7</td>
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</table>

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast 5 times a week have been considered as 1 1/4 hours per week for the number of weeks investigated. 15 minute programs 3 times a week 3/4 hour, etc.

IV-Division of Commercial Network Time
By Program Types: Evening Programs
(May to September, 1939)

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Average</th>
<th>Rank</th>
<th>% of Time</th>
<th>Rank in % of Time</th>
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<tr>
<td>Variety</td>
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<td>Audience</td>
<td>Participation 7.8</td>
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From October, 1935 to April, 1939 the range for week-days was from a low in July, 1936 of 56.8% of set owners to a high in January, 1938 of 73.4%. Starting with August, 1938, each month showed a new high figure for percentage of sets in use at some time during the average week-day since October, 1938. No doubt the European War accounts for the record. Sundays show more extreme fluctuations because of outdoor activities in the summer time which keep people from their sets, while in the winter the weather tends to keep them at home. The low listening point on Sundays was August, 1937 with 45.3% and the high point was February, 1938 with 75.8%. During the daylight saving period, sets in use at some time during the day run about 12% less than during the standard time period.

Very little difference in listening

(Continued on Page 80)
Record Regulation Amended by FCC
Half-hour Announcement of Stations Now Permitted

FOLLOWING the expected course, the FCC Jan. 4 amended its broad- cast rules governing announce- ments between 30-minute periods, permitting such announcements at 30-minute rather than 15-minute intervals. The amended rule governs the time and place in which announcements are made.

Section 9.93 (e) of the FCC's rules now reads:

The identifying announcement shall accurately describe the type of mechanical record used, i.e., where a transcription is used it shall be anounced as a "transcription" or an "electrical reproduction" or as a "sound photograph" and such announcements shall be so identified.

The Commission also specified that religious service recordings be added to the list of continuous recorded programs of less than a half-hour for which the 30-minute announcement rule is waived. Previously, it had specified speech, play, symphony concert or operatic production in the waived classification.

Following is the text of the rule as amended:

Announcement:- The Commission on Jan. 4, 1940, amended Section 9.93 of the Standard Broadcast Rules. The rule, recast, reads as follows:

(a) A mechanical record, or a series thereof of more than sixty (fifteen) minutes shall be identified by an appropriate announcement at the beginning of the program, at thirty (fifteen) minute intervals, and at the conclusion of the program: Provided, however, that the identifying announcement at each thirty (fifteen) minute interval or subdivision thereof shall not be required in case of a mechanical record consisting of a single uninterrupted speech, play, religious service, symphony concert or operatic production of longer duration than thirty (fifteen) minutes.

(b) A mechanical record, or a series thereof of less than thirty (fifteen) minutes and in excess of thirty (fifteen) minutes, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) A single mechanical record of a duration of less than thirty (fifteen) minutes shall not be required to be identified by an appropriate announcement immediately preceding the use thereof.

(d) In case a mechanical record is used for reproduction purposes, the announce- ment identification, program identification (the rule as amended), and the identification of the sponsorship of the program or presentation appearing on the mechanical record shall be required.

(e) The identifying announcement shall accurately describe the type of record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where an electro-phonograph record is used it shall be announced as a "record" or "record-phonograph" announcement.

New Regulation

Section 9.93 (e) of the broad- cast rules governing announcements was amended:

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(e) The identifying announcement shall accurately describe the type of record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where an electro-phonograph record is used it shall be announced as a "record" or "record-phonograph" announcement.

Bulova’s 1940 Spot Campaign Covers 293,095 Time Signals

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

Video Demonstration

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

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

Of the country's 36 stations broadcasting with the maximum power of 50 kw., 30 carry Bulova's time signals exclusively, and 6 use Bulova on a non-exclusive basis. In all, the company uses 175 stations, he said. Citing the growth of Bulova's use of time signals, in which the company was a pioneer, he pointed out that in 1935 Bulova broadcast 55,480 such signals, whereas in 1939 the company sponsored 241,265 such announcements. In 1940 this number will be increased to 293,095, he added.

In 1939, Bulova spent $1,524,757 for spot radio, more than twice the sum spent by any other user of this medium, Mr. Blow continued. Other leading spot advertisers, he said, are General Motors Corp., which spent $718,314 in 1939; Procter & Gamble, spending $678,011; Standard Oil, with $666,761; American Tobacco, $243,235, and Coca-Cola, $100,741.

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

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

Captivating Cosmetics To Extend Distribution Nationwide Via Radio

GLO-CO Co., Inc., Los Angeles (Captivating cosmetics), through Logan & Rouse, that city, on Jan. 20 starts for 52 weeks, sponsoring George Feigenbaum's "Silver- pers on KJJH, Wednesday, 11-11:15 a.m., and Saturday, 8-8:15 p.m. (PST). As markets are established within the next 90 days, the commentary series will be extended to include 101 Mutual network stations. Within six months the sponsor plans to prepare and carry a series of spot programs on all Mutual network stations. Within six months the sponsor plans to prepare and carry a series of spot programs on all Mutual network stations.

An extensive promotional campaign is being launched with the program. In addition to the slogan "Captivating Cosmetics," the theme stressed will be "The Star's Secret." Besides advertising in major newspapers, there will be billboards, outdoor displays, clock banners, spot radio, more and window display units, as well as drug-store fountain strips. To start, a sales demonstration meeting of 60 stations, with five women demonstrators and a salesman each, will make home presentations in housewives' groups in the various Southern California communities. As new markets open other groups will be added to the fleet and sent into the field.

Women to Select

A different Captivating Beauty is to be chosen each month from Hollywood film actresses. Fisher will announce the winners and send in their nominations. Although he will pick the winner each month, those nominating that actress receive a gift of the sponsor's product. Beauty chosen will be featured in all advertising throughout the following month. Drug-stores, promotion, also will feature Captivating Beauty specialties and services, and wherever sponsor or product will not be mentioned, Fisher during his Mutual network spot and network spot- ing broadcasts, will also include the Captivating Beauty contest. The winner's name will be announced on radio by the winner, and where the sponsor adds new stations to its list.

$100,000 for Longines

LONGINES - WITTNAUER WATCH Co., New York, has signed one-week contracts with the 12 stations carrying its daily time signals in various parts of the country, to carry Longines at the largest number of signals, broadcasting six each evening. The renewal, effective on the various dates beginning Dec. 22, 1939, through contracts with various stations, will represent an expenditure of $100,000, according to Arthur Rose- man, general manager of the agency placing the account.

P & G Drops Series

PROCTOR & GAMBLE, Cincinnati, will discontinue the Life Can Be Beautiful broadcasts on NBC, some three weeks before the present series continues on 32 CBS stations, M of which was April 1 through Friday, 11:15-1:30 p.m., for Ivory Soap, placed through Comp- tion Adv., New York.
"Skidoo, kid—it said 'This is WHO, Des Moines'!"

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

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

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

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
Control of WAGA Sought by Cox Jr.

Would Acquire 60% of Stock

From Winston for $100,000

TRANSFER of control of WAGA, Atlanta, to James M. Cox Jr., son of former Gov. James M. Cox and the nation's newspaper king, is agreed to in an application filed Jan. 12 with the FCC. The application is for the transfer of 60% of the stock in Liberty Broadcasting Corp., from N. K. Winston of New York, to the junior Cox for $100,000. The remaining 40% is held by the Atlanta Journal Co., which has been said to be the bargaining point in last month's record transaction under which Gov. Cox and his endeavours purchased WHIO and WSB, clear channel outlet [Broadcasting Dec. 15, Jan. 1].

Subject to FCC approval, the transfer of control of WAGA to the junior Cox will mark his first venture as operator of a broadcasting station in his own right. He is a minority stockholder in the companies operating WIOD, Miami, and WAPT, Jackson, Miss., as well as in the parent newspapers in those cities. Whether the transaction would have come sooner or expedited until such time as a new purchaser can be found, was not indicated. Gov. Cox, at the occasion of the acquisition of the present properties, including WSB, advised the FCC that he was opposed to multiple ownership of stations in the same communities.

Transfer of Stock

Negotiations for sale of WAGA to Cox made some months ago at a figure understood to have been $175,000, apparently have collapsed. It is understood that the consequence of Cox becoming owner and editor of the Journal Co. It has been estimated that in the acquisition of the 40% interest in WAGA he has expended approximately $50,000.

The FCC application seeks transfer of 150 of the 250 common stock of Liberty Broadcasting Corp. and 600 shares out of 1,000 shares of par value preferred stock, held by Mr. Cox Jr. at the $100,000 figure. Mr. Winston, who would dispose of the stock, will give it to Cox Jr. through a company associated with Arde Bulova, New York watch manufacturer and broadcaster. Harold A. Lafont, former radio commissioner, holds a qualifying interest in WAGA.

Meanwhile, no further word was forthcoming from the Cox organization regarding WSB operation or personnel. The junior Cox, as executive vice-president of WSB, who has announced temporary assignment of J. Leonard Reinsch, general manager of WOD, to Dayton, Goldie to "make a survey of the station's operations". It is presumed that upon completion of the survey Reinsch will return to Dayton. Lambdin Kay, veteran general manager of WSB, remains in that capacity.

"Gateway" Suit Settled

SUIT filed by John Carnevalet, against CBS, KBO- Radio Pictures, Wm. J. Diven, Inc., and H. G. Wodajo, Jr., for $500,000 was discontinued Jan. 8 in New York Supreme Court. Plaintiff alleged that the suit was filed to force the Gateway to Hollywood program to the sponsor in July, 1938, but that he received no payment for the idea after the show had been produced.

Movie Quiz

MOVIE experts of WCCO, Minneapolis, defeated those of WTCN—1,300 to 1,050 points—in a half-hour program conducted in the grand hallroom of Minneapolis Hotel, Central Ave. The program was one of a series of movie quiz shows sponsored by Atwood Co. on WTCN and directed by Merle Potter, columnizer of the "Melrose Park" column. Competing teams were Northrup Dawson, assistant program director; Al Hafez, salesman; and Earnest Lehmann, m.c. of Ladies First and Airmates, with WTCN anchors, DeHaven, Peter Lyman and Aridtha Haerber.

LOCAL MONOPOLIES CRITICIZED BY FCC

A NEW pronouncement against local monopoly was made this week by the FCC in denying the petition of WSPA, Spartanburg, S. C. for renewal of a franchise. The Commission's grant of a new local station to the Spartanburg Advertisers' Club was denied by Virgil V. Evans, who has announced that he will fight the grant. The new station will operate on 1,370 kc. with 250 watt, 100 watts night, unlimited time, while WSPA is assised to 920 watts with 1,000 watts day only. The Commission, in its decision, stated:

"In the radio broadcasting field public interest, convenience and necessity is served not by the establishment and protection of monopolies, but by the widest possible utilization of broadcast facilities. Competition between stations in the same community injures the public good because only by attracting and holding listeners can a broadcast carrier successfully compete for advertisers. Competition for advertisers which mean competition for local programs means rivalry between stations to broadcast programs calculated to attract and hold listeners, which necessarily results in the improvement of the quality of their program service. This is the essence of the American system of broadcasting."

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

Fleischmann's Spots


New CBS Sales V-P

CONSUMER GROUP SEEKING CHARTER

INCORPORATION plans for the Committee on Consumer Relations in Advertising were completed Jan. 5 under the joint sponsorship of leading advertising media and the American Association of Advertising Agencies. Hitherto this committee had been conducted in a preliminary way by the AAAA as the Consumer-Advertiser Council.

The committee recognizes the importance of advertising-consumer relations and proposes to deal with them in a practical and cooperative manner. It will engage in fact finding and research on the economics of advertising and of consumption. It is to be staffed in cooperation with consumer groups in an effort to set up a bridge of understanding between consumers and advertising.

Members of the board are: Col. Julius F. Laughlin, New York Times; John Benson, president, chairman of the board, AAAA; Walter D. Fuller, advertisement chairman, AAA; Kerwin H. Fulton, president, Outdoor Advertising Inc.; Chester J. LaRoche, president, Young & Rubi- cam; Neville Miller, president, NAB; William Reydol, vice-president, Newell-Emmett Co.

ANA Consumer Meetings

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

Kyser MBS List

AMERICAN TOBACCO Co., New York, on Jan. 4 started re-broadcasts via Millermilk of Kay Kyser's College of Musical Knowledge, Lucky Moth, a program re-stationed in MBS stations in addition to WOR, New York, which has been re-broadcasting the program since last June 16. The program, heard live on NBC-CBS, Wednesday, is rebroadcast Friday and Saturday on WOR, WCWO, WNBB, WLH, WRDO, WSAH, WBAI, WLNY, WMCA, WNYC, WBAI, WNBF and WBAX. This is a correction of the one published in Broadcasting Nov. 15, Long & Thomas, New York, is the agency in charge.

Beverage Pricing

VANTI PA-Pi-A Corp., New York, on Jan. 8 started promotion for the new, moderately priced, imported "Make Believe Ballroom" program on WNEW, New York, Monday, Wednesday and Friday, 8:15-9:15 p.m., and is continuing the 12 spot announcements weekly that were used in the last campaign. Stations outside the New York market may be added later, according to Erwin, Wasey & Co., New York, the agency in charge.

Page 24 • January 15, 1940 • Broadcasting • Broadcast Advertising
Shrewd local and national advertisers have always bought WXYZ's "old transmitter" coverage (1,000 watts downtown tower) and have been quite happy about results in the Detroit area.

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

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

KING-TRENDELE
BROADCASTING CORPORATION
BLUE NBC NETWORK
when its sponsor was the Sachs Amateur Hour since 1934, using WENR, Chicago. As a matter of fact, Mr. Sachs has made an enviable business success by advertising his own store over a 50 kw. station, by clipping rather than lengthening the commercial copy used on his show, and maintaining a very high level of colorful showmanship since 1929, when he chose to advertise exclusively by radio.

The Lobby, Too

It was the observant eye of Mr. Sachs that noticed how restless people were walking in and out of his store. That's why each Sunday afternoon as guests thronged the lobby of Chicago's Merchandise Mart to see the big ad, they were called to the Sachs Amateur Hour on WENR, four wandering musicians play request tunes. 'There I was', Mr. Sachs says, 'spending $1,500 every Sunday to entice these folks for an hour in the studio. But they were in agony waiting in line for the show. So now there's this two-hour show, one hour in the lobby of the building and one in the studio.

Maybe it takes little things like that to make showmanship color- ful and effective. Perhaps that helps to explain why Nov. 11, 1939, was the 270th consecutive Sachs Amateur Hour on WENR. At least it tells something of why ticket requests for the show will fill the studio for the next quarter of a century and twice each year Mr. Sachs rents the Chicago Civic Opera house solely for his own program. The opera house has a capacity of 4,500 and is filled to overflowing for the special broadcasts.

Another technique of Mr. Sachs is the one he applies to his commercial copy. He feels that high-pressure and verbose copy have no place on his show. The 15 minute program usually contains three commercial announcements. The style used is simple; the message is direct; the theme is honest and persua sive. How effective is it? The other Sunday, Mr. Sachs stepped to the microphone to tell his listeners about a 'Golden Dollar' sale of 5,000 dresses which was to begin at 9 a.m. the following morning. He spoke without notes. Next morning at 10 o'clock, 5,000 dresses had been sold. And mind you, it takes 53 minutes from the Loop by elevated train to reach Mr. Sachs store, 55 minutes by street car.

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

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

The Smile of Sachs

At 6638, a huge electric sign tops a modernistic building front to announce the Sachs company above the slogan Credit with a Smile'. This slogan forms a part of the closing commercial on the amateur hour as the announcer chats. "You can have credit if you want it, and credit with a smile." Should you feel sophisticated and suspect this isn't true, go out to Morris B. Sachs Co. and find out for yourself. Fact is, every business day finds a dozen or more out-of-towners who fly into his store to meet Mr. Sachs, watch him smile, and thank him for his radio program. The inside story is to the effect that through his radio show Mr. Sachs has turned himself into a Midwestern personality. And not only that. He has given his store a unique personality.

The "largest Outer Apparel Store for Men and Women in Chicago" started in 1910, was one story high and measured 3 x 55 feet. Today it is three stories tall, measures 25 x 125 feet. It, like the Sachs Amateur Hour, is modernistic without being overdone.

FAR from the jammed sidewalks of Chicago's Loop—10 miles, in fact—stands a store selling outer apparel. Yet this store pays $1,500 every Sunday to present a radio program on a 50 kw. station. How this retailer plowed his early receipts into either ripples and mushrooms from a hole in the wall to a three-story garment palace is one of Chicago's best merchandising tales.

The program formula has been simple, but obviously effective; the merchandising formula has been just as simple and just as effective, although rather unorthodox at times. Like the time the sponsor dropped the plug when the program was running late, rather than spoil any of the program. But read about it.

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

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

The amateur show started with a strange format. Mr. Sachs bought an old five foot scoreboard in alternating 15-minute periods so that his show in the store window lasted two hours. For the next eight months Halsted Street was packed every Friday night. At that point the police and street car company stopped the proceedings. So the show was moved to a nearby auditorium, but after a year Mr. Sachs took it to WENR's Studio A and changed it to Sunday, 5-6 p.m. It's been there ever since. And up through the years such top notch m.c.'s as Norman Rose, Gene Arnold and Harlowe Wilcox have handled the Sachs Amateur Hour. For the last two years Charles Lyon, announcer of NBC-Chicago, has been m.c. of the program and Bret Morrison has announced the show.

Watches for All

Anyone wanting to get on the amateur program has to go to the Sachs store. All applicants receive cards listing audition dates. More than 3,900 persons (3,900 acts) are listed on the cards. Each week auditions are held for 150 persons of whom 11 or 12 are selected. In short, if the applicants get on the air, Bill Jones and Jeff Wade, of the Wade Agency which handles the account, select the contestants from three classes of amateurs are presented each year. They include kids shows (15 years and under) which are broadcast every Sunday, and a class of amateurs are presented each year. They include kids shows (15 years and under) which are broadcast every Sunday, and a class of contestants in the 15 to 49 years. Three or four times a year, an old folks program features contests of 50 years and over.

First prize in the show is $75 and a Gruen watch; second prize is $45 and a Gruen watch and a watch. All watches given on the show are of equal value and list at $60 each. A special switchboard accommodates the phone calls that flood the exchange known as State 4711. Out-town listeners must mail their votes to Mr. Sachs before midnight of Wednesday following each show. Winners of the week before are announced each Sunday by name. The first award was made by Mr. Sachs personally.

The Human Side

These are the statistics, but the production itself is a master piece of sentiment and showmanship. Assuming that no one is completely lacking in sentiment, Mr. Sachs taps the drama inherent in every amateur. But he doesn't overdo it. The shows are neverlong, never overlong. Some of the best human interest stories developed by the program are quoted by Chicago advertising men, some of whom seem superficially hardened.

There was the time on the old folks amateur hour when an aged color-blind woman gave a new pair of glasses. They were promptly bought and dramatically presented on the show. Another time an aged Chicago man, who only had his visiting relatives in Los Angeles. Mr. Sachs paid his fare, gave him a portable radio set to take along, and told about the old gentlemen's adventures in the succeeding broadcasts.

Several European refugees have found employment after appearing on the program. A number of the
The other day we met an old prospect. He was crying. "Well, old timer," we said, "what's that you've got in your hand?"

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

It just didn't make sense. But his reason did. Now the reason this old WOR prospect was shaking hands with himself—and crying, too—is simple.

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

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

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

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

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

Little Chance of Committee Hearing Foreseen

This Session; Objection to Some Clauses

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

The all-inclusive measure, which proposes to reduce but not eliminate the statutory minimum damage provision on innocent infringement — focal point of copyright—of users of copyright music — was drafted by the National Committee on International Intellectual Cooperation which held the exploratory meeting under the chairmanship of Prof. James C. Colman, Columbia U. Attorneys representing the broadcasting industry participated, headed by Sydney M. Kaye, New York lawyer retained by the NAB as its special copyright counsel.

Hearings Doubtful

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

In introducing the bill (S-3084), Senator Thomas explained it is desirable to enact legislation amending the laws between this country and other countries throughout the world which extends the international copyright treaty, providing for automatic world copyright. The treaty has been pending for several years and has the endorsement of the Administration and the State Department. Practically all copyright groups, however, have opposed ratification of the treaty until the existing law is amended so the country can reap maximum benefits. The Shotwell Committee bill is designed to accomplish that purpose.

That the broadcasting industry as a whole, together with the motion picture industry, opposed many of the provisions of a previous private bill, the proposed measure, was made known by the drafting committee in its memorandum letter to Congress. In submitting the draft, the Committee pointed out that it began deliberations in January 1938 to study means of promoting copyright relations between this country and foreign nations. Early in its investigation, the Committee said, it found that revision of domestic legislation was a prerequisite to the main objective. The proposed bill was said to be the result of roundtable discussions held under the auspices of the Committee for nearly 16 months.

Among the groups participating were the NAB, Authors' League of America, ASCAP, Song Writers Protective Assn., Motion Picture Producers & Distributors, Motion Picture Theatre Owners, Music Publishers Protective Assn., recording companies and other groups interested in copyright. The Committee openly admitted that representatives of all groups desired to make sure that the last version used for the various sections concerning their wishes. It said it believed the proposed bill achieved an acceptable adjustment of all interests concerned in copyright.

Statutory Damages

Regarding the principle of statutory damages, the committee pointed out that it had retained the minimum, which had been lowered, especially in relation to multiple infringement. "The principle of statutory damages as a deterrent to infringement has been supported by all groups except the NAB, who oppose any minimum statutory damage for infringement by broadcasters," the committee said. The bill itself provides that the maximum statutory damage be raised from $5,000 to $10,000, the minimum be retained at $250 but in the case of public performance for profit of a musical composition, the minimum is reduced to $150 and the maximum to $2,500.

In the case of multiple infringements arising from use of a network of stations, the draft would provide that this would be regarded as only an act of "one infringer," under certain specified conditions. The committee pointed out that several bills in the last few years have sought to extend protection of copyright law to such matters as conditions, musical transcriptions and designs. It added it had been unable to agree on inclusion of these matters in the bill.

Regarding conditions, the committee said it heard representatives of the "Association of Performing Artists," and after much discussion reached the conclusion that the bill had not yet become crystallized and that no way could be found for reconciling the serious conflicts of interest in this field.

The committee said it recognized that record manufacturers need a regulating provision that would enable them to control "use of their recordings so that they may not be utilized in radio broadcasting or other diffusion to the public for profit without permission and adequate remuneration."

Performance Rights

It suggested a proviso might be added stipulating if an author granted the right to use his work to a record manufacturer, that manufacturer should have the right to print upon the record "Prices for . . ." for use for public diffusion for profit only on special arrangement. This regulation, the committee added, should provide that the owners of work diffused should be paid for their public performance rights and that performing artists and under contract should receive a percentage on the (Continued on Page 75)

Bayer at Altar

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

Revised Control Over Copyrights Opposed by Kaye

Omnibus Bill Intensifies the Radio Injustices, He Claims

THE OMNIBUS copyright bill (S-3048) introduced in the Senate Jan. 9 by Senator Halleck (D-Ill.) should win no support from the broadcasting industry, according to Senator T. P. Thomas of Indiana who represents the NAB in the conferences of the committee under whose auspices the bill was drafted.

Other organizations, including ASCAP, Music Publishers Protective Assn., and relegant groups, also almost exclusively copyright owners and so interested in maintaining or increasing the rights of authors and creators, Mr. Kaye said, that the broadcasters stood almost alone as representing the users of copyrighted music. "I can easily draw," he said, "not only does not care any of the bills of the present law but the new law enormously intensifies its injustices."

Affects Public Domain

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

He said broadcasters might be willing to waive objections to this provision of the bill in normal times, when there is uninterrupted communication between America and Europe, but it is ridiculous to inaugurate such a plan at a time when putting such a law into effect would mean either not using these works or infringing them, since it is simply impossible to conduct correspondence with citizens of the warring nations.

Much more serious to broadcasters, however, is the section of the proposed act relating to damages and penalties for infringement. Pursuing to alleviate some of the more onerous penalties of the Copyright Act of 1909, the amended remedy is worse than the admitted disease. Mr. Kaye wrote in a memorandum particularly all of the NAB's behalf of broadcasters. Analyzing the changes embodied in this single paragraph (Section 19) of the new bill, the memorandum cites the following:

"Under the old law only the copyright proprietor could sue. Under the proposed bill any person who has any right in the work may bring an action . . . . For instance, a single infringement by a popular musical work might infringe the rights of a composer, a lyricist, a music arranger, a theatrical producer, a motion picture company, the owner of stock and amateur rights, etc."

"According to many existing decisions, a court cannot recover (Continued on page 75)
“Uh! Big Wigwam!”

Eastern Paleface... come Tulsa... see big wigwams! The big wigwam shown here is the Philtower, 24 story home of KVOO, but it is NOT Tulsa's tallest building, and it has plenty of company, as the air view of Tulsa below will show. In fact, Tulsa, Oklahoma, ranks among the first twelve cities in America in the number of buildings over ten stories high.

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

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

Conquerers of the vaunted Russian Bear
(and a lot of Finlandia's doughty progenitors live in our Northern Minnesota and Wisconsin service area)

WE ARE ALWAYS ON OUR TOES!

Head of the Lakes Broadcasting Company's
1000 WATTS W9XYH 43,000 KC.

is the Northwest's and one of the Nation's Pioneer Frequency Modulation Stations

affiliated with

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

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

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

Meeting was called by John
Shepard, WOR; Paul W.
McConkey, WIC, and C.
Streibert, WTMJ. It was attended by 73
individuals representing 49 organiza-
tions. This attendance is indicative of
the rapidly increasing interest in
this new type of broadcasting which
only a year ago was practically undone
by all saw a few radio en-
gineers. Of the assembled group,
26 were also interested in the
new TV band; 12 already have F-M
stations; 10 have construction permits;
22 have applied for construction permits
and nine propose to do so.

Such applications before the opening
of the FCC hearings on Feb. 28.

Ask Regular Licenses

Appointment of Philip G. Lucks,
Washington attorney and former
managing director of the CBS,
as counsel for the new group, to rep-
resent it at the Feb. 28 hearing and
also to present the charter for the
FM group, was announced by Mr. Shep-
ard Jan. 5. Mr. Lucks conferred with Mr. Shepard and the executive committee on the
plan of FM Broadcasters in Washington Jan. 8,
at which time preliminary plans
for the FCC proceeding were made.

Bylaws under which the association
is to be organized, were already drafted and a
petition for charter has been filed.

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

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

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

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

Compromise Plan

Continued discussion in the after-
noon was concluded by the adoption of
a compromise resolution pro-
posed by Louis G. Caldwell, attor-
ey for WGN; "Resolved that as
in our judgment 15 channels will not
prove sufficient for the needs of F-M
an immediate provision should be
made which will insure the avail-
ability of additional channels in the
near future and that from the view-
point of receiver design the channels
should be as nearly adjacent to the band, 41-
44 mc., as possible, so far as this can
be accomplished without undue
injury to other services. The
committee was instructed to prepare
a plan providing for simplex and
multiplex operation of educational
and other facilities and the
regular-F-M program service.

The problem of providing satis-

(Continued on Page 74)

YANKER ESTATE'S mobile laboratory, carrying
combination A-M and F-M receivers of representative
manufacturers and a high-fidelity speaker system,
arrived in Washington Jan. 12 for a week's
examination. The Government
officials interested in the
Armstrong system of frequency modulation
which the John Shepard interests are pioneering.

BROADCASTING • Broadcast Advertising
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Zenith Tests F-M

ANNOUNCED as an entrant in the field of
frequency modulation was Author-
ized. The FMC, which
granted Zurich Radio Corp., Chi-
cago set manufacturers, a construc-
tion permit for an experimental 1
kw. station on 42.8 mc., call letters
which will be W9XEN. The
Commission stated that the program
of research and experimentation
which the applicant proposes is ex-
pected to obtain data particularly
on the merits of wide and narrow
band modulation. Zenith, also
licensed to operate W9XZY, a 1-kw.
transmitter, is now in operation in
the 60-80 mc. bands. It is understood
the company plans to produce F-M
receivers.

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

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

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

Armstrong Fixes
Royalty Payments

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

A SCALE of royalties for broad-
cast transmitters under Armstrong
frequency modulation patents, rang-
ing from $300 for a 250-watt trans-
mitter or less to $5,000 for a 50,000-
waft transmitter, has been estab-
lished by Maj. Edwin H. Arm-
strong, inventor of what is techni-
cally termed "Armstrong Wide-Swing
Frequency Modulation System."

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

The full scale of royalties follows:

Operating power: 250 w. or less,
$300; 1 kw., $500; 2 kw., $750; 5
kw., $1,250; 10 kw., $2,000; 20 kw.,
$3,000; 30 kw., $5,000; 40 kw.,
$4,500; 50 kw. or more, $5,000 for
50 kw., $60 for each additional kw.

Pay the amount of the royalty to the
FCC, which will assign the permit
for any power output above 250 w.
and under 50 kw. not shown above,
take the next lower royalty figure
shown above and add to it the same
per w. or per kw. differentially as is
added to the next higher royalty figure shown above.

Upon any increase in the author-
ized power of the transmitter, as
defined in the accompanying license
agreement, the broadcaster agrees to pay the amount of the royalty as shown above for such increased
power, less the amount of royalty previously paid.

Finnch Station Uses F-M

F. J. V. C. Telecommunications Inc.,
manufacturers and licencors of fac-
simile apparatus and operating short-
wave station W2XWP, New York,
has been authorized by the FCC to op-
erate that station with frequency modu-
lization as well as amplitude modulation
on 2218 kc., using 1 kw. power. Trans-
mittcr is now being installed stop the
Manufacturers Trust Bldg., Columbus
Circle, in New York.
OPPOSITION to immediate commercialization of television on the part of a number of prospective licensees was indicated preparatory to the FCC hearing on proposed rules governing television transmission on Jan. 9. It was also considered likely that a number of licensees would oppose proposed FCC regulations at the January 15 hearing on the proposed rate schedule for the F-M network.

The Commission, in its order of June 29 defining the character of television radiation, has specifically provided that the F-M network is to be used only for private personal and educational purposes, and that only those stations which would be used for educational purposes would be eligible for assignment. The Commission pointed out that a commercial network for television would be in direct conflict with the public interest and that it would be necessary to have a policy that would prevent the development of a commercial television network.

Commercial Video Draws Objections

FCC Hearing Also Will Draw Opposition to Standards

The opposition to the commercialization of television on the part of prospective licensees was indicated at the FCC hearing on Jan. 9. It was also considered likely that a number of licensees would oppose proposed FCC regulations at the January 15 hearing on the proposed rate schedule for the F-M network.

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FIRST F-M NETWORK BROADCAST

Yonkers Program Released in Boston Through Use of Four Experimental Transmitters

The first F-M network broadcast, scheduled for Jan. 9, 1940, at 1600 hours, was announced by the FCC. The broadcast, which will be transmitted from WJYX, Yonkers, N. Y., will be received by WJYX in Boston through the use of four experimental transmitters.

The broadcast will consist of a series of musical and dramatic programs, presented by various organizations and individuals, and will be carried on a continuous basis throughout the day.

Previously, the FCC had announced that it would be necessary to use experimental transmitters in the initial phase of the F-M network because of technical difficulties encountered in the development of the new system. The experimental transmitters will be used to test the performance of the F-M network and to determine the feasibility of using it for commercial purposes.

The FCC has also announced that it will begin accepting applications for F-M network licenses on March 1, 1940. The first commercial license will be awarded to the station that submits the most technically sound application.

The first F-M network broadcast is expected to attract a large audience and to provide valuable information on the technical and operational aspects of the new system.

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

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

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

4. But NO Increase in Rates, (yet)
★ Your Advertising Dollar S-T-R-E-T-C-H-E-S when you buy KECA increase in coverage, audience and popularity usually calls for an increase in rates but card No. 15 is still in effect. The KECA rate is about half of that of the next network station in Los Angeles.

BETTER SIGN TODAY WITH...

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

FIRE TALES OF TWO CITIES

Twin Cities and Omaha Hotel Catastrophes Find Stations Carrying Vivid Descriptions

THIRTEEN minutes after the first alarm was sounded in Minneapolis' most disastrous fire in history, Twin Cities radio stations were on the job Jan. 3 in a series of news and assistance broadcasts that has drawn praise from public and Red Cross officials.

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

The Minneapolis blaze, which destroyed the Mariborough hotel with a loss of 20 lives, struck early in the sub-zero morning. Three minutes later at 5:38 a.m., the Minneapolis fire department received first word of the disaster. A few minutes after 6, WTCN, whose studios are located a block-and-a-half from the scene, announced the blaze was underway. Other stations which shortly joined in broadcasting news of the fire were WCCO, WMIN and WGDY.

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

Omaha Coverage

Two special events men for KOL had to "make up" their technique as they went along when Omaha's hotel fire was adjacent building were raked by fire.

Bud Thorpe and Bill Baldwin covered the assignment. Everything was going fine with their broadcast, in spite of teeth chattering from the cold until an engineer who was monitoring things up the street yelled down that they were blurring. They covered the microphone was soaked with ice from the spray billowing away from the hotel fire. They had to away the ice, covered the microphone with a handkerchief and continued their running account as the ice brought screaming to hotel guests to safety.

The fire broke out after bedtime hours, but next day KOL played back a recording. Audience of the sister stations in the Central States Broadcasting System—KFAB and KFOR—also heard the program.

WOW on the Job

WOW's special events department, working in the subzero temperature at 3 a.m., described the One o'clock. The broadcast was aired directly from the scene, also transcribed and out on the air by the next day.

Foster May, assisted by Soren Munzhoff and Bill Wineman, of the news department, a crew of engineers, and utilizing WOW's mobile unit, enabled the Woodmen stations to carry nearly two hours of running description. At one point May laid down his microphone to assist a woman with an old baby being carried out of the burning building.

The broadcast started at 4 a.m. and WOW's studio was ordinarily silent. May picked up the fire from several different locations, and then using a thousand feet of wire ran to interview the news department to gather the story from the Red Cross and the first chief. The first chief of the Red Cross assistance committee and others who aided in relief operations. In that broadcast, a roster of 18 persons still missing was read. Within 10 minutes of the running, 35 telephone calls were received resulting in locating six of the 18.

KSTP reported it broadcast a list of missing persons on its night newscast and within an hour, a flood of calls to the Red Cross office located 15 of those reported missing.

Day after the fire, KSTP offered its facilities to the Red Cross in its drive for funds, carrying more than a score of announcements throughout the day,even sidetracking some that were regularly scheduled.

Among officials who lauded the radio service during the disaster were Mayor George Leach of Minneapolis, Minn., Mayor Howard Stassen and Miss Ann McManus, of St. Louis, divisional Red Cross official who went to the city to head relief work.

Southwest Flour Series

UNIVERSAL MILLS, Dallas (Gold chain flour), on Jan. 18 starts the quarter-hour Three weekly transcribed serial Dearest Mother on the six stations of the Star Chain, KEGO, KEGC, KRGV, KRSA, KXYZ and KRIS. Albert Evans and LaMay, Dallas, is agency.
Put the other foot down

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

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

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

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

Data Covering Radio Listening Habits Listed by Princeton Research Group

TO ACQUANT a larger public with available material on radio listening habits, the Radio Research Corporation of Radio Research has published its first major study on "Social Stratification and Radio Audience" covering the 1935-36 period. Prepared by H. M. Beville Jr., research manager of NBC, the report is written in channels of broadcasting, the study brings out the differences in the audience data collected by the CAB and C. E. Hooper research agencies and illustrates analyses that can be made from these data to probe differences in listening behavior by various social or economic groups.

How They Listen

A section of the study, covering general listening habits, highest listening in the $2,000-$5,000 income class (C Group), and the lowest, 24,999 or less, is one of the best known studies ever made. The C Group was described as "the average family," and the lowest income class was called "the group that listens to many radio advertised products."

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

A second section, incorporating tables of typical evening and daytime programs showing definite appeal in the audience data, indicated that classical orchestras and soloists, commentators and opera type entertainment are relatively strongest in the highest bracket. Semi-classical music and personalities such as Alexander Woollcott and Lowell Thomas, along with folkly or historical drama, ranked high with B Group listeners. Shows they said were appreciated in the second three upper brackets was the fact that they had stood to have acted on instructions. The action is reported to have taken place because of Communist sympathizers in the proposed union.

Funk and Wagnalls

Mr. Beville and the Princeton Research Group by the end of 1938, thus were able to "push the huddle" into such a way that other revenue sources. The new stations, designed to be financially sound, are expected to be more or less self-sustaining after the next fiscal year has been reviewed by the FCC. Previous questionnaire broadcast representatives and operators are outlined in this area. The FCC called the questionnaire for extension of station operations, reviewed and approved additional station schedules. The instructions were filed with the FCC by April 15. Tapping innermost stations of station operations, it covers 21 pages and adds valuable information to the submission of stations of the former forms described as 706 and 707.

The new forms are designed to take into account the FCC's action in connection with the discussions of FCC ac-

COUNTS and representatives of the NAB have, while their conversations in connection with the discussion are not available. The latter conversations following discussions be- tween Government and broadcast representatives on defini-

tions of particular types of programs. It is expected the latter questionnaire will be based on a typical week.

The financial report is designed to give all data required by the FCC in connection with applications of stations for license renew-

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

Ed East

AND HIS

"BREAKFAST IN BEDLAM"

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

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

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

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

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

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

Order Affecting Sunday Spot Sent in Error, Says Hedges

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

William S. Hedges, vice-president in charge of the NBC station department, explained that the order, issued in his absence, had been sent in error and that there was no intention on the part of NBC to attempt to curtail the breaks in the 20 seconds allotted for chain breaks.

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

IRNA Balts

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

Subject of station breaks and whether the 20-second periods belong to the network or the individual stations is a sore point which has frequently been argued by NBC. The network claims it sells advertising in 15-second units, which includes four quarter-hour programs, each advertising a different product, and then inserting announcements for still different products at what would normally be the quarter-hour breaks.

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

MBS From Front

VICTOR LUSINCHI, who was appointed MBS special warfront correspondent with the French Army last November, has returned to the United States and will broadcast a weekly quarter-hour program speaking direct from Frenchoccupied Head-quarters, somewhere in France, his reports going by wire to Paris and from there over MBS. Up to the first of the year, Lusinchl did broadcast various special programs on MBS.

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

'WE TAKE YOU TO FINLAND'

Meyer Berger in 'New York Times'

PAUL WHITE, director of public affairs for the Columbia Broadcasting System, leaned back in his swivel chair behind the wide flat-top desk. It was 6:40 p.m. From the great loudspeaker on the office wall poured the Texas twang of the captain of the Tuscaloosa. He was near the welcome one-stroke and scuttling of the German liner Colubmus.

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

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

"Hello London."

The Tuscaloosa's skipper closed his story. Mr. White sat straight. He leaned toward a capsule-shaped microphone set on the desk. He threw a voice toward the speaker, and watched the desk clock. "About the night show," he said: "They're filming tonight. They've got an interesting story to tell.""And the dress is a beauty," he added.

"Hello, London," the speaker hissed. "Hello, CBS London," Mr. White repeated, and this time a faint "Hello" came back.


The young man whispered in our ear. He said the voice from London was Ed R. Murrow's. "Ed's talking from the BBS underground studio," he told us. Mr. White spoke into the microphone again.

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

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

"Mr. White said yes, our time. "Thin? I can do," Ed told him • • • "Christmas carols, band music in that sort of business?" And Mr. White said yes.

The "BBC singers" our young informant told us, meant the chorus at the British Broadcasting System studio. Mr. White means he wants them to fill in a hole in the Christmas morning program," he explained.

Mr. White spoke again.

"This Chamberlain talk," he said: "It's a day of tremendous importance. Any change from 11:45:14:30? What will he talk about?"

Mr. Murrow said no change; the British Broadcasting Minister was to talk on "The War, Its Progress and Prospects." Mr. White scribbled furiously at a pad and watched the desk clock. "About the night show," he said: "It's lined up this way—He broke off and swore softly. "Somebody took my sheet," he told Murrow. "Wait a minute." The young man raced out to get the sheet.

Mr. White seemed tense.

Up and Down

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

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

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

A down-the-basement voice from the studio said, "Yes, Paris on;" and our young man whispered: "Paris—that's Eric Sevareid."

"He's attempting to bring in a remote from Finland," Mr. White told the listeners in Europe. "We'll see what he's got to say."

"What's that?" he asked sharply. "We'll leave you time, Ed," he added. "We get him in first."

He directed the talk to the Paris man. "Go ahead Eric—what you got?"

Eric's voice, blurred and filled with vales and depressions, said something about Christmas stuff from the Maginot Line. We caught only part of it, but Mr. White nodded as if he got every syllable. "—I can be there, on another mike."

Mr. White said: "I've guessed, meant the Maginot Line."

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

From the Front Line

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

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

Mr. White spoke at the chromium capsule again; more hurriedly now, like a man chased breathless. "Eric—telephoned me, incidentally, who "they" might be—some other broadcasting company, we guessed."

Not the first quarter-hour program, he said, unless Eric sits down on some other talk. I'll have to send a cable on it.

Eric had crashed through like a man talking against a howling gale.

"We'll get the interesting part from France," he assured Mr. White. "Eric's talking from the desk."

"We never have it reserved, I don't think they can do it," Mr. White confirmed, incidentally, who "they" might be—some other broadcasting company, we guessed."

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Not the first quarter hour program, he said, unless Eric sits down on some other talk. I'll have to send a cable on it.
"That menu in your hand tells you everything that I've been trying to say to you about SPOT RADIO.

Lots of people are satisfied with the Regular Luncheon, but the man who knows good food wants the privilege of making his own choice.

SPOT RADIO does exactly that. It lets you buy all the stations you want—and no more.

It gives you your selection of best available periods to fit the habits of people in each time-zone.

It offers as much time or as little as your appetite for radio dictates—short or long programs, live or transcribed.

And your distribution governs everything about SPOT RADIO—you put sales pressure as needed, here or there. Everything's a la carte except the cost. What'll you have?"
Akron's Regional Grant Reaffirmed

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

REAFFIRMING its decision of last May 11, authorizing a new 100,000-watt 1530 kc. station in Akron, O., the FCC on Jan. 10, regranted the application of Summit Radio Corp. for the station. The grant was reversed last fall after objections had been raised.

The Commission's new final order states that it is authorized and in all respects to construct and operate a standard broadcast station of the character proposed. The grant was the last disposing of 10 stations band above 1500 kc. Under the Havana Treaty assignments on 1530 kc. are slated for Chicago, Kinston, Chicago, Burns & Gracie Allen, 20; Fanny Brice, Howard & George Sheldon, 9; Abbott & Costello, 8; Milton Berle.

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

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

Rejecting the application of Pattern Henry,rtle, who has a new local in the same city, the Commission on Jan. 11 granted William C. Barnes, publisher of the Martinsville's Journal, and his associate, Jonas Welland, owner of WFTC, Kinston, N. C., a construction permit for a new station in that community to operate with 100 watts night and 250 day on 1420 kc. Mr. Barnes and Mr. Welland are partners in the new station enterprise.

The Akron and two local grants were the first such station authorizations announced by the Commission so far in 1940, 55 having been granted during 1939.

Gives Up WGES Control

A DEAL whereby H. Guyon, Chicago chain restaurant owner, will relinquish his control of WGES, Chicago, by buying out the interests of 10 shares of common stock to Irene M. Cowen, his sister, was reported Jan. 6 to the FCC for final approval. Under the proposed new setup the stock will be divided as follows: T. H. Guyon, 15 1/2 shares; H. G. Attwood, 10 shares; Louis E. Moulds, hall-room manager, who also owns 19% interest in WGES stock, 10 shares; Irene M. Cowen, 10 shares; Gene T. Dyer, manager of the station, who is also interested in WSBC and WCBD, 10 shares; and WEMP, Milwaukee, one-half share.

RAYMOND GRAM SWING, MBS commentator, and Elmer Davis, CBS commentator, were included in the 1939 Honor Roll for the 13th week, for "the most illuminating running analysis of Europe's tangled affairs.

UNITED DRUG Co. Toronto (Bexall drug products) renewed on Jan. 1 for one year the contract for a promotion campaign on 30 Canadian stations from coast to coast. Account was placed with Gerald A. Act, Agency, Toronto.

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

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

Not far behind the Benny series in the list of favorite programs were programs featuring Bing Crosby, Kay Kyser's College, Bob Hope, Lux Radio Theatre, Orson Welles, Toast of Town, America's Town Meeting and One Man's Family.

Increasing dominance of comedy over other forms of entertainment is reflected in the balloting, Mr. Cook stated, since about seven programs are primarily comic. Principal change in ranking of comedians is the advance of Bob Hope, who is now surpassed in that category only by Jack Benny, Fred Allen and Charlie McCarthy. McCarthy also was fourth in annual balloting, while in the past he was second.

Templeton Honored

Favorite quarter-hour program selected was the Fred Waring orchestra. Let's Pretend dominated children's programs. Abe Templeton was selected as the year's new star. Bill Stern passed Ted Husing in the ranking of sports commentators. Lowell Thomas was named leading commentator, with one more vote than H. V. Kaltenborn. Don Wilson was named leading studio announcer. Guy Lombardo led the orchestra vote, Frances Langford was leading popular singer, Bing Crosby dominated the male singers. Artie Shaw was picked as best symphonic conductors and Nelson Eddy was leading classical singer.

The complete vote follows:

Comedians--Jack Benny, 142; Fred Allen, 62; Charlie McCarthy, 80; Bob Hope, 64; Brad Collett, 20; Jack Burn & Grace Allen, 20; Fanny Brice, Abbott & Costello, 8; Milton Berle.

Quiz Shows--Information Please, 183; Ken, Swan's College, 80; Concentration, 78; Lassie, 70; What's My Line, 67; Bob & Carol, 62; The New Faces, 60; The Thin Man, 45; Boy Meets Girl, 43; To Tell the Truth, 42; The Millionaire, 40; The Fall Guy, 36; The Clock, 32; The Great Gildersleeve, 31; Fibber McGee & Molly, 29; Mr. Peabody & Sherman, 28; The Banana Boat Show, 26; Mr. Peabody & Sherman, 26; Captain Video, 26; Peace, Dear Peace, 26; City College of Chicago, 24; The Big Game, 18; The Phil Silvers Show, 12.

Sports--Major League Baseball, 187; Major League Football, 150; Major League Hockey, 140; Major League Basketball, 120; Major League Box, 96; World Wrestling, 32.


Children's Programs--Let's Pretend, 72; Lone Ranger, 62; Little Orphan Annie, 50; American School of Air, 24; March of Games, 19; Irene Wicke's Sitting Lady, 17.

Orchestra--Gil Lombardo, 79; Kay Kyser, 82; Andre Kostelanetz, 77; Ben Bernie, 73; Bing Goodman, 24; Eddy Duchin, 21; Jack Benny, 18; Tony Pastor, 16; Phil Silvey, 12; Paul Whiteman, 11.

Popular Singers--Fred Langford, 89; Frank Smith, 77; Connie Boswell, 76; Virginia Simms, 76; Mildred Bailey, 74; Garland Martin, 70; Take the Highest Bidder, 37; The Al Bowlly Show, 34; Harry Barrington, 28; Jack Benny, 28; Bing Crosby, 28; The Bing Crosby Show, 28; Roy Acuff, 26; Red Foley, 26; Perry Como, 25; Bob Hope, 25; Artie Shaw, 25; Tony Martin, 25; Hazel Scott, 24; Kay Kyser, 24; Gracie Allen, 24; Helen Forrest, 24; Gracie Allen, 24; The Kate Smith Show, 24; Kay Kyser, 24.

No Cooperation

WHEN Esso Marketers decided to televise New York's newest farmers in front of NBC on Jan. 5, one exasperated father of triplets, who had lost out by one day on Esso's offer of bonus savings accounts to parents of children born on New Year's Day, proceeded to wire the neck of a stork provided by the Bronx Zoo for the occasion. He lost out on $250 bank account to each of the triplets, born 27 months before midnight Dec. 31. Officials of Esso Marketers report that the number of babies born on New Year's Night is not yet available as not yet announced in the campaign in which the company conducted its Esso News Reporter programs to introduce two new gasoline products [Broadcasting, Jan. 1].

Kellogg in Canada

KELLOGG Co. of Canada, London, Ont., (Corn Flakes and Rice Crips) extends its Circle K, boys and girls discussion club, on Jan. 20 to CJOR, Vancouver, and will continue to expand across Canada. The program started on CFRB, Toronto, Dec. 2. Half the program consists of transcribed proceedings from the club headquarters at Toronto, and the other half is locally produced by boys and girls invited to the station for discussions or interviews with interesting people. The program is produced at Toronto by J. Walter Thompson Co., who also placed the account.

Davis Heads FTC

EWIN L. DAVIS, vice-chairman of the Federal Trade Commission during 1939, on Jan. 2 was elected by the Commission to serve as Chairman during the calendar year 1940, pursuant to the rotating chairmanship plan practiced by the FTC. A member of the FTC since 1933 and for the past year and a term as FTC Chairman, Mr. Davis succeeded Robert E. Freer.
Domestic Commerce (published by the U. S. Department of Commerce) features these figures for the East, South Central States. Change from June, 1938 to June, 1939.

<table>
<thead>
<tr>
<th>Category</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesalers' Sales</td>
<td>Up 9.7%</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>Up 5.1%</td>
</tr>
<tr>
<td>Inventories</td>
<td>Down 6.1%</td>
</tr>
</tbody>
</table>

Add to these the following:

<table>
<thead>
<tr>
<th>Category</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Employment (8 mo)</td>
<td>Up 7.7%</td>
</tr>
<tr>
<td>New Car Sales</td>
<td>Up 40%</td>
</tr>
<tr>
<td>Electrical Power Consumption</td>
<td>Up 11%</td>
</tr>
<tr>
<td>Telephone</td>
<td>Up 7%</td>
</tr>
<tr>
<td>Bank Deposits</td>
<td>Up 7%</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>Up 8%</td>
</tr>
</tbody>
</table>

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

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

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

WPTF, RALEIGH, NBC outlet, was authorized Jan. 10 by the FCC to change its hours of operation from limited time to unlimited time on the 680 kc. channel, thereby officially reducing the status of the frequency to a I-B, or duplicated wave pursuant to the new allocation rules. KFXO, San Francisco, owned and operated by NBC, is the dominant station. The modification of its license authority was made on the station's application for a directional antenna by WPTF from sunset at San Francisco. The station had been seeking an application to increase in power from 5,000 to 50,000 watts.

Simultaneously, the FCC announced at its en banc meeting denial of petitions for rehearing of the Nov. 15 grant to F. W. Meyer, general manager of KLZ, Denver, of a new local station in that city. KFEL and KVOD, Denver, had petitioned for rehearing, but was issued a construction permit to use 1310 kc. with 250 watts output, and is on the air. The hearing was held to determine whether the FCC, in its opinion which established legal precedent, since the FCC had previously held that local stations should not be assigned areas requiring regional facilities for metropolitan coverage [Broadcasting Dec. 1].

Hearings Ordered

Application of WNYC, municipal-owned station in NEW YORK, for full-time operation on 810 kc. in lieu of its present daytime operation of 930 kc., was designated for hearing by the Commission in connection with the application of WHEL, Boston, for full-time operation on 830 kc., clear channel on which KOA, Denver, is the dominant outlet, the FCC ordered that the hearing on Jan. 29 be held before an examiner. Previously Commissioner Norman S. Case had designates the two new-daytime slots for the Boston station, since it would mean duplication of operation on another clear channel if granted.

New Oregon Station

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

WJR Wins Renewal

WJR, Tucalosa, Ala., Jan. 10 was awarded renewal of its license along with all other limited time stations including 710 kc. with 250 watts local sunset and 100 watts night by the FCC. The station, primarily operating in Detroit only, had been cited in connection with alleged use of transfer of licenses and purported violation of technical requirements.

VISITING in Hollywood during December, R. A. Porter, vice-president of Stack-Goble Ad. Agency, New York (seated, center), in addition to checking on the NBC Adventures of Sherlock Holmes series, sponsored by Grove Laboratories (Bromo Quinine), was on hand to supervise the initial West Coast origination of Horace Heidt's Pot o' Gold program, sponsored only 250 watts, and that was switched from New York to Hollywood Dec. 5. Both shows are serviced by Stack-Goble. Here sits Mr. Porter, discussing the programs during a session with NBC Hollywood executives—(1 to r) John Swallow, NBC Western Division program director; Sydney Dixon, sales manager, and Don E. Gilman, vice-president in charge of NBC's West Coast activities.

A DIARY OPENS THE DOOR

Sequel to Program Plot Entices Housewives

-To Diaries Delivered by Routemen-

By FREDERIC W. ZIV

Frederic W. Ziv, Advertising
Cincinnati

THE STORY of immediate sales, of how three out of every four inquiries rang the bell, is the story of Secret Diary, radio serial which we had the pleasure of producing and transcribing. Secret Diary, designed along the lines of the proved script show technique, clicked from the start.

Yet the success of the show is not due exclusively to this fact, but also to the fact that its merchandising plan enables the sponsor to see tangible proof of its sales effectiveness. In addition, Secret Diary's merchandising plan makes easy the routeman's entrance into the homes of prospects in his community.

Secret Diary was first tested in Cincinnati for French-Bauer Dairy Co. When followed up by French-Bauer it created a new sales service, and French-Bauer now distributes purchases of French-Bauer products to its 7364 customers.

Four-Part Success Story

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

1. The program, the diary offer, the follow-up system and the traceable results.

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

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

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

When it was announced over WCAU, Philadelphia, that copies of Elsa Morgan's diary were being made available upon request, the station was deluged with thousands of letters. The first plug—a single announcement at the close of the Tuesday program—pulled 648 requests in the first mail. And after the second day the offer had to be withdrawn, since requests had already exceeded the initial supply.

The Personal Touch

3. Instead of mailing diaries to each listener, French-Bauer delivermen personally delivered them. As the result of this first experience, Allen S. French, general manager of French-Bauer, reported that: 75% of all housewives called on made at least one purchase.

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

Because the deliveryman came to the door to bring, free of charge, and at some inconvenience to himself, something to enhance the housewife's enjoyment of Secret Diary, it created a new relationship between housewife and canvasser. He was doing her a favor, and she had only to listen to return the favor. Where before deliverymen in search of new customers were turned away from doorways with the immediate answer that "we take from Blank dairy," French-Bauer men found themselves first meeting friends and later customers of an increasing number of housewives. Though his problem remained the same—to add a new customer to his route—the diary provided an entrance into the home he otherwise would not have.

Chapter Each Week

The diaries themselves are attractively printed to carry out the idea they were actually written by housewives each week. There is one copy per chapter, so that each week the deliveryman has a new opportunity to contact each housewife. "Here is this week's chapter of Secret Diary. I'm glad you like the program. I'm sure you'll like our milk." Each chapter is presented in an individual envelope that keeps it neat and clean, presented with the first "chapter" a "diary" box, an attractive replica of a locked diary-case. Each box contains the succeeding "chapter" may be placed.

4. For his own records we furnish the sponsor with a simple mailing envelope form that enables him to see at a glance the week-by-week development of his sales to a customer and makes to that person. As a result, the sponsor knows what each inquiry is worth; and, in fact, he can see the exact point at which she became a regular consumer.

Sounds complicated? It isn't. Too many housewives to keep track of today using it successfully to question its ease of operation. And since an operator-salesman's weekly area will gladly pay $2 to $5 (depending on locality) for a new customer, it is worth while to promote and merchandize the program completely.

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

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

Coffee Firm in West

WCHS chooses COLLINS 5000 watt 21D

WCHS Charleston, key station of the West Virginia Network and affiliated with the Columbia Broadcasting System, reaches an area greater than ever before with the installation of a new Collins 21D 5000 watt transmitter. At WCHS the Collins 21D gives unequaled 5000/1000 watt high fidelity performance.

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

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

COLLINS RADIO COMPANY
CEDAR RAPIDS, IOWA   NEW YORK, N.Y: 11 WEST 42 STREET
Midwest Venture Sells Ohio Oil Co. On Radio Power

Ten-Station Hookup Is Signed
As Test Brings Surprises

THE first major venture of the Ohio Oil Co., WVTG, WVTG-D, broadcasting has been so successful that the initial NBC Blue network shows which build from week to week, have been a real success. The company, which purchased the station for $100,000, has been making a lot of money from the start.

Under the new set-up, the company's program, Marathon Melodies, originating at WCV, Cincinnati, is now heard to WSPD, Toledo; WGO, Whiting, Ind.; WFB, Fort Wayne; WBFM, Chicago; WGBF, Evansville; WBO, Terre Haute; KWK, St. Louis; KTO, Oklahoma City; KKG, Port Washington, and KGB, Springfield, Mo.

Helping the Dealer

In commenting upon the success of the program, which features a Milton Berle-type studio and outside audience participation, H. R. Bristol, advertising manager of the Ohio Oil Co., said:

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

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

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

"We are particularly pleased with the public and dealer tie-in Marathon Melodies, to date. Due to the receipt of contest cards, we can say definitely that people are listening and that the advertising is working. On the road we have made the dealers feel that we want, for after all, making sales is just a matter of educating people to the fineness of your product."

Midwest Venture Sells Ohio Oil Co. On Radio Power

Radio and Candy Sell Gas

**Average of 600 Bars Daily Given From New Service Stations As Results of Air Offer.**

**By WAYNE VARNUM KSO-KWNT, Des Moines**

HUBBELL & ANGEL, Inc., of Des Moines recently tested the pulling power of radio in a way that left a sweet taste in the mouths of some three station managers and three salesmen alike.

To introduce to the public three new service stations, Hubbell decided to give away, as a special candy bar to every person in every car that was driven into one of the stations for gasoline. No matter how little gasoline was purchased, every person in the car was given the bar, but a definite purchase of gasoline was required.

News and Candy

The 12:30 news on KSO, handled with commercials by Wayne Ackerley, was used to carry the introductory offer to Des Moines automobile owners—first, because news has a general audience appeal; second, because it was an established KSO service feature broadcast at a time when children out and parents could hear; third, because it was on KSO, Des Moines' oldest radio station.

One week's schedule of six broadcast was devoted to each of the three new stations. No other selling was used to promote the offer.

From the first broadcast, new customers drove into one Colonial Service Station for gasoline and their free candy bars. During the three week test an average of 600 candy bars a day were given away at each station. Station managers reported that the three persons seemed to be the average number of persons in each car and purchases of less than five gallons were rare. No complaints were received from the Hubbell company, who in one year built this organization from its inception.

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

Agency Praise

Herbert Byer, of Byer & Bower Advertising Agency, Columbus, Ohio, handles the account, declared the success of the program has been firmly established and that "Marathon Melodies has built the top among network shows."

"The sustained interest in the program, from week to week, and day to day, indicates that the public is ready to accept it at face value," said Mr. Byer. "This is the basic success of Marathon Melodies. The public has been a little leery at first, and it offers high entertainment value without any excessive program cost. The key to the success is in the promotion and advertising."

In addition to the contest, the program features the music of J. O. C. and the singing of Sylvia Rhodes.

The program provides monetary awards for persons mailing in two song titles, which make a complete and viable sentence. The entries are double when the entries are submitted on cards obtainable only at the sponsoring stations.

Four persons are selected at random from the studio audience to guess the correct musical answers. These, too, are given cash awards. In addition to cash awards paid Marathon dealers from whom the entries are received, the entry cards are submitted for titles.

The program was started Sept. 18 and it will continue for ten weeks and five Blue stations.

**ARCH OBOLER has signed a renewal contract with NBC to continue his Saturday night dramatic programs on WKY, Philadelphia, through June 1, 1940.**

"The show is being broadcast regularly on the West Coast, having recently joined the scenario writing staff of Metro-Goldwyn Mayer Pictures."

Lotion in Mountain

**CHAMBERLAIN LABORATORIES Just announced the introduction of a complete line of cold cream and medicated lotions.**

**By WAYNE VARNUM KSO-KWNT, Des Moines**

Mr. Varnum

**SOME of radio's best huntmen got in some of their best outdoing this fall during a Michigan deer hunt on the property of M. R. Mitchell, chief engineer of WJR, Detroit. The top pair—Jim Cosman, of Federal Telegraph (left); and P. M. Thomas, secretary-treasurer of WJR, Detroit—were snapped while on a trail through Michigan woods. Bigger is the other member of the party, each with a buck bagged during the first two hunting sessions. (11 E. Jim Bely, engineer of WBT, Charlotte, N. C., Bill Shadel, associate editor of The American Rifleman, and Eric Howlett, WJR script writer. The Cosman-Thomas shot was used as a full-page cover photo for the January American Rifleman.)**

**Thom McAn Placing**

**MELVILLE SHOE Corp., Boston (Thom McAn shoes), an agency which will start Ray Barrett's 'Shoppers' Special,' a ten-minute six-weekly musical clock program on WDR, Hartford, on Jan. 1st the company renewed its Musical Clocker program on KYW, Philadelphia, as well as the quarter-hour five-weekly news programs on WABC, WEAN, WNAC, WWJ and WBBM. Neff-Rogov, New York, is agency.**

KTSW, Emporia, Kan., joined MBS on Dec. 25 as its 128th affiliate. Station operates on 1570 kc. with 250 watts power.
Power
where it counts

50,000 WATTS
AT 820 ON THE DIAL
SELLING A
2½-BILLION-DOLLAR
MARKET
BASIC CBS OUTLET • NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY
The Courier-Journal
THE LOUISVILLE TIMES
Canadian ASCAP Is Refused Boost
Same Rate Per Set Fixed by Copyright Appeal Board

By JAMES MONTAGNES

CADLE TABERNACLE, Indianapolis, is said to have its nonexistent disc talks on 104 stations throughout the country. The station's last fee paid was $9,338.43, including the $1,000 for commercial receivers based on 1,104,207 listeners. This includes the $9,545 takes care of the increase in licensed receivers which numbered 1,232,500 at March 31, 1939. Broke- en down by provinces from Atlantic to Pacific, 5 stations in Prince Edward Island pay $140.61 for 5,009 receivers; 4 Nova Scotia stations pay $5,632.22 for 6,122 receivers; 6 New Brunswick stations pay $941.55 for 8,050 receivers; 17 Quebec stations pay $33,459.54 for 292,920 receivers; 28 Ontario stations pay $30,983.33 for 364,286 licensed receivers; 4 Manitoba stations pay $5,521.74 for 79,293 receivers; 7 Saskatchewan stations pay $3,541.64 for 63,655 receivers; 7 Alberta stations pay $5,478.10 for 88,400 receivers; and 15 British Co- lonia stations $7,085.06 for 106,- 189 licensed receivers.

Largest fee paid by any station is that of CBL, Toronto, assessed at $11,263.10. Second largest is paid by CHCF, Montreal, and third highest is CFRB, Toronto, $9,910. CKAB and CBM, Montreal, stations are each assessed $7,506. 70. Radio sets counting the fee is based for Toronto number 234,593; for Montreal 204,406. The fee, based on a schedule of basic equipment and coverage of each station, was worked out by the Canadian Asso- ciation of Broadcasters, a joint effort of an Broadcasting Corp. and the CRS. CRS stations paying more than $40 a year can make their payments in quarterly installments, and delinquent payments a 10 per cent penalty is set by the Copyright Appeal Board.

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

GUEST EDITORIAL

WRITING COMMERCIALS THAT CLICK

By MILTON C. HILL

A LOT has been said about radio commercials and many of them have been lodged against them. But to date little has been done by the radio industry to provide the commercial radio writer a guide to good practice in this profession. Admittedly, it is not advisable to adopt standards to govern the creation of commercial continuities by radio stations. It is an unwieldy business, therefore, that would result in drab, stereotyped forms with no selling punch. What, then, aside from the Copyright Act, can we do to make the Copyright Board, appointed by the Board, for that purpose by the Department of State, and are figured on a basis of 8 cents per licensed receiver as at March 31, 1939, end of the last Government fiscal year. The CRS in its assessments for 1940 had asked 14 cents per set [BROADCAST-ING, Dec. 15, 1939].

More Receivers Licensed

Last year's fee was $99,338.43, including the $1,000 for commercial receivers based on 1,104,207 listeners. Last year's fee was $9,545 takes care of the increase in licensed receivers which numbered 1,232,500 at March 31, 1939. Broken down by provinces from Atlantic to Pacific, 5 stations in Prince Edward Island pay $140.61 for 5,009 receivers; 4 Nova Scotia stations pay $5,632.22 for 6,122 receivers; 6 New Brunswick stations pay $941.55 for 8,050 receivers; 17 Quebec stations pay $33,459.54 for 292,920 receivers; 28 Ontario stations pay $30,983.33 for 364,286 licensed receivers; 4 Manitoba stations pay $5,521.74 for 79,293 receivers; 7 Saskatchewan stations pay $3,541.64 for 63,655 receivers; 7 Alberta stations pay $5,478.10 for 88,400 receivers; and 15 British Columbia stations $7,085.06 for 106,189 licensed receivers.

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

CONCENTRATE ON ONE PRODUCT. By trying to sell a lot of things or ideas in one commercial, you may exhaust none of them. If you write consistently, you can do a lot of good. Emphasize the desirability of your pet idea, and market it clearly and simply. Avoid too much repetition and too many disconnected punch lines that are just phrases that stick in the mind, and develop new sales arguments.

Avoid Overworn Phrases. A good way to keep a commercial from being too continous is to use words and phrases which have become hackneyed and tired. Avoid them. There are exceptions, but many writers put them in their continuity unconsciously. Example:

Remember, remember... Here's important news! This offer is good for a limited time only...

The supply is limited, so get yours now.

Take advantage of this bargain. A sale comes only once in a lifetime...

Maintain the Proper Attitude. Never beg the listener to do or buy anything. To sell in a radio com- mercial, one must show the listener the advantage. A request that he buy "as a favor" or merely "as a trial" sounds weak. In other words, don't say "please get one" or "won't you buy this"—say positively, "you must get one," or words to that effect. Tell the listener why he should buy, where to buy it, and why, but never when. A quick, sure way to irritation is to say "try it this afternoon" or "get one today!" Some, however, don't notice the objection when it comes. It is a point of contention, and many sponsors demand it in their copy, although it seems desirable to eliminate it.

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

Make It Standable. Use common, everyday language, avoiding long words, and technical or foreign words. The shorter the better. As a reminder, spell it out only when the audience cannot get the spelling by guessing. You need to prompt the audience is requested to write to the program, make the address as specific and simple as possible. Examples:

Write to Jones Brothers, Stat- ing service requested.

Ask for DE-SHON'S old table- drinks. DE-SHON'S, H-O-N'S, at your drugstore...

This is by no means a complete list of what might be done. There are hundreds of instances constantly arising in the average writer's life which call for the writer's attitude toward the situation. But this has proved in actual practice to be a good, basic code for a commercial writer.

Few will deny there is need for such a code. As long as business writers and buyers write for scientific radio advertising, the technique of commercial writing must be studied and deliberate, rather than hit-and-miss. With all of us in the industry realize this, and take collective action to bring it about, we are undoubtedly to profit immeasurably.
ONE OF THE MOST VERSATILE MUSICAL-DRAMATIC ACTS IN RADIO—featuring more than 20 instruments...8 cracker-jack entertainers...novelties galore...all original arrangements! This act can sell!

MORE THAN TWO YEARS ON THE COAST-TO-COAST COLUMBIA NETWORK—Texas Rangers—“Night Time On The Trail”—“Under Western Skies.”


Ridin' high, and rarin' to go, for an alert advertiser who will add the magic touch of exploitation and set himself for the Big Payoff. Available—right now—network from Hollywood, Kansas City, Chicago, New York; or transcriptions.

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

“Bob” Landry

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

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

COLUMBIA ARTISTS, Inc.
485 Madison Ave.
New York City

GEORGE E. HALLEY
400 Deming Place
Diversery 4400
Chicago

ARTHUR B. CHURCH
KMBBC—Pickwick Hotel
Harrison 2650
Kansas City, Mo.

Columbia Management, Inc.

HARRY SINGER
Personal Manager
The Texas Rangers
CBS—Columbia Square
Hollywood

KMBC’s POWER GOES UP * 5,000 WATTS NIGHT * ABOUT FEBRUARY 10th
BECause too many publicity breaks on commercial programs, where they have never appeared, WCCO, Minneapolis, has evolved an extensive system of taping off agencies on newspaper publicity obtained, courtesy announcements and such. Weekly memos from the sales promotion, publicity, continuity and program departments are cleared through the sales department, which sends special weekly letters to all agencies whose programs receive publicity.

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

**TRIAL Promotion**

A TRAILER on the screen of the Golden Gate Theater, San Francisco, where the movie version of Information Please recently played, called attention to the fact that the program, which is a new version of its radio programs heard over KGO. In addition, lobby cards and displays published with both Information Please and KGO. The station in turn gave periodic announcements over the air directing listeners to the movie adaptation showing at the Golden Gate.

**Glass for Tubing**

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

**Peeler for Boktops**

A PEEeler for vegetables and fruits and for shredding and slicing is being offered to listeners to Linda's First Love by the Albers Brothers Milling Co., sponsors on KPO, San Francisco. The peeler is given in return for tops from one large or two small packages of Albers Car- nation Oats.

**Largest Ivory Contest**

PROCETER & GAMBLE Co., Cincinnati, through Compton Advert., New York, on Jan. 21 will start a series of six-weekly contests on four of its network radio programs, the largest contest for Ivory soap the company has ever sponsored. The programs will be The O'Neill's, The Story of Mary Martin, Against the Grain and Life With Us. Be Beautiful on CBS and a split NBC network, also The Gospel Singer and Lily Can Be Beautiful via electrical transcription on various local stations.

Each entrant must complete in 25 words or less the sentence "I like Ivory Soap because ... .", accompanying each entry with a wrapper from one large size and one medium size bar of Ivory soap. For each of the six weeks of the contest there will be the following prizes: Ten first prizes of new 1940 Buick special 4-door sedans, each with 1,000 gallons of Fire Chief Gasoline, plus a $50 credit ticket for accessories, or service, and 100 second prizes of $10 in cash.

**Cincinnati Souvenir**

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

**Sales Bell**

CHROME-PLATED hand bell with green plastic handle was sent out during the New Year season by the Coast Magic department, as a combination holiday greeting and business promoter. Box containing the bell also carries a business message built around the theme, "Ring the sales bell good and loud in 1940, and a business reply card.

**Insurance Plan**

CLOSE upon the annual 10% Christmas bonus to the staffs of WAGL, Cleveland, and WJZ, New York, came the announcement by Managers John Patt and Leo Fitzpatrick of a group insurance plan for the 916 full-time employees of the two stations. Each employee is provided with $5, with $10 the insurance by policy, hospitalization and doctor's fees up to $150. The entire cost of the plan is assumed by the stations.

**STRATEGIC entrances to Clarksburg, W. Va., present displays installed by WBLK to promote the station and the Eebo Eebo news broadcasts.**

**MERCHANTISING & Promotion**

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

Coast Magic

THRIFTY CUT RATE Drug Stores, Los Angeles (chain), on Jan. 15 starts a weekly quarter-hour co-operative program Magic on KJH, that city and KNX, Hollywood. In addition the firm will continue its eight-week contracts on those stations as well as on KFI and RECA. The transcribed segments will include tricks and features Major Cedric Talisman as commentator. Free instruction sheets of tricks as explained on the program, will be sent listeners upon request. Other promotion, as part of an extensive campaign planned, will include window and store displays, counter cards and mention of the program in all newspaper advertising.

**One Star Smiles**

CONTEST in which Texas high schools and colleges to elect two "Smile Girls of 1940" is being sponsored by Cotton Oil & Refining Co., as a tie-in with its thrice-weekly Mrs. Tucker's Smile program on WFAA, Dallas. Two all-expense trips to New York or two $150 lump sums are offered the winners. The sponsor has enlisted the aid of many student annuals, yearbooks, and papers in the contest. Final winners, adjudged the best "smiler," will be asked to judge sponsors' judges after individual schools have each chosen one representative from preliminary elimination contests.

**$5 Per Carton**

NEW feature of the Early Bird program sponsored by Interstate Cotton Oil & Refining Co., Dallas, for Meadolake Margarine, is the "Meadolake Money Mint." A sponsor's representative calls on one householder in the company's trade territory each day, Monday through Friday. If she has a carton of the product in her house, she is given $5, with $1 going to the retail grocer who sold it to her. When a resident opens a Meadolake carton, the prize is doubled the following day.

**'Gang Busters' Anniversary**

**WE**e**KL**y program Gang Busters, sponsored on CBS by the Colgate-Palmolive-Peet Co., on Jan. 6 celebrated its fourth anniversary on the network. Until last year the program was heard on behalf of Palmolive Shave Cream and Brushless Shave, but is now presented for General Foods. Bentco & Bowles, N. Y., is agency.

**Red Cross Favors Radio**

As Educational Medium

YEAR-ROUND broadcast campaigns are urged by national headquarters in Washington for the 400 Red Cross chapters in the United States in communities with radio stations. In a special radio promotion, dated Jan. 1, 1940, and sent these 400 chapters, the headquarters organization points to radio as the ideal medium for keeping the importance and work of Red Cross service in the minds and hearts of the people in your chapter territory. The bulletin stresses radio as the best means to secure Red Cross mentions during regular commercial programs.

Along with the special bulletin was sent a copy of the third edition of the Red Cross Radio Script Exchange Catalog, containing 81 radio script series, including 16 new additions, any of which are available to individual chapters for local production.

**Texas Map**

LATEST colored piece from KFRO, Longview, Tex., is a 14 x 17 inch map showing the counties and county seats. This map is used as a base map for listener surveys and mail response. Station is currently sending out maps to agencies for their files.
"...it has caught on with a bang"

says Milton Charles, WBBM
CBS Western Key Station

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

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

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

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

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

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

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

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

We think not! Broadcasters should not hurl themselves into any feeling of a musicians' Shangri La. The locals, by and large, would be satisfied. But not that arbitrary, self-serving international board, as presently composed. The idea of forced hiring of useless, and in many instances positively incompetent labor, is not only outrageous but probably illegal, in the light of the recent observations of the Department of Justice in parallel labor situations.

What's the next move? Many stations would be justified in booting out incompetent musicians summarily. But that should not happen. The present level of employment of musicians should be maintained voluntarily, except in those extreme cases. Wherever possible, stations should cooperate with their locals, discuss conditions frankly and reasonably, and arbitrate such issues locally. If there is a drastic, wholesale, nationwide let-out, AFM will boom erang. On the other hand, if stations volun tarily continue staff orchestras, except in those instances where the burden is positively unbearable, logic and reason will be on the side of the broadcast in the inevitable future deliberations. Broadcasters can prove that they can deal with their individual locals amicably and to the mutual benefit of public, musician and station alike.

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

The plaudits of the industry are due the broadcasters—Scripps, Rosenthal, Morency, Shepard, Ethridge, Pulliam, the networks and others—for an all-industry job well executed.
Mention the names of Walt Schwimmer and Jack Scott to an advertising man anywhere and it’s a safe bet he’ll know of their success. For at 36, Walt and Jack are partners in an agency, Schwimmer & Scott, whose 1939 billings were over the million dollar mark.

Walt was born on Chicago’s South Side May 25, 1903. His father was in real estate and believed that every youngster should learn how to make his own way at an early age. After finishing at the Schurz High School, he entered Northwestern University in 1920. He worked his way through school as a mail clerk, shoe salesman, clothier clerk. But he found time to be president of his fraternity, Phi Epsilon Pi, and was associate editor of the Purple Parrot, college humor magazine.

He also worked on the Daily Northwestern staff, and managed to write some songs that sold. After taking his B.A. degree in 1926, he started on his own as publicity manager of the Orio Orchestra conducted by Ted Fiorito and Dan Russo.

One eye on the Florida boom, young Mr. Schwimmer went to Tampa in 1925 and opened an agency which handled advertising for 12 large real estate companies.

J. H. Brown, now with the Tampa Tribune, was his partner and the Brown-Schwimmer Co. rode high until the boom collapsed in 1926. “I headed North with my scrapbook and some borrowed dough”, Walt says of his Florida escapade. In September, 1926, Walt became advertising manager of the Chicago Studebaker Sales Co. He held the job until 1932 when he joined the E. H. Brown Advertising Agency as vice-president. The agency handled the local Studebaker accounts, was one of the largest in Chicago with a top-notch staff, and was prepared to use the advertising potential of any number of automobiles, and the majority of the agency’s business was commissioned classified advertising.

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

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

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

In the fall of 1936, the agency sold a radio schedule to Lea & Perkins Inc. New York (sauce), and has since run a series of national spot campaigns. By 1937, the firm which was handling more local radio than the next two or three Chicago agencies, according to Mr. Schwimmer, and its national business was increasing. Look Magazine, Thom McAnn (shoes) Fox DeLuxe beer and Salerno biscuits were among the national and regional accounts handled during the 1936-38 period. In 1938, Rudolph Wurlitzer Mfg. Co. (retail stores) started national Christmas radio advertising with the agency following a successful test campaign.

And early in 1939, the agency got a new client, Kingsfield Bros. (given account, together with Hirsch Clothing Co. and Walgreen Drug Co. Walgreen is presently using six pairs in Chicago won with Paul, through Schwimmer & Scott.

Ask Walt about his hobbies and he’ll list tennis, horseracing, football—“and any card game”, but his closest associate knows that he still.dashes off occasional song lyrics. The sentimental side of Walt is called theارد-boiled exterior of agency executives shows up in Walt for he is on the board of a number of Chicago’s charitable organizations. But the acid test of any boss is to find out what his employees think of him. Most of the employees of Schwimmer & Scott have been with the agency since its early days and they’ll swear by the S & S combination. Among these is Norman Heyman, top-notch agency radio director, who joined the firm in May, 1935.

Mr. Schwimmer met his wife, then Daisy Seltzer, while they were students at Northwestern U. They are the parents of Philip, 2, and Bettina, 1.

Dr. George W. Young, owner and manager of WDGY, Minneapolis, and an aviation veteran, has been re- ported to the Aircraft Aeronautical Commission by Gov. Stassen, of Minne- sota. His term runs to 1943. Dr. Young has been flying since 1922 and has owned nine planes in 17 years. He is a member of the State and Na- tional Aeronautical Assn., a past presi- dent of the Minneapolis chapter of the Aeronautical Assn., and a member of the Zero Zero Breakfast Club and the Minnesota Pilots Club.

Walter Thompson, recently ap- pointed director of public information for the Chicago Daily Tribune, has been ordered by doctors to take a long rest. He was press chairman of the Royal Yacht Club, chief censor for Canada since the outbreak of war, and has organized the public information directorate since then. George Herbert Lash, newspaperman and a director of the National Rail- ways, is taking his place as acting director.

HARRY McLAUGHLIN, till last Sept. 1 and for many years manager of CBS News, has moved to Los Angeles, Calif., where he is instructing in flying and in radio transmitter installation, servicing, and other electrical work.

Melvin Drake, recently with KTUL, Tulsa, has returned to KGOF, Coffeyville, Kansas, as station manager. R. G. Patterson, formerly with KOAM, Pittsburg, Kan., has joined the KGOF program staff. George主播, now in Oklahoma City, is also E. B. Spooner, Earl Dougherty and Kenneth Powell. Their firm, is in the agency business, is of Fort Worth.

Raymond C. Cosgrove, associ- ated with CBS since 1929, on Jan. 5, was named a vice-president of Crosley Corp. and general manager of the Crosley manu- facturing division.

Chauncy McEveety, account ex- ecutive with the Inter-Mountain Broadcasting Co., has recently resigned to join a Pacific Coast loan company.

Stanley E. Hubbard, president and general manager of KDKA, Pittsburgh, Pa., entering the holiday home dec- oration contest sponsored by the St. Paul Pioneer Press, Dec. 1, has the replica of the town of Bethlehem atop his home in Sycamore, Ill., in its interior. He won the contest, and was awarded first price of $500 in his division.

Corwin L. Lockwood, of the Pacific Coast, is a native of Bowling Green, O., and graduate of George Washington U., has been ap- pointed general manager of Dominion Broadcasting, in Atlantic City.

Thad H. Brown, succeeds Franklin B. Stahl, who has joined the Law Department.

Roland Weeks, commercial man- ager of Chicago, S. C., and father of a boy born late in December 1938, may be the only one in Hollywood who plans to become active in radio.

Don E. Gilman, NBC western di- vision vice-president, has been elected to the board of directors of the Los Angeles Chamber of Commerce.

Dr. Leon Levy, owner of WCAU, Philadelphia, an affiliate of CBS, is in Hollywood during early January and conferred with Donald W. Thornton, general manager of Pacific Coast vice-president.

Maynard Marquardt, manager of KPIT, Chicago, has returned following a three-week vacation trip to Mexico.

E. P. James, advertising and sales manager of NBH, Jan. 9 spoke before a luncheon meet- ings of the Associated Printing Men- at the Hotel Dixie, New York.
Ralph Rossiter

JAMES STANBERRY, Victor the lumber and mick on Delaware, recently married city. He had the Westinghouse E. appointed of KSRO, WILT. Gunzendorfer 5, Dec. 31.

NAB. Staten Island, is the NAB 17.-winter conference at SAUDEK, B.

Mr. Rossiter of WFBM, Chicago, has joined the announc- ing staff of KMAC, Amarillo, recently announced his 18th year of cooperative advertising departments of Sears, Roebuck and Co., Chicago.

BRYN MORTENSON, formerly of WDGY, Minneapolis, has joined the announc- ing staff of KMAC. March, recently celebrated his 18th year at the network following his return from Hollywood.

HARRY GROVE, Hollywood drama critic for Jascha Heifetz. Bier, Chicago auto accessories manufacturer, has been named to join the announcing staff of KGNC, Amarillo, Texas, to handle promotion of cooperative advertising departments of Sears, Roebuck and Co., Chicago.

CLAY OSBORNE, formerly producer of WTCO, Portland, Ore., is writing the weekly quarter-hour Audiences of Dr. Hunt which emanates from CBS Pacific Coast stations under cover of Pacific States Broadcasting Co., Seattle (Frikkies Dog Food). Series had been published as Adven- tures of Dr. Hunter in New York and has been syndicated in a similarity in names with another program, title changed.

DICK DORRANCE of the press depart- ment of Ford Motors on Jan. 9 via the Clipper from Miami to Honolulu to join the 7,000 mile week vacation, returning to New York by boat.

JACK COOMBS, formerly program director of WINS, New York, and previously assistant program director of WABC, New York, has joined the announcing staff of WCNY, Brooklyn, to handle production on special programs.

AL RINKER and Annemarie Ewing, Jack and writer re- spectively, of the CBS Young Men With A Song series, sponsored by Columbia Records, was in Hollywood Jan. 5 to handle the program, which featured Harry Heidt band and emanated from the latter city.

ESTHER NILSEN, of the sales depart- ment of NBC-Chicago, on Jan. 6 was married in New York to Herman Hester, Chicago businessman.

JUNE TRAVIS, featured actress on a number of daytime series at CBS, New York, has joined the announc- ing staff of KGWB, Honolulu.

ROALD KIRKKE, Hollywood writ- er-producer, has joined the announcing staff of WGBI, Seattle, a network affiliated station, and is Miss Beverly Hefley is planning to handle the program, which featured Harry Heidt band and emanated from the latter city.

BEULAH STRAWWAY
A small package, but a large lot of merchandising is Miss Beulah Strawway, director of merchandis- ing of WLW, Cincinnati. Though weighing only 108 pounds and little more than five feet tall, she packs a wallop in promoting WLW-advertised products. Miss Straw- way, or "Bill" as she is known among her associates, has charge of all WLW activities to have to do with the maintenance and further- ance of cooperative trade relations. Her most recent activity was the formation of stores in Indianapolis, Dayton and Columbus to maintain a constant check on retailers, whole- salers and consumers, and build goodwill between them and WLW. Between the two previous years, Miss Strawway was copy chief and coordinator of display and advertising at the general offices in Cincinnati of the Kroger Grocery & Baking Co. Prior to her work with Kroger's, she was connected with the display and merchandizing departments of Sears, Roebuck & Co., Chicago.

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

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

W. GWINNE JENNINGS, well-known choral group conductor and singer of the Midwest, has joined KWBX, Yonkers, joining WNYC in concert music. He will supervise expansion of choral activities at KWBX and develop new choral features on the station.

BILL RATIGNAN, KOA, Denver, writer-producer, has returned after be- ing confined to his home through ill- ness.

GEOFF LOWTHER, novelist and originator of such radio dramas as Dick Tracy, Terry & the Pirates and others, has returned to NBC electrical transmission department follow- ing a year's absence.

JACK GREGSON, m. of the Yassen Patrol, KSFO, San Francisco, has been named chief announcer and secretary in the KSFO production depart- ment.

TOM DANE, announcer of WBAL, Baltimore, recently announced his marriage on Dec. 19 to Ethel Anderson.
Misleaid by faulty information from his scouts, General Custer was trapped in ambush at the junction of the Big Horn and Little Big Horn rivers on June 25, 1876. Modern communications might have prevented this tragedy. Scouts could have reported the vast number of Indians present under the command of the Chief, Rain-In-The-Face, and stayed Custer's attack. Custer could have sent word back to the main army of which he was the advance guard.

How the Family of RCA would save Custer

WHEN General Custer arrived at the junction of the Big Horn and Little Big Horn rivers, he’d send up scouting planes immediately. Pilots noting the vast numbers of the enemy, would report back to Custer by means of a light efficiency airplane radio transmitter designed in RCA Laboratories built by the RCA Manufacturing Company, one of the members of the family of the Radio Corporation of America. General Custer would, of course, abandon his intention to attack. Using portable RCA broadcasting equipment he’d radio back to the main army for help, and dig in to await rescue. Word of his plight would be broadcast to the whole nation by the two great NBC networks which provide the broadcasting service of the Radio Corporation of America. Forty-three foreign nations would listen via RCA Communications, the world-wide radio message service of RCA.

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

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

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

Radio Corporation of America
RADIO CITY, NEW YORK
RCA Manufacturing Co., Inc. National Broadcasting Company RCA Laboratories
Radiomarine Corp. of America R.C.A. Communications, Inc. RCA Institutes, Inc

RIDGE BOOMED

MAJ. EDNEY RIDGE, general manager of WBIG, Greensboro, N. C., is being boomed by newspaper and radio. He is a candidate for Congress at the forthcoming November elections. A candidate for two years on the last "New Deal" ticket, Maj. Ridge fell only a few hundred votes short of winning. Newspapers report that many delegations have urged Maj. Ridge to run this year, and while one publication said he had "practically decided to do so," the broadcaster informed Broadcasting, Jan. 6, that he proposed to "stick to radio!"

STUART AYERS JOINS CBS

AFTER FELLOWSHIP TOUR

STUART AYERS, who has been doing scripts for the CBS American School of the Air program independently for at least three years, has joined CBS as script writer in the education department, according to Sterling Fisher, CBS director of education. Mr. Ayers will continue to devote himself to that service and addition will a not misprint the Teachers' Manual, sent by CBS to 150,000 teachers throughout the United States twice each year.

Last November Mr. Ayers was reported from a six-month trip through South America, sponsored by the Rockefeller Fellowship as part of a detailed study of radio's use for improving cultural relations. The material gathered will be used on the Friday section of the School of the Air series, titled This Living World.

Mr. Ayers has been writing for radio for over 12 years and has worked as producer and actor of many radio series.

MRS. MARIE VANDERGRIFT, veteran station manager, who now heads the new WMAM, Mansfield, O., is writing a book titled "Managing the Mind."

EDUCATOR ASKS LIFTING OF COMMERCIAL CONTROL OVER CHILD PROGRAMS

CHARGING that "agencies" are technically unqualified to safeguard children, Dr. Carroll Atkinson, vice president of DeBoer of the Chicago Teacher's College, at the Western Section National Conference of Teachers of English, held in Los Angeles City College in late December, revealed that the college is attempting to commercial hold on radio programs and as a solution suggested closer safeguards for the interests of children are properly nourished.

While admitting radio is an influential means of communication in the business of education, he urged the development of attitudes needed to preserve the children's environment. Mr. DeBoer said that the average child spends around three hours daily listening to radio programs.

Viewing with "apprehension" the fact that the majority of radio programs are commercial, he said, "The child is not isolated from the world. As a solution he urged a "system of cooperation between experts in radio to entertainment plays a role in the needs and interests of children."

"We don't expect radio to teach children facts of history, geography, biology, etc., but we need to develop attitudes toward human behavior, rather to develop attitudes needed in today's complex social environment."

Intellectually written, can relieve rather than intensify the tensions and conflicts which often disadvantages them.
STATISTICS COME TO LIFE when one thinks of British Columbia with 750,000 people producing goods worth $232,402,000 yearly. Here, truly, is a market that merits intelligent cultivation, and CBC... through CBR, Vancouver, and a regional network... reaches 85.82% of all the radio homes in this rich Province.

Here is intensified coverage... a coverage all the more effective because the people reached by it have been made radio-minded... their loyalty and goodwill built up and sustained by consistently fine radio entertainment supplied through the facilities of CBC in Canada.
Whether you judge a network by box top returns, top sales figures, top program ratings, or any other "tops" —the NBC Red comes out on top!

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

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

**Combing the Country for Facts**

"The Other Half" of the national radio audience—the 51% of the U. S. radio-owning families whose listening habits had never before been probed by radio researchers — told us this story. To get it, we went "whole hog" — into every city of 25,000 and over ... and into one out of every five rural counties in the country!
Cereal advertisers in the first ten months of '39 invested over $2,700,000 in the Red—three times as much as in the next network.

at it—

Red is Tops!

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

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

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

NBC Red NETWORK

The network most people listen to most
Strike Averted
(Continued from Page 19)
that there are many minor irritations in working conditions, but under the view here taken such matters would have to be worked out between stations and locals.

IRNA advised affiliates that they may wish to discuss individually with their respective networks the matter of credits toward expenditures for musicians. In this connection, question has arisen regarding the NBC and CBS contributions of $200,000 annually to their affiliates as a sort of stabilization fund under which stations least able to bear their quotas of musicians under the original plan of settlement were given network credits. NBC has contributed $110,000 annually to such a fund and CBS $90,000. In view of the Department of Justice observations, some question has arisen regarding the method of continuing this practice, though it was reported that network officials generally have assured affiliates that some plan of continued reimbursement will be evolved, if possible.

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

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

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

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

PERIODIC ceremony in tableau here enacted by John Paul Goodwin (left), vice-president of Giesen-
10-SECOND QUIZ
FOR STATION MANAGERS

why do more stations advertise in
BROADCASTING than in all other
advertising trade publications combined?

why have 85 advertisers been consist-
tently represented in BROADCASTING
for three years or longer?

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

answer: RESULTS
Architects' Competition Will Award Prizes for Transmitter Buildings

ARCHITECTURAL competition, for the design of an "ideal building", for housing a 1,000-watt broadcasting transmitter, has been started under sponsorship of Western Electric Co. by the Beaux Arts Institute of Design. Open to students of all architectural schools and studios in the country, the announced purpose of the competition is the stimulation of interest in the design of specialized structures for broadcasting purposes.

The competition, in which three cash prizes of $250, $100 and $50 are offered, opened Jan. 1 and is to close May 1, at which time all entries must be filed at the institute's headquarters, 304 E. 44th St., New York.

Final awards and announcement of prize winners will be made by the judges by May 15. The examining jury, made up of architectural and radio experts, includes J. R. Poppele, chief engineer of WOR, Newark.

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First of a series of international broadcasts arranged by General Electric, in cooperation with the International Safety Council and Rotary International, for an exchange of ideas for the promotion of international safety, was launched New Year's Day over GE's shortwave stations WGEQ and WGEA in English, Spanish and Portuguese.

SAch's Success (Continued from page 26) amateurs have gone on to greater things. John Conrad, of the NBC-Chicago page staff, got a job as a radio announcer through the show. Several girls singers have gone to Hollywood or are appearing with prominent dance orchestras.

Ask Mr. Sachs what he thinks of radio advertising and what he thinks is wrong with it. He'll show you a picture of his store before and after he started the Sachs Amateur Hour and add, "It's done a wonder job for me." The formula that has worked for me is fewer commercials and more entertainment. Fewer exaggerations, and more fact. A lady from Texas came all the way out to my store yesterday afternoon just to tell me how much she enjoys the amateur show. She said I give her family the kind of program it likes. That's the answer.

FREDERICK LEWIS Jr. has joined WBAI, New York, as program engineer, succeeding Elmo Cronk, who was moved up to transmitter engineer.

HARRY R. LURHKE, television director of the Don Lee Broadcasting System, on Jan. 9 was granted Patent No. 2,385,040 covering television apparatus, which he has assigned to the Don Lee company. He applied to the U. S. Patent Office for the patent in March, 1938.

CARL A. JOHNSON, radio inspector, has been transferred from the New Orleans to the Portland, Ore., field staff of the FCC. William R. Morse has resigned from the Washington FCC staff as junior engineer.

PHILIP WHITNEY, formerly of WSAL, Salisbury, Md., has joined the engineering staff of WBAX, Springfield, Va., which plans to occupy its new studio and transmitter at Keene, N. H., about March 1.

WAYNE BELLES, transmitter engineer of KGNC, Amarillo, Texas, is the father of a girl born recently.

LUTHER MARTIN, engineer of KWTW-KGEX, Springfield, Mo., married Jeanne Reynolds last December.

RAYMOND BECK, engineer of WPAR, Parkersburg, W. Va., married Sarah Louise Herrmann, staff pianist, early in December. Berfof Bovick, has joined the WPAR engineering staff.

STANLEY O'NEAL and Joe Rohrer of the KOA, Denver engineering staff, has been appointed to the Winter Sports Carnival committee of the Denver Junior Chamber of Commerce.

J. A. SLUBBER, engineer in charge of the KDA, Denver, transmitter, near Aurora, Colo., received from the Aurora Chamber of Commerce special commendation for decorative Christmas lighting effects installed on the tower.

SANDFORD ALFIERI, former sound effects technician of WOV, New York, is now a member of the station's engineering staff. Wilfred Perez has joined the WOV sound effects staff.

THOMAS DOONAN, control engineer of WHO, Des Moines, has been started after a girl prize in the Junior Chamber of Commerce amateur photography contest, sponsored in connection with the annual Christmas home lighting contest. Doonan's entries showed every home entered in the contest. All pictures were taken at night.

WAYNE J. HATCHET, chief engineer of KITE, Kansas City, is the father of a girl born Dec. 31. Mrs. Hatchett is the former Grace Biddle, and was a member of the Texas Bluebonnet trio, having performed on several Midwest stations.

AL ISBERG, control room engineer of KOA, Denver, has been transferred to Radio City, New York, as a television engineer.

S. L. COOK, associated with Graybar Electric Co. since 1923, in Nashville, Tenn., has been appointed Graybar manager for the Nashville district.

NAB Technical Group APPOINTMENT OF an executive engineering committee of the NAB, which will meet periodically to appraise technical problems of the industry, was announced Jan. 8 by NAB President Neville Miller. John V. L. HOGAN, WMAQ, New York, was named chairman of the committee, along with his chairmanship of the main committee of a score of engineers. Other members are O. B. Hanson, NBC; E. K. Cohan, CBS; Paul Jaykus, NBC; J. R. Poppele, WOR-MBS, and Albert E. Heiser, WLWA, Lynchburg, Va.

Lynne E. Smiley, NAB engineering director, is secretary.
THAR'S GOLD FOR YOU IN THESE

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

NATIONAL BROADCASTING COMPANY  A  RADIO CORPORATION OF AMERICA SERVICE
For Sales Planning in
SALT LAKE CITY
3 Brass Tacks
Give You the Facts

GREATERSHOWMANSHIP
KDYL has earned the reputation, in this territory,
as the station that always "does it right."
Listeners recognize and appreciate this fact.

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

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

5000
WATTS DAYTIME
1000
WATTS NIGHTS

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

IRNA on AFM
(Continued from Page 19)
sure to effect such basic changes as it
may find within its economic power
and within the law.
IRNA believes, in short, that if affili-
tates generally are willing to continue
employment of staff musicians without
compulsion and without reference to
any national plan, agreement or quota,
then the AFM locals will, in general,
recommend to AFM that employment
should not be discontinued by any na-
tional demands or action by AFM.
It is recognized that there are some
exceptional cases of hardship, flagrant
incompetence, or complete eco-

nomic waste, where no reasonable per-
son would expect full continuance.
It is also recognized that there are
many minor irritations in working condi-
tions, but under the view here taken, such
matters would have to be worked out
between stations and locals.

Strike Averted
On the whole, therefore, IRNA re-
ports to affiliated stations that a national strike of
musicians is averted and that peace
will be preserved if affiliates generally
give due consideration to the thought
that it is in the best interests of broad-
casting and of the maintenance of a
satisfactory supply of competent staff
musicians for the future, to provide an
incentive for live talent by continuing to
employ such staff musicians as they
have been using, in so far as their serv-
ices are reasonably compatible with
program requirements and possibilities.
Affiliates who will continue to em-
ploy staff musicians are advised to noti-
fy the station specifically that in the
absence of an agreement (as ordered
by President W. J. Banks) it is clearly
understood that none of the terms or
provisions of the previous agreement
relating to the National Plan of Set-
tlement are carried over by implication,
and that the only provisions in the
former agreement which are relevant to
continuance of employment are those
relating to wages, hours, and local
working conditions, and that any con-
tinuance of employment is without
reference to any national plan or quota.
Affiliates may wish to discuss indi-
vidually with their networks the sub-
ject of credits toward expenditures for
matters.
With apology for repetition it must
be emphasized again that to date for
more than 90 stations have paid to IRNA
the modest dues requested. Continu-
ance of employment is not possible without fuller support.

Faithfully yours,
IRNA EXECUTIVE COMMITTEE
Mark Ethridge, WHAS, Louis-
tville, Ky.
Walter J. Damm, WTMJ, Mil-
waukee, Wis.
John Shepard, 3d, WAAR, Bos-
ton, Mass.
L. B. Wilson, WCKY, Cincin-
нат, Ohio.
Paul W. Morency, WTI, Hartford,
Conn., Vice-Chairman.
Samuel R. Rosenbaum, WPIL,
Philadelphia, Pa., Chairman.

Greetings Piped
INSTEAD of the usual formal
greeting cards for agency
salutations at the year's end
KSTP, Minneapolis and St.
Paul, worked out a new twist.
Stanley H. Larbre, station
president, got the staff or-
chestra together and piped a
special greeting program to
every agency in the Twin
Cities. The program also fea-
tured personal greetings to
all its well-known clients.

WPEN to Dismiss
Staff Orchestra
Failure to Reach Agreement
Leads to Station Action
STAFF orchestra of WPEN, Phil-
delphia, was disbanded on
Jan. 13, after months of negotia-
tions between the station man-
agement and officials of Local 77 of
the American Federation of Mu-
sicians. The orchestra had failed to
produce a satisfactory means of settling
to an amount of money the station should expend
for the employment of staff mu-
sicians.

Notice was given the musicians
for two weeks in advance by Arthur Siman, station manager. Men have
been employed on a week-to-week
basis since October, when the sta-
tion took similar action but were
repaired after WPEN announcers, engineers and other employees
were called to a picket line placed
around the station's studios by the
AFM local, throwing the station off
the air for a day-and-a-half.

Hardship Claimed
Crux of the disagreement be-
tween union and station is the un-
willingness of the union to permit
any reduction in the $42,000 per year expended by WPEN for mu-
sicians under a contract entered
into more than three years ago by the late John Iselin, then owner of
the station. Due to the burden, the
station has been operating in the
red, according to Harold A. La-
Bunt, general manager of the
Bulova radio interests, and with the
unwillingness of the union to effect any concessions WPEN has
no choice but to dismiss the men,
he stated.

Since that contract was signed
the independent stations and the
national AFM board negotiated a
national plan of settlement under
which each station contracted with its
local union to expend not less than
5 1/2% of its income for all
union musicians. It is
that WPEN's quota would be ap-
proximately $12,500 instead of $42,000,
was stated, the agreement con-
tained a provision, however, that no
station should curtail its present
expenditure for musicians, regard-
less of how far that sum exceeded
the 5 1/2%.
On that provision the local union
has stood pat, arguing that since
the agreement was worked out and
approved by the national AFM off-
ices, no local had the authority to
change its provisions. When the
station appealed to the AFM head-
quarters, however, it was told that
the national office had no authority
to interfere with the autonomy of
its locals and that the negotiation
of contracts between a local union
and a radio station clearly fell un-
der the sole authority of the local
in question.

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

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

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

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

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

Weekly, Monthly and American Plan Terms
WRITE FOR DESCRIPTIVE BOOKLET

OWNERSHIP-MANAGEMENT

APPROVED
A.A.A.
CLIMAXING its fourteenth consecutive year of television championship on the Pacific Coast, Tide-Water Associated Oil Co., sponsored a play-by-play account of the annual East-West Shrine All-Star football game in San Francisco. New York’s game was carried over the entire Pacific Coast network of Mutual-Don Lee stations and KMGM, Honolulu and KHHC, Hilo. It also was released to WNEW, N.D.; KROV, Chicago; KQV, Pittsburgh; WAB, Boston; WNYL, Richmond, Va.; KOMO, Kansas City. F. Lan, Montreal, described the action while Mel Vender handled the pre-game and half-time color.

SAFETYWAY STORES, Oakland, Calif., recently launched a five-minute program, Frost Warnings over 10 stations of the Don Lee-Mutual network in California, every morning. Account placed through Lord & Thomas, San Francisco.

LYMAN AGENCIES, Montreal (dyes and creases), on Jan. 1 started the television features written by Mrs. Atkin and Horace Lapp’s orchestra which has been on CFRB, Toronto, for five years. They are on station five times weekly, Royalons Adv. Agency Ltd., Toronto, placed the account.


LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods) on Jan. 3, started four-weekly transcribed quarter-hour Donald Saxon Show on CKXW, Windsor, Ont.; CJRN, St. John, N. B.; CHNS, Halifax; CKB, Windsor, Ont.; CKAC, Montreal; CBO, Ottawa; and five weekly on CFRB, Toronto; CRL, Toronto. McConnell Eastman & Co., Toronto, placed the account.

J. W. BURLISON & SONS, Wasa- hachie, Tex. (Burleson’s Honey) and Northwest Farms, Waskashie ( nurs- ery) are now participating sponsors in the Barbara Brent program for women on WFFA, Dallas, Tex., daily, except Sun- day. The new sponsors bring the total participating in the program to four, the others being Ballard & Ballard Co. (Ovenready Biscuits) and Northwestern Yeast Co. (Mac’s Yeast).


NATIONAL BREWING, Montreal (ale) for a new campaign started on CFPC, Montreal, on Jan. 5. With week-end skiing in vogue in Eastern Canada, the quarter-hour program goes on Friday evenings, Sat- urday mornings and Saturday evenings with latest news and conditions on skiing and other events. Account was placed by J. Walter Thompson Co., Ltd., Montreal.

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

LLOYD R. HILLMAN, Los Angeles radio veteran, and financing a consistent campaign of traveling California on Jan. 7 started a 52-week five-hour radio show, Hillman Hour, on KFWB, Hollywood. Program features Fred Keating, film actor; Martha Tol- ton, co-host; George Jay, interviewer; Louis Leonardi’s orchestra, assisted by Bobby Sherwood, with Gary Breenker as announcer and m.c. Firm is also using a weekly one-hour program of recorded music on KFPH KRKD KFIB and a similar two-hour show on KMTR Ted Dahl Adv. Agency, Los Angeles, has the account.

FONTANA FOOD PRODUCTS Co., San Francisco, recently contracted for sponsorship of the transcribed program This Is Magic twice weekly on KFRC, San Francisco. The program dramatizes and explains magic tricks and offers home tricks to listeners. Account placed through Brewer, Ltd., San Francisco.

CERTIFIED Movers ASSN., Los Angeles (moving and storage), new to radio, on Feb. 19 will start participa- tion six times weekly in the combined Sunrise Salute and Housewarming Protective League programs on KXN, Hollywood, Raymond R. Morgan Co., Hollywood, has the account.

STEPHANO BROS., Philadelphia (Marvel cigarettes), on Jan. 25 starts the Don Large Quavers on WJR, Detroit, 7-14-5 p.m., Tues., Thurs, Sat. The program, consisting of 14 songs, was featured on the Ford Summer Hour and since the fall schedule for that program the group has made three-weekly sustaining broadcasts on WJR. A.R. Ewing, Agency, Philadelphia, handles the ac- count.

PURFLAC Corp., New York, on Jan. 8 added WNEW, New York, to its campaign of seven spot announcements weekly for Pleasure cough remedy for four New York stations, WMCA, WNEW, WNYW, WJZ. WNYW, Adv. Corp., West New York, is agency.

FIRST FEDERAL SAVINGS & Loan Assn., Phoenix, for the fourth consecutive year has renewed its weekly quarter-hour Arizona Cascade of Auditions on KAJR, that city. Elizabeth Tudder, formerly State historian, writes the series.

PETER FOX BREWING Co., Chi- cago (beer), has started three-weekly one-minute spot announcements on WZXT WJRY WEW WFDQ WGOOD. George Schurhimer & Scott, Chicago, handles the account.


30TH ANNUAL National Orange Show, to be held for 10 days starting March 14 in San Bernardino, Calif. will use radio in addition to newspaper and outdoor advertising. Crot Cank Inc., Los Angeles, is agency.

JOSEPH M. GREELY, formerly advertising manager of Quaker Oats Ltd., now regional president, West, has been appointed advertising manager of the H-O di- vision of Estee Products Corp., New York, extensive use of radio.

UP Again!
For the seventh straight year the famous WWVA JAMBOREE beats the previous year’s total!

For 1939 the turnstile clocked . . . .

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

5,000 WATTS AT WHEELING WEST VA.
COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

HE BRINGS "Your Morning Mail" — BOB POOLE
Starting at Guilford College, North Carolina, in 1935, Bob Poole willed out a wooden microphone and practiced announcing before his mirror. Leaving Guilford, Bob entered the University of North Carolina, at Chapel Hill, and each weekend hitch-hiked back to Greensboro just for the experience of making station identifications. Now, Bob Poole conducts YOUR MORNING MAIL from 6 a.m. until 8 a.m. daily over WBIG, in Greens- boro, one of the most outstanding morning programs in the country, with the same enthusiasm and interest. . . . he sells the goods! Bob hits them where they live and—and like it or not — they all listen. By far the greatest mail puller, this participating show has brought more than the expected returns to every client.

There are a few spots left on YOUR MORNING MAIL. Write today for full information and participating rates, 6 a.m. to 8 a.m. WBG

5000 WATTS DAY 1000 WATTS NIGHT
WBIG
in Greensboro, N.C.
Edney Ridge, Director
George P. Hollingbery Co.
National Representatives
STANDARD STORAGE GARAGES.
Los Angeles, one of the largest used car dealers in the United States, has substantially increased its 1940 radio advertising budget, and on Jan. 1 resumed after 12 weeks the 5 p.m., 30-minute recorded Swing Session on KFWB, Hollywood. Firm in addition has renewed a similar three-hour Sunday morning program on that station and also a two-hour session of the same show on KFOX, Long Beach, Cal. The latter programs are broadcast simultaneously from Harry L. Foundations of Radio Central in downtown Los Angeles, with Peter Potter as a.m. disc jockey. Standard Storage Garages, will also use other Los Angeles area stations during the year, placing through Ivan F. Wakefield Jr. & Staff, Los Angeles agency.

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

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

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

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

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

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

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

MARK IT NUMBER ONE ON YOUR LISTS, TOO KMA 930 kc. SHENANDOAH, IOWA 5,000 Watts day — 1,000 night REP. BY HOWARD H. WILSON CO.

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

WLW Names Robinson
WILLIAM P. ROBINSON, a member of the sales staff of WSAI, Cincinnati, since May 1, 1938, has been appointed a special sales representative of WLW, according to an announcement made by Mr. James D. Shouse, vice-president of the Cincinnati Broadcasting & Television Corp., in charge of the sales staff for the last 12 years, will work with the sales staff of the Transamerican Broadcasting & Television Corp., WLW national representatives, in contacting advertising agencies and clients. His work will be concentrated chiefly in Chicago, New York and Cleveland. The appointment, Mr. Shouse emphasized, in no way changes the present status of Transamerican.

Book on Recording
RECORDS will be among the various methods of making electrical recordings form the subject matter of Techniques of Electro-acoustic Engineering, theoretical and practical, as developed in Recording, which has been published by P. M. Goldsmith and V. G. Geisel, of Electro Sound Products Co., Chicago recording and equipment firm (Gambling & Electric Co., $1.25). Sonted for non-technical readers, the book features many techniques in flat language. Recording heads, style, turntables and needles form four of its 16 chapters while a section of the book discusses processed records, dubbing, fidelity of tone and off the air recordings. Charts and diagrams used in the book total 44. Mr. Goldsmith began his career as a recording engineer with Victor Talking Machine Co. in 1923, and for 13 years has served as manager of Victor’s Japanese office. He later joined RCA Mfg. Co., Mr. Geisel, co-author, has spent the last 15 years in the non-technical phase of the recording business as a distributor and salesman.

Buys Publicity Service
IRVING PARKER, for three years a stockholder and Hollywood manager of Intercom Feature Service, Inc., has purchased the West Coast division of that organization and on Jan. 1 took over operating as Irving Parker, Radio Feature Service, Inc., with headquarters continuing at 1668 Vine St. Dick Mooney, for the last 15 years managing editor of the Earle Parker Organization, New York, resigned that post Dec. 1 and has joined Parker in Los Angeles. Mr. Mooney is in charge of the New York office at 424 Madison Ave., operating under the firm name of Mooney & Parker.


MEMBERS of National Ice Advertising through Des Moines, Iowa, and Minneapolis, Minnesota, have been offered a series of 20 quarter-hour programs, Topical, recorded by NBC Orthoacoustic, featuring new and old favorite melodies under the title Time Out With the Classics. Also available to NBC Thesaurus subscribers during January is the 12-episode dramatic series, Pleasantdale Polka, based on the work of the Federal So- cial Security Commission.

RADIO Artists of Hollywood Inc., new West Coast production and trans- cription concern, has been formed with headquarters at 3600 Melrose Ave., Hollywood, M. J. Mara heads the Enterprise production own own exclusively by participating talent who plan to produce live as well as transcribed shows. Mara has completed a 38-quarter-hour adventure serial, E. D. A. W., written by Hector Chevigney.

STANDARD RADIO announces the following new subscribers to its Standard of Broadcasting & Television, Inc., Western General 

AEROPRAGM Corp., Hollywood production and transcription firm, has purchased radio rights to the Zero character created by Evan Mikkelsen Collar, author and playwright. Immediate production of a series of 65 quarter-hour transcribed episodes is planned and will be supported by an intensive merchandising campaign.

RADIO NEWSROOM PRODUCTIONS, Hollywood production and transcription firm, has announced the appointment of stations in key cities throughout the United States, which are equipped with Mesmapparatus, to act as special representatives. These stations will re-air new and special events happening in their vicinity and air-mail same to Hollywood to be edited and re- leased into programs for general release.

Neutral Normandy
INDICATION that broadcasters of neutral countries are returning to normal entertainment programming is indicated by recent received by the B.B.S. from France, for script shows of the type heard over the国, according to Heron New, head of the organization. Among stations order- ing shows within the last few weeks are Brussels, Switzerland; Vara in Hilversum, Hol- land; Palestine Bost, Service, and VARO, Amsterdam, Holland.
ASCAP Waging Good-Will Drive

Sends Orators on the Road; Broadcasters Attacked

IN WHAT appears to be a new tack in its anti-radio propaganda campaign, ASCAP has embarked upon use of the forensic platform of local fraternal organizations to spread the gospel of the purported down-trodden song-writer. Frederick V. Bowers, song-writer, recently has appeared before Lions clubs in both Macon and Norfolk, ostensibly to entertain with songs.

In each instance, it is reported, he unexpectedly launched into an attack on the broadcasting industry and criticized its position in connection with the radio-ASCAP controversy. The old wheeze about stations trying to use the genius of song-writers without payment was repeated. It was reported that his talks violated the rule against controversial subjects in force in the Lions clubs order.

Mr. Bowers’ forays coincided with recent announcement by ASCAP of the appointment of two “ambassadors”—sons of executives of the Society—to visit stations for good-will purposes. How widespread the new campaign will become was not indicated, though in the instances reported, the effect of the diatribes were negatived, by broadcasters.

In Norfolk on Dec. 6, after Mr. Bowers had burst forth, Campbell Arnoux, general manager of WTAR, was invited by the Lions Club to discuss the other side of the dispute and spoke Jan. 3. Mr. Arnoux reviewed the entire ASCAP structure and its method of license, told the Lions about the antiquated copyright law with its $250 innocent infringement proviso, and detailed the plan for the organization of Broadcast Music Inc.

In Macon, newspapers played up the so-called humanitarian end of ASCAP. Mr. Bowers was billed there as good representative of ASCAP and made a plea that broadcasters not be allowed to change the law and take a living away from the song-writers. He had been introduced as a member of the New York City Lions Club and had been recommended to the Macon Lions by the organization in Winston-Salem.

In the questioning that followed, however, Mr. Bowers fell back several times on “that is up to the executives” when asked regarding charges made to hotels and restaurants as opposed to radio.

Bill to Merge Copyright Laws

(Continued from page 28)

of the circumstances in the case. It asked that there be added the proviso that minimum damages shall not apply to infringements by broadcasting or television, and that an infringing performance by broadcasting or television transmitted simultaneously by two or more stations shall constitute a single infringement and shall be regarded as the act of one infringer. This would definitely provide for what is tantamount to “clearance at the source”.

Senator Thomas, in introducing the bill, said that not only the bill but cross-references by the committee amplyfying the proposals also be published in the Congressional Record in parallel columns. He pointed out there are a great number of conflicts in regard to this “very intricate matter” and that the document will be studied not only by the Committee on Patents but by all those interested in the law.

Radio Promotion Listed For Retailer Discussion

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

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

"Roar with the Roaring Forties!"

IF YOU HAVE OR WANT A UTILITY ACCOUNT*

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

"Leisure House!"

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

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

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

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

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

GEORGE LOGAN PRICE

MERTENS AND PRICE, Inc.

3923 West Sixth Street, Los Angeles


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BROADCASTING • Broadcast Advertising

WBAI means business in Baltimore

26

RALPH AMES, president of the Ames-Hard Co., San Francisco agency, has announced opening of a Los Angeles office at 426 South Hill St., Harold C. Chamberlin, formerly of Chicago, has been placed in charge.


FRANCIS T. HUNTER, art director of McCann-Erickson, San Francisco, recently was awarded first prize at the Bay Region Art Ass'n annual showing at the Oakland Art Gallery for his canvas, "Marina Daily Parade." E. SCHUYLER ENSEL, former timebuyer of BBDO, New York, on June 5, joining International Radio Sales, New York. He will be succeeded at BBDO by Joe Hornsby, formerly in the agency's advertising department.


ROBERT R. CROSBY, formerly of WBAL, Syracuse, N. Y., and WQW, Schenectady, has joined Flack Adv. Agency, Syracuse, as manager of the radio department.

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

DAN B. DAVIES, former manager of Johnson Electric Co.'s theatre at the 1939 New York World's Fair, has joined Fuller & Smith & Ross, New York, agency handling the Westinghouse account. Mr. Davies will assist S. J. Andrews, radio director of the agency, in the new Westinghouse Musical America program which starts Jun. 25 on WOR-Blue.

BENTON & BOWLES, Chicago, has announced agency travel office quarters to occupy the entire 34th floor of the Prudential Bldg., H. H. Jaeger has been added to the agency staff in an executive capacity, and Estelle Mendelsohn recently joined the creative staff.

GWYNNE A. PROSSER, former educational secretary of the New York chapter of the American Institute of Banking, has been named personnel manager of McCann-Erickson, New York.

McCANN - ERICKSON, New York, has opened an office at 140 Pryor St., Atlanta, with Robert H. Scott, formerly of Eastman, Scott & Co., Atlanta, in charge.

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

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

CARL ZACHARISON has returned to the San Francisco office of N. W. Ayer & Son from the Honolulu office, where he was directing publicity. He has been succeeded in the Islands by Donald Long, transferred from Ayer's New York office.

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

TOM HALLIGAN, radio department head of the Gulf Publishing Co., New York, has joined Compton Adv. New York. Mr. Halligan is a member of the staff of the merchandising agency. Edward J. Rohr, formerly of the media department of Bell & Fawcett, New York, has joined the media department of Compton Adv.

WELL & WILKINS, New York advertising agents, have announced that it has filed dissolution papers with the Secretary of State, as of Dec. 30, 1939.

MOGUL FORMS AGENCY

EMIL MOGUL, former secretary and treasurer of Austin & Specter, New York, has announced the personnel and radio accounts of his new agency, the Emil Mogul Co., located at 625 Madison Ave., New York, with telephone Eldorado 5-1758. Alfred Paul Berger, former head of copy at Austin & Specter, holds the same position with the new agency. Seymour J. Salzman is art director, formerly of the E. W. Hellwig Co., which produces management, and Helen Monroe is space buyer. Mr. Mogul will handle the radio accounts, which are Barney's, New York (men's clothes). Fruit Wine Co. of America, and Man-o-War Publishing Co.

NAMED KASTOR V-P'S

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

EMIL BRISACHER & Staff, San Francisco, recently announced the following important changes in the firm: Norton Jacobs, formerly production manager, named advertising assistant and executive; Clark Pettit, formerly with Neff & Reilrick & Co., named production manager; Malcolm Dewees, formerly coast manager of Kelly, Nash & Winston, named publicity director.
LeRoy Hasenbalg Dies in Pittsburgh

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

At that time he joined the sales department of the Chicago Daily News, remaining there until July 1, 1933, when he was transferred to Pittsburgh as sales manager of KDKA. In 1935 he was appointed national sales representative of NBC with headquarters in Pittsburgh, continuing in that capacity until July 1, 1939, when he was placed in charge of national spot advertising originating in its advertising department. Mr. Hasenbalg was born in Chicago May 10, 1903, and was educated at Lane Technical High School, Chicago, and Dubuque, Iowa. He is survived by his wife, Mrs. Frances Hasenbalg, a son, Russell, 12, and a daughter, Patricia, 10, his parents, Mr. and Mrs. A. J. Hasenbalg of Devil's Lake, Wis., and a sister, Mrs. William S. Hedges of St. Clarens, N. Y., wife of the NBC stations vice-president.

Admixing Women's Course

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

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

ELEANOR HAZARD, assistant to Ned Midgley, time buyer of BBDO, New York, is resigning Jan. 15 to become assistant to Howard Kirkbright, eastern sales manager of Radio Sales, CBS stations, New York. Formerly in the agency's marketing department, she has handled some of Mr. Hasenbalg's work as well as some of the accounts handled by E. Schuyler Inneall, also recently elected director of radio sales. Ms. Hazard, 15 to join International Radio Sales.

HEADLEY-REED Co. has been appointed national representatives of the new WHD, Niagara Falls, N. Y., and WQBK, Binghamton, both backed by newspaper interests and both authorized for construction, recently by the FCC. It is expected they will be in operation by early spring.

GEORGE W. BRETT and Gerald H. Gunter, executives of The Katz Agency Inc., radio and newspaper representatives, have been elected vice-president.

PURGASON & WALKER, national representative firm, announces its appointment as representative of WJAG, New Bedford, Mass.

CKOV, Kelowna, B. C., has appointed All-Canada Radio Facilities as exclusive representative.

Virgil Reiter is Named as WFBM Representative

Virgil REITER & CO., representation firm, has been named national representative of WFBM, Indianapolis, according to announcement by Jesse L. Kaufman, president of WFBM. Mr. Reiter has opened a New York office at 22 W. 48th St. (telephone, Pennsylvania 6-2409) of which he was to assume active management Jan. 15. Arrangements for personnel in the firm's Chicago office had not been completed as BROADCASTING went to press. The firm will continue to represent WFBM, Milling Co., which Mr. Reiter has represented in Chicago during the last year. Mr. Reiter is a veteran of 12 years in the representative business.

After several years in charge of the Detroit and Chicago offices of Scott Howe Bowen Inc., he conducted his own representative business, during this activity to become vice-president of Trans-America. Last year he formed a partnership with Joe Spodea, formerly with Edw. Petry & Co., but this was dissolved last month.

 Guild Writers on Coast End Speculative Scripts

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

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

The Walled Market

WTAG alone gives primary coverage to this important market of three quarters of a million people. No other station, by a number of surveys, receives either listener or dealer preference. You need WTAG to get over the wall.

The New Big Money Crop

Serves the World's Soybean Centers

Central Illinois

$10,000,000 Soybean Crop a Good Year for Soybean Products, Inc., leading manufacturer, Pop. area, 4,000,000,000,000. Chicago business up 16% in soybean sales.

WSOY

Decatur, Ill.

250 w.

18 hours daily

BROADCASTING • Broadcast Advertising
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Selling the EYES... through the EARS

KGW builds sales for Columbian Optical Company

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

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

"KGW's thorough coverage has enabled us to tell our story to a wide-spread audience. We consider KG W a definite factor in our continually widening sphere of optical services."

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

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**BROADCASTING • Broadcast Advertising**

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**Purely PROGRAMS**

Discussion in Dallas

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

*Musical* Cash for Stumpers

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

All Sorts of Weather

ORIGINATED from the Philadelphia office of the U.S. Weather Bureau, *The voice of the Weather* started Jan. 15, as a daily 7:30 a.m. feature on WCAU, Philadelphia. The five-minute broadcasts elabo-rate upon the usual "fair and warmer" report by supplying reports on flying weather, road conditions, current temperature, high and low pressure areas, general weather conditions, temperature reports, predicted storms, and a special report for the farm districts of Pennsylvania, Delaware and New Jersey.

More About People

SECOND series of dramatizations based on the premise that every individual is subject to various psychological twists started Jan. 12 when Dr. Harry D. Laesswell, lecturer on medical psychology, returns to NBC with his *Human Nature in Action* programs. The series was started first on NBC from March to August, 1939, following a suggestion by the educational committee of the NBC Advisory Council.

Midnight Solace

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

---

**Bluebird Club**

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

---

**ONE MORE MILE**

Of Dimes Solicited for Birthday Ball

THE NBC-Washington Evening Star "Mile o' Dimes" campaign, which last year raised more than $10,000 in contributions for the President's Birthday Ball fund to fight infantile paralysis, will be repeated in Washington Jan. 14-29, according to an announcement made, by Kenneth H. Berkeley, general manager of WRC-WMAL, Washington. The NBC-Evening Star "Mile o' Dimes" campaign will again be located directly in front of the entrance of the WRC-WMAL studios in the Trans- Lux Bldg., on a busy downtown corner.

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

$100 Reward

EDITOR, BROADCASTING,

On the eve of Dec. 11, or the early morning of Dec. 12, someone entered our transmitter building and stole the following equipment:

1. General Purpose RCA amplifier
2. RCA Triumphant—mixer panel
3. RCA modulation monitor
4. Ultimate audio equipment
5. Thordarson 3-watt amplifiers
6. RCA 7B-5 tunable complete—
    Serial No. P-1346
7. RCA false arm and pickup head, diamond point
8. Western Electric salt shaker microphone—
    Serial No. 6665
9. 250,000 watt gear
10. Clough Bremele oscilloscope
11. 755 RCA tubes
12. Jensen Type B speaker
13. Garden radio
14. 215-watt Thordarson amplifier
15. Field strength meter complete

This station offers a reward of
$100 for the apprehension of and evidence leading to the conviction of the party or parties responsible for removing this equipment from our transmitter building.

REED BULLEN, Manager, KVNU,
Logan, Utah

Dec. 26, 1939.

The Monogram Express

“How does BALTIMORE stack up against other metropolitan markets?”

Let's look at the record. Here are some significant figures on the changes in 25 years—1914-1939.

Baltimore
Philadelphia
New York
Boston

Number of Manufacturing Wage Earners

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>1914</th>
<th>Increase</th>
<th>1939</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>217,175</td>
<td>21.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>129,000</td>
<td>12.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York City</td>
<td>112,600</td>
<td>12.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>20,500</td>
<td>20.5%</td>
<td></td>
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</table>

Manufacturing Payrolls

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>1914</th>
<th>Increase</th>
<th>1939</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>316,700</td>
<td>31.6%</td>
<td></td>
<td></td>
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<tr>
<td>Philadelphia</td>
<td>179,050</td>
<td>17.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York City</td>
<td>103,350</td>
<td>10.3%</td>
<td></td>
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<tr>
<td>Boston</td>
<td>20,250</td>
<td>20.2%</td>
<td></td>
<td></td>
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</table>

Value of Manufactured Products

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>1914</th>
<th>Increase</th>
<th>1939</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>291,400</td>
<td>29.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>190,300</td>
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<tr>
<td>New York City</td>
<td>120,950</td>
<td>12.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>20,200</td>
<td>20.2%</td>
<td></td>
<td></td>
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</tbody>
</table>

Title Cleared

EDITOR, BROADCASTING:

In your issue of Jan. 1, 1940 (page 62) you refer under Late Personal Notes to the prowess of several members of the staff of WFIL who have recently become fathers of baby sons.

You include in this item a plug for one Saul Waldman, whom you describe as “legal counsel to the station.”

The fact is that Saul is counsel for the CIO Local 28, ACA, which represents the technicians and the announcers of WFIL in collective bargaining. Whether this can be correctly described as “counsel to the station” is a matter of opinion, although there may be times when one of us thinks so.

We are now prepared to have the Local use one of its arguments in winning fresh adherents that membership will be conducive to the acquisition of sons as well as brothers.

Very truly yours,

SAMUEL R. ROSENBAUM
President, WFIL, Philadelphia
Jan. 3.
Sloan to Use Spots
DR. EARLE S. SLOAN, New York, will use daily spot announcements in the interests of Sloan’s Liniment on a group of Southern stations, following the shift on Jan. 27 of its Saturday night program Youth vs. Age from 105 NBC-Blue stations to 32 NBC-Red stations. Details of the campaign will not be released until after the shift of the network program, according to Warwick & Leger, New York, the agency.

Parker in New York
PARKER BROS., Salem, Mass. (games), has started a series of daily 100-word spot announcements on WOR, WMCA and WHN. Schwimmer & Scott, Chicago handles the accounts.

HERBERT L. WILMSON, New York consulting engineer and chief engineer of WBNX, that city, has applied to the FCC for a new 250-watt station on 1420 kc. in Middletown, N. Y.

(F.M. Broadcaster Organize
(Continued from Page 31)

factory separation between F-M stations on the same and on adjacent channels was also left to the engineering committee.

To Attend Hearing
The group adopted a resolution calling for a representation at the television hearing to be held Jan. 15, to ask the FCC to make no decisions regarding the allocation of frequencies for television until following the F-M hearing. It was voted to form a permanent group and the committee of nine was elected a sub-committee to appoint an engineering committee, to engage an attorney to represent the group at both the television and the F-M hearings, to incorporate the group and to draw up by-laws for adoption at the next regular meeting, which will be held in Washington at Mr. Shepard’s call on Feb. 26. At this time it is also planned to elect the committee as the regular board of directors of the corporation.

Members of the executive engineering committee are J. R. Poppele, WOR, chairman; Paul deMars, Yankee Network; J. R. Weir, General Electric; S. L. Bailey, Washington consulting engineer; John DeWitt, WSM, Nashville, and Dan E. Noble, consulting engineer associated with WDRC, Hartford.

Those attending included: Deuel Richardson, WOC; Samuel Woodworth, WBFL; John V. L. Hogan, R. M. Willette, WOXR; T. C. Strebelt, J. R. Poppele, C. D. Davis, Charles Singer, WOR; Edwin H. Armstrong, W2XMN; Edgar L. Bill, WMDB; R. A. Borel, WBNB;


At its first meeting on Jan. 6, the board set annual dues of $300 per station, to provide for the presentation of technical data and legal representation at FCC hearings. In addition to the executive engineering committee a general committee, was appointed. It comprises: J. E. Brown, Zenith Radio Corp.; Joe Chambers, consulting engineer; Maurice E. Clarke, WHDC; E. K. Cohan, CBS; Walter Evans, Westinghouse; W. G. H. Finch, WGHP; D. W. Gallerup, WTMJ; O. B. Hanson, NBC; Maurice Levy, WHAM; I. Martino, WDRC; H. H. Newell, WTAG; Clayton Randall, WTIC; Jerry Taylor, WBC; W. J. Wilt, WNBC; and R. M. Willette, WQXR.

(P.L. SPEAKERS) TWA Installing Receivers—For Each Seat—

RADIO speakers serving individual passengers and connected to a master receiver capable of carrying both regular broadcasts and special programing have been installed on 22 air liners of Trans-World Airlines, according to an announcement by Jack Frye, TWA president. Individual receivers, designed to provide reception for each passenger without disturbing non-listeners, may be plugged into outlets at each seat and fastened to backrests. Hostesses controlling the master receiving unit tune in stations near the plane’s course, and keeping a close watch on reception and tuning stations in and out because of the 185-200 m.p.h. cruising speed of the large planes. Announcements from pilots will be sent directly through the speaker system rather than by sending back the customary written communication. The Hughes type speakers used are so small they can be held in the palm of the hand or fastened under a seat cover. The TWA installation is claimed to be the first time passenger radios have been adopted as standard equipment by any airline.

Sues Radio Newreel
SUMMONS and complaint papers have been served in New York Supreme Court on American Radio Newreel of which Erich Don Pan is president, Ayers-Prescott, Robert J. Prescott and S. Kirby Ayers by Michael Blair, a former employee, who charges conspiracy to defraud, non-payment for services rendered and failure to pay out monetary agreements. Blair also claims he originated the idea of a recorded disc for Newreel three years ago and that he was verbally promised 30% of the American Radio Newreel stock. He is asking $52,000 damages. Executives of American Radio Newreel, which recently terminated its association with Ayers-Prescott, deny all Blair’s claims, stating that he was engaged as an interviewer under a managerial contract and was discharged for inability to do the work.

(UP) THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

ONE OVERWORKED EXECUTIVE

HAVING THE TIME OF HIS LIFE AT A COLLIER HOTEL

YOU HAVE MORE 'FUN.' Collier knows more about Floridians than almost anyone. That's why he found Collier Hotels at the smartest resorts, with magnificent beaches, wonderful sporting facilities and everything you want for a perfect vacation.

YOU GET MORE FOR YOUR MONEY. By operating TWELVE hotels under ONE management Collier saves money which is passed on to you 'in the form of lower rates.

• Send today for your copy of 'sh' fascinating new Collier Florida Folder, with all the facts you need and your taste and pocket book want. Write Hotels or N.Y. Office 745 Fifth Avenue. Ask Your Travel Agent.

COLLIER FLORIDA COAST HOTELS AND ASSOCIATED HOTELS - 745 FIFTH AVE., NEW YORK
Kaye Objects
(Continued from page 28)

statutory damages unless he is unable to prove actual damages or actual profits. The proposed bill provides that the plaintiff may elect any of three remedies—actual damages, accounting of profits, statutory damages—at any stage of the proceeding.

Maximum Increased

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

The present maximum statutory damages of $5,000 would be increased to $10,000 in the proposed bill.

"The old law provides, in the case of ordinary musical compositions, $10 statutory damages for every infringing performance with a minimum of $250 and a maximum of $5,000 in any one case. The courts have construed the $10 provision not to be mandatory above the minimum of $250 and have ruled that 25 performances of the same work do not constitute a minimum of $250 and have ruled that 25 performances of the same work do not constitute a minimum of $250 and a maximum of $5,000. The proposed bill eliminates the $10 provision and provides for a single performance, namely $250 and $5,000. The proposed bill eliminates the $10 provision and provides for a single performance, namely $250 and $5,000. "What this purported benefit to copyright users does to the broadcaster is obvious. Let us assume that a small local independent station, not connected with any network, performs a musical work 25 times before a suit is brought. The work in fact turns out to have been plagiarized from another musical work unknown to the broadcaster. Under the existing law, the court is compelled to grant as statutory damages to the plaintiff is $250. Under the proposed bill the minimum the court is permitted to grant is $250, or 25 times $100. The maximum, instead of $5,000, is $62,500."

NBC Artist Bookings

BOOKINGS for the NBC concert division during 1939 were among the largest in the department's history, with a net gross of $1,400,000 as compared with $3,000,000 for 1938. The three outstanding events of the division reports, were the concerts by Rachmaninoff and Marlin Anderson and the recitals by John Charles Thomas. During 1939, the NBC Artists Service instituted a "Radio Features Division" to test "package shows" on the networks for commercial sponsors. To increase its service to artists, the division formed a lecture division, engaging such talent as Graham McNamee, John R. Kennedy and H. R. Banklake.

**1939**

<table>
<thead>
<tr>
<th>Month</th>
<th>Gain in</th>
<th>Gain in</th>
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<tbody>
<tr>
<td></td>
<td>Dollar volume</td>
<td>No. of accounts</td>
</tr>
<tr>
<td>August</td>
<td>30%</td>
<td>50%</td>
</tr>
<tr>
<td>September</td>
<td>44%</td>
<td>65%</td>
</tr>
<tr>
<td>October</td>
<td>58%</td>
<td>84%</td>
</tr>
<tr>
<td>November</td>
<td>53%</td>
<td>44%</td>
</tr>
<tr>
<td>December</td>
<td>58%</td>
<td>47%</td>
</tr>
</tbody>
</table>

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

"Add only 20% to your WTR contract and receive identical service on WRTD in Richmond—two stations almost for the price of one!"

National Representatives: EDWARD PETRY & COMPANY

**WWNC**

**ASHEVILLE, N. C.**

Full Time CBS Affiliate 1,000 Watts

Big Mid-Winter BUSINESS

in Western Carolina!

Industries going full tilt. Pay rolls up. Butler tobacco market bringing in new cash. There's money to spend—and more being spent. in Western Carolina! WWNC blankets this area; no other station. Good time to begin your schedules on WWNC in W-O-W-

**WTR**

Owned and Operated by Norfolk Newspapers, Incorporated
RCA Mfg. Goes CIO
UNITED Electrical Radio & Machine Workers of America, Local 103 of the CIO, was recognized by the National Labor Relations Board as the sole collective bargaining agent for about 7,500 employees in the production department, model-making shop, engineering and office servicing divisions of RCA Mfg. Co., Camden, N. J. in the secretballot election, which was ordered by the NLRB to determine the employees' choice of representation, the CIO union received 6,294, the IBEW, AFL union, received 1,055, and 127 voted for neither union.

Perfect Record
PERFECT record of uninterrupted operation was scored during 1939 by WOR, New York station which represents one of 7,136 hours of programs broadcast, or 81% of the 8,760 hours in a year. Adding in the time for signing on and off the air, WOR's total broadcast output was 82% of its total number of hours in 365 24-hour days. This left only 6% of the year for the routine maintenance and servicing of the transmitter.

WFBL
SYRACUSE
Amazing Response to Novel Program
"We were actually amazed at the results obtained from the Netherland WFBL Program for used book sales which we undertook last spring as a Christmas promotion. Well over 3,000 books were received in a 2-week period. This year we are planning another sale starting in October, and we are looking forward to a repeat of those outstanding results. WFBL has obtained a reputation as a practical solution that will assure acceptance of receiving substantial advertising revenues from the radio program news section."

Informative Equipment
FARNSWORTH Television & Radio Corp., through E. A. Nicholas, president, announced the formation of new research laboratories and special products division in Westbury, Long Island, which started the commercial production of a variety of electronic devices, including telephoto equipment and electron multiplier tubes of various types. Among those products is a new Fabriograph, a rectangular sector tube, multipurpose tubes, telephoto projectors for television motion pictures, television pickup cameras, photocell multiplier tubes, master timer and broadcast equipment for photographic studio and radio transmitting equipment for both sight and sound. The company has published a series of engineering bulletins describing the products.

FINCH TELECOMMUNICATIONS Inc., New York, has announced that it has granted a license to Radio-Havana-Cuba, S. A., Havanna, to use an equipment for facsimile broadcasting in Cuba. The license covers seven stations now owned and operated by the organization, and also grants the right to sell and distribute in Cuba, subject to the company's license to International Telecommuni-
cation Corp., subsidiary of the I. T. & T. Co. It is understood equipment is to be used immediately as a New "long life" phonograph needle, claimed to be capable of 1,000 playings under normal conditions with no distortion and with minimum record wear, has been announced by RCA Victor. Each needle is individually packaged in a rectangular block of transparent plastic.

KOIL, Omaha, has acquired a new portable recording outfit to augment its regular mobile unit. The new equipment, arranged by Engineer B. D. Farquhar, fits into the back seat of a passenger automobile, and is used on the airship where it is impractical to call out the larger mobile unit.

The 450-foot constant cross section Truscon vertical radiator covering erected by ROB, Albuquerque, is expected to be put into operation by Feb. 1, the station reports.

RCA MFG. Co., Camden, N. J., has announced the sale of an RCA $250-K transmitter for the new KTFA, Prescott, Ariz.

AFRA and Television
GEORGE HELLER and Alex McKee of the national board of the American Federation of Radio Artists appeared at the Jan. 8 meeting of the Equity Council. A discussion of AFRA's stand on the terms, conditions and wages for actors employed in television and also the question of jurisdiction over this new entertainment field, which Equity has claimed its own. Some of the questions was among the topics said a union spokesman following the session, adding that "action against the broadcasters of television programs will be initiated in the near future," but refusing to state when or by whom. The question of wages and conditions of employment in television have been worked out by a joint committee made up of representatives of Equity, AFRA and the Screen Actors Guild, all of whom claim inherent interest in this field, but no decision as to jurisdiction has been arrived at.

KLZ, Denver, has published a revised rate card, effective Jan. 1, 1940, listing Class A time rates as $210 for a full hour, from 6-10 pm, $157.50 for a half-hour and $75 for a quarter-hour.

Four Part-Time Stations
Put on Unlimited Basis
FOUR part-time stations secured fulltime operation in decisions rendered by the FCC Jan. 4, WLOK, Lima, O., daytime 100-watt outlet, was granted fulltime with 100 watts on 1210 kc. WDMJ, Marquette, Mich., part-time station on 1310 kc, was granted 550 watts fulltime on that frequency.

KFVS, Cape Girardeau, Mo., was authorized to change frequency from 1210 to 1370 kc, and to change operation from specified hours to fulltime, using 500 watts. WEBQ, Harrisburg, Ill., with which KFVS formerly shared 1210 kc, was given fulltime on 1210 with 250 watts.

Power of WEJ, Hagerston, Md., was increased to 250 watts fulltime in lieu of 100 watts night and 250 day on 1210 kc. Application of Lackawanna Broadcasting Co., Scranton, Pa., for a new local station on 1370 kc, there was dismissed pending application of the new apparatus pending application for a new apparatus.

CBS Shortwave Guests
NEW series of guest programs for shortwave broadcast on CBS was started Jan. 2 for presentation during 1940 to augment the regular shortwave program and add greater variety to the CBS schedules. Professional, industrial and social service leaders will appear on the programs, according to Elisabeth Ann Tucker, CBS director of shortwave programs. A current listing of a series of Spanish language broadcasts for South America and Europe 

FINCH FACSIMILE
The next money-maker for broadcasters
Keep your eye on developments in Finch Facsimile—the radio system that transmits written and illustrated bulletins of events while they happen to receive anywhere. "Instantaneous air-mail" with pictures—by radio.

Engineers and executives! Write for particulars! Or if interested in Finch Facsimile station WXF-1—daily operation at 1819 Broad-
way, New York.

FINCH TELECOMMUNICATIONS, Inc.
PASADENA, N. J.
Aircraft Laboratory, Bendix, N. J.
N. Y. Sales Office, 1819 Broadway, N.Y.C.
Networks, Stations Aid Birthday Ball
Industry Cooperates in Drive To Help Paralysis Victims

RADIO as a medium to promote the national "March of Dimes" and various celebrations in honor of the President's Birthday on Jan. 30, is being used even more widely this year than last, according to Frederick Millet, national director of radio for the committee in charge. Stations all over the country cooperated in carrying special talks promoting the campaign, stressing especially this year exactly how the contributions to the drive are spent.

A unique phase of the drive via radio was the incorporation into the scripts of such daily NBC programs as "Stella Dallas, Dr. Barclay's Daughters and Just Plain Bill" of the story of the Infantile Paralysis Foundation with characters in the serials telling what or how she was doing to help the campaign.

Television Helps

Two special television programs were presented on NBC's television station W2XBS early in January, one featuring James J. Walker, former mayor of New York City, and the other presenting an orchestra composed of children crippled by the disease. On Jan. 6, NBC and MBS broadcast a special program from the White House featuring women volunteers from the 45 states, including Dorothy Thompson, Mary Pickford, Mrs. Cordell Hull and Mrs. Franklin D. Roosevelt.

One-minute transcriptions of appeals for funds featuring the leading stars of radio, stage and screen were broadcast throughout January by stations all over the country. In New York, for example, a special series was recorded in the studios of WNEW, New York, featuring Mayor La Guardia, Paul Muni, Fred Allen, Clifton Fadiman, Elmer Davis and others. Eddie Cantor, originator of the "March of Dimes" campaign, again this year recorded "Brother, Can You Spare a Dime" for presentation on all stations.

Artists Appeal

Richard Maxwell, CBS artist, made an appeal on each of his programs; Alma Kitchell read an appeal of her programs on NBC to the campaign; Ed Fitzgerald of MBS also featured the drive in two of his broadcasts. On Jan. 22, Josephine B. Neal, noted for her work in the fight against infantile paralysis, will be guest woman of the week on General Electric Co.'s "Hour of Charm" program on NBC, while the day of Jan. 28 will be observed throughout the nation as "Infantile Paralysis Sunday."

CBS, MBS and NBC on Jan. 28 will broadcast a special hour-long program, March of Dimes of the Air, which originates from Hollywood, features noted stars of radio and screen, and has Eddie Cantor as m.c. The networks will again cooperate on Jan. 30 when special programs are presented from the many Birthday Balls held all over the country in honor of the President's Birthday.

Recording Enterprise

WBNS, Columbus, made timely use of its recording facilities when the new mayor of the Ohio capital, Floyd F. Green, was inaugurated New Year's Day. Since there was no time available for broadcasting during the regular ceremonies, the staff made arrangements to record the entire show, including the oath-taking of several minor officials, the wearing-in of the mayor, and his inaugural address. The program was broadcast at 8:30 in the evening and was relayed by P.A. to the banquet hall where Mayor Green and his associates were being feted. Then Jack Price, program director, and Irwin Johnson, educational director, presented the mayor with a recording of that part of the program in which he had figured.

ROOSEVELT HELPS

Recorded Portion of Speech

On Jobless Program

DEVOTED to assisting unemployed persons find work, I want a Job scored a radio scoop Jan. 5 when it presented the voice of President Roosevelt for the first time on a commercially sponsored show on WGN, Chicago, the station announced Jan. 9.

A recording of a portion of President Roosevelt's message to Congress the preceding Wednesday day was broadcast on the program, which upon this occasion interviewed unemployed youths, several of whom were graduates. In his message to Congress President Roosevelt touched on the need of solving the unemployment problem for youth.

Walter Schwinmer, of Schwinmer & Scott, advertising agency, conceived the idea. He sent a telegram to President Roosevelt, requesting permission to re-broadcast, a recording, that portion of his address. The request was granted, but it was stipulated that the paragraphs from the address must be submitted to time and place of delivery and that no commercialization of the President's words be permitted. I want a Job is sponsored by Hirsch Clothing Co., and is conducted by V.E. Smith, Madeleine Chase and John Weigel.

New... PRESTO TURNTABLE gives perfect reproduction of all makes of transcriptions

Here is a turntable designed for practical operating conditions in broadcasting stations where from two to five different makes of recordings are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NBC-ORTHACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A. VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of recordings as well as Presto instantaneous recordings. Thus you obtain a perfect, uniform reproduction of the full range (50-9,000 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-roller-type driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 28 to 33 1/3 RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accident and replaced for a few dollars.

Attractively finished in two tones of gray and chromium, the Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.

A single advertisement broadcast over WFMJ, Youngstown, Ohio, brought 6,100 replies!

WFMJ (250 watts)

Youngstown Ohio

BROADCASTING • Broadcast Advertising

January 15, 1940 • Page 77
Cluett, Peabody Adds

LITTLE BUDGET, BIG RESULTS
Stokes Canning Co. Finds Participating Series
Proves Effective in Boosting Sales

By ED. S. STOKES
President, Stokes Canning Co.

AN ADVERTISER who works with a small appropriation rarely has a chance to put in his nickel's worth. What he buys on the air, in the newspapers, and in other media, doesn't make much of a ripple in a big pool. But according to a few figures I've seen, a lot of us small advertisers do a great deal to keep the advertising fraternity in coffee and cakes.

I make and sell a product called Stokes Chile. My market is all of Colorado, Wyoming, Montana and Idaho, the western halves of Nebraska and Kansas, and the Oklahoma panhandle. I have no national problem—mine is purely local. I have an informal product and when you have such a product—my advice is to advertise it in an informal manner.

Value Received

We're doing just that with Stokes Chile—participating on KLZ's Lady, Lend an Ear program. Six days weekly Stokes Chile goes on the air with an orchestra, a tenor, a contralto, an announcer, and a woman commentator. To buy the whole show would throw the Stokes budget into a lather, but to participate is right down our alley.

For the amount of money we're investing in radio, we're getting value received. Look at the figures.

Right now Stokes Chile is 16 2/3% over any peak in any year in the last 29 years the company has been in existence. National figures show an average increase of around 10%. We're not doing any sort of advertising or promotion we haven't been doing right along—except radio—so that's why we figure radio has upped our business at least 6 2/3%.

Maybe more. For the past eight weeks our normal production has been doubled. Again we point to radio. During the time we've been on the air, several towns never contacted before began sending in inquiries and orders. These orders were un solicited, and the people we use do not cover those towns. So there you have a definite proof that radio is creating a demand for Stokes Chile.

Stokes Chile has contracted for six months of Lady, Lend an Ear, about three months having passed. If we continue to get such good results, we'll undoubtedly cut down on our newspaper appropriation.

Here's our background. My father, F. E. Stokes, opened a restaurant in Colorado Springs back in 1911. This cafe was the hang-out for all the high school and Colorado College students in town. Stokes Chile got to be pretty well known and my father started canning it. I don't have the figures, but I'm sure Stokes Chile was one of the first brands to be canned. In a year it was necessary to move the "factory" to the market—Denver. Stokes Chile was sold only in the state. A couple of moves and enlargements brought us to the present time and our present distribution. In 1932 I stepped into the picture—forsaking professional golf.

Despite Depression

1932 was a very fine year! The depression was doing its work, but we decided to try radio—turning to KLZ. We had a quarter-hour at noon and used Mexican music. Then was the time we felt the public pulse in regard to radio and decided that it was good. At the program's completion, we went to spot announcements. Although I believe that any radio that meets our budget will do us a good, I believe we've found the answer in participating. What newspaper would do.

Our appropriation takes care of store card orders, one-column-three inches once a week in 20 newspapers, and in radio. I repeat that if radio continues to pull as

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Richmond, conducted Atwood, noted gallery to exhibit recently create the tunnels.

The programs gained from the new KPO announced by Ray James, a former announcing stone and announcer, his sponsors and engineers, in the new studio. The new KPO will be heard on the new station, which is being modernized.

Mr. Clanton, who acts as a liaison between the studios and the control room, is designed for her radio program "The Bungalow Bear," which is produced by a local talent. The show is heard on the new station.

KMO, Tacoma, has announced the opening of its new studio, which is being modernized.

Wayne, Ontario, recently completed two additional offices on the mezzanine of the New Heathman Hotel. The new offices will provide the necessary office space for the construction staff.

When F. W. Wiggs, producer and commentator of the "Sundays" program at KNX, Los Angeles, this year started his annual two-week campaign to collect 20,000 books for distribution through the state's public schools, he enlisted the aid of three of his sponsors—Hollin's Bakers, Bombay-Broadway department store, and Ralph's Grocery Co., operating 20 provision stores. The latter two firms acted as deputys, and about 500 Hollin's Bakers books were sold in the store.

WFM, Frederick, Md., on its December program schedule carried 128 remote broadcasts, with WFM announcers and engineers traveling an estimated 2,000 miles during the month. A three-way February contest, sponsored by WFM, was put into service by the station on Jan. 7.

WOWO-WL, Fort Wayne, during the Christmas holiday season ran a line from the Lincoln Tower, tallest structure in Indiana, to the stations and used the powerful loudspeaker system on the 31st story of the building for holiday broadcasts of Christmas carols and hymns from various local churches. The program gained much attention from downtown shopping crowds.

Christmas bonus checks were presented to all employees of KSF, San Francisco, by Manager Phil Lasky. Mr. Lasky, who leaves that post Feb. 1 to devote full-time as manager of KBOW, Oakland, in turn was presented with a leather portfolio by the staff.

WMOD, Peoria, Ill., sent Jack Brickhouse, sports announcer, to Washington, D. C., Jan 8 to handle the 1,000-mile remote broadcast of the George Washington U.—Bradley College (Peoria) basketball game. Last year Bradley games were broadcast from California and New York, and for the second year the entire Bradley schedule is sponsored on the station. Home games interfering with the commercial schedule are recorded and broadcast later in the evening.

HEESE WICKER, noted for her radio stories for children as "The Singing Lady," on Jan. 8 started a new series of musical stories for children on NBC-Blue. Mondays through Thursdays, 3:15-3:30 p. m.

WRAL, Raleigh, N. C., originating its first program for MBS, on Jan. 12 broadcast a quarter-hour dramatization of the 10-year development of the new high-yield and resistant Sequoia potato, perfected by North Carolina State College horticulturists. The show was produced and announced by Fred Fletcher, WRAL program director.

WPEN, Philadelphia, carries a daily report on highway conditions in the State. Information can be obtained from the State Highway Department.

KDAR, Portland, Ore., recently completed two additional offices on the mezzanine of the New Heathman Hotel. The new offices will provide the necessary office space for the construction staff.

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### Listening Gains Shift Program Rating

**McCarthy, Benny, Lux Retain Their Top Positions**

(Continued from page 21)

by geographical areas is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

**Programs in Rural Areas**

The CAB has recognized the need for information concerning the radio habits of rural and small town radio owners by making special studies in the spring of the past three years. The interviews have totaled more than 60,000, divided almost equally between farmers and persons located in small towns. Rural radio audiences are larger during the daytime than urban audiences, but are smaller in the evening and the late hours.

The rural survey of 1939 showed about the same degree of difference in favorable programs between the rural and the urban populations as had been found before. Of the ten leading programs in rural areas, four were not among the 10 leaders in urban areas. These were National Barn Dance, Fitch Bandwagon, Fibber McGee & Co., and Lowell Thomas. Kraft Music Hall—Bing Crosby, Good News of 1939, Big Town, and Canadian Cameo. Caravan, among the first ten in the city, was not so well favored in the country. As to daytime programs, rural and urban preferences were a trifle closer. Bachelor's Children, David Harum and The O'Neill ranked among the first ten in the country but not in the city, when the campaign of Big Sister, Aunt Jenny's Real Life Stories and Our Guy Sunday was on.

The ensuing tables compare the ranking of programs in rural areas with their ranking in cities and vice-versa:

#### Ranking of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ranks

<table>
<thead>
<tr>
<th>Rural Area</th>
<th>Large Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chase &amp; Sanborn</td>
<td>1</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>2</td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>3</td>
</tr>
<tr>
<td>The Village Light</td>
<td>4</td>
</tr>
<tr>
<td>Burns and Allen</td>
<td>5</td>
</tr>
<tr>
<td>Kate Smith Hour</td>
<td>6</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>7</td>
</tr>
<tr>
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<td>8</td>
</tr>
<tr>
<td>Caravan</td>
<td>9</td>
</tr>
<tr>
<td>Burns and Allen</td>
<td>10</td>
</tr>
</tbody>
</table>

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<tr>
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</tr>
<tr>
<td>Burns and Allen</td>
<td>10</td>
</tr>
</tbody>
</table>

### Football and Basketball

College football broadcasts showed a well maintained interest although the previous year's peaks were not attained. Week by week, the ratings were:

<table>
<thead>
<tr>
<th>Week</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 7</td>
<td>23.6</td>
</tr>
<tr>
<td>Oct. 14</td>
<td>23.6</td>
</tr>
<tr>
<td>Nov. 4</td>
<td>36.2</td>
</tr>
<tr>
<td>Nov. 18</td>
<td>36.2</td>
</tr>
<tr>
<td>Dec. 2</td>
<td>36.0</td>
</tr>
</tbody>
</table>

The average for the season was 33.9 compared with about 35 for the previous year.

Baseball always draws well, especially the World Series, but listeners in 1939 did not equal the radio audience the year before. The average rating for the four games in 1939 between the New York Yankees and the Cincinnati Reds, broadcast over a single network, was 21.3. The corresponding figure for the four games in 1938 between the New York Yankees and the Chicago Cubs broadcast over four networks was 33.2. In 1937 the average for four World Series games between the New York Yankees and the New York Giants, also on four networks, was 25.3.

During 1939 the CAB issued monthly reports on listening to radio broadcasts. The figures were:

<table>
<thead>
<tr>
<th>Month</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-May</td>
<td>17.7</td>
</tr>
<tr>
<td>June</td>
<td>17.2</td>
</tr>
<tr>
<td>July</td>
<td>18.7</td>
</tr>
<tr>
<td>August</td>
<td>17.0</td>
</tr>
<tr>
<td>September</td>
<td>16.2</td>
</tr>
</tbody>
</table>

The All-Star game on July 11 attracted 14.9% of set owners. The ratings for both baseball and football broadcast over by-play programs and not for resumes or sports news bulletins.

The foundation for the CAB was laid at the request of the committee of the Association of National Advertising

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**News Item—"Farmer boys plow with radio."**

---

**Mr. Newyear**

THROUGH a fan letter from Arco, Montana, WNXA, Yakton, S. D., discovered and revealed one Happy Newyear—a real person by that name—during the holiday season. After WNXA News Editor Ray Alan checked facts and used the story on his newscast, he wired the tip to the Meta UP, which contacted newyear himself and gave complete details to the nation. Mr. Newyear's first name really is Emil, but he said, "I've never been called anything but Happy, and that suits me fine!"

---

ers in January, 1929. As a result of the committee's discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and to one of the CAB, the CAB was requested to submit an outline for a cooperative investigation which would include "an analysis of program popularity". The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc. on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of five, three of whom are appointed by the president of the Association of National Advertising Agencies and two by the president of the American Association of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agents and networks on the basis of their respective stakes.

### The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 11 years of practice, constant experiment and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification". Under this method the listener need not remember the exact program name. He or she needs to give a six-second statement about the program to the investigator by cross checking station, time, or description of the program, the CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made an impression?"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at four stated times each day, working simultaneously 168 days of the year in cities from coast to coast complete 510,000 interviews based on more than 800,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of ra
Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears in the report is an average of set owners and not of listeners. To illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give variation in popularity preferences both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of these types. The summer report, for the five months of daylight saving time is based on approximately 212,500 completed interviews with radio set-owners, the seven-month winter report on 297,500.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, by geographical sections.

The CAB has also made three comprehensive studies of program audiences and listening habits in rural areas, comparing these data with the data already obtained in large cities. In the latest rural survey, conducted in the spring of 1939, investigators interviewed 212,426 rural set-owners, of whom 10,165 were farmers and 10,077 were located in 350 small towns having an average population of less than 800.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further, the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past nine and one-half years.

How Service Is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
2. Follow the popularity trend of various types of programs and discover when a given type is worn out.
3. Purchase talent advantageously by comparing the performers on different programs.
4. Decide whether a given season should be included or dropped.
5. Make comparisons between daytime and evening programs.
6. Compare the difference in popularity of programs by sections of the country, population groups, income levels etc.
7. Determine by study of the leaders and laggers what makes a good radio program.
8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the “box-office” on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:

Eastern Cities — Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington, Southern Cities — Louisville, Memphis, Minneapolis, New Orleans, Dallas, Houston, Oklahoma City, Midwest Cities — Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha, Pacific Coast Cities — San Francisco, Los Angeles, Portland, Seattle, Spokane.

Fairchild Unit 227 Transcription Turntable

The best reproducer in the world won’t give you perfect record playing and split-second timing unless your turntable is absolutely accurate. Fairchild offers its Unit 227 as the most accurate turntable made.

With Fairchild Unit 227 you can:

1. Change simply from 78 RPM to 33 RPM.
2. Mount various types of reproducers on the panel or on the enclosure in which the turntable itself is mounted.
3. Play either vertical or lateral cut records up to 16 inches in diameter.
4. Easily flush mount turntable in a cabinet or desk for permanent studio installations.

Send today for descriptive literature

“... it had to satisfy Fairchild first”
The Liaison between San Francisco's toughest-toward-radio newspaper (Heart's Examiner) and KSFO (CBS outlet) was celebrated Dec. 30 with a two-hour dramatic "colossal". Titled March of Events of 1939, after the Examiner Sunday section, the dramatization of news stories making the 1939 headlines produced a staggering series of superlatives. It was the longest dramatic show in San Francisco radio history (2-hours and 15-minutes) with the longest script (100 pages); it required the greatest variety of sound effects; was produced in San Francisco's newest and largest radio studio; and the chances are it developed the most headaches—both fore and aft.

The production was directed by Carroll Coleman with the entire show under the general direction of Arthur W. Stowe, KSFO's program director. Background music was especially scored by Dick Aurandt, KSFO's musical director, and sound effects were in the hands of Jimmy Lyons. A special feature was a recorded montage of sound effects of crowd noises, explosions, ricochets, etc.

The broadcast was on March of Time format. The Examiner library and editorial department provided material, which was coordinated by Tro Harper, KSFO scripter who wrote the 100-pages of dialogue and plotted the continuity.

Mutual Promotion

To ballyhoo the program during the week preceding the broadcast, the Examiner ran pictures and stories in its news columns, kept a front page box going daily calling attention to it, posted rack cards on all Examiner newstands, and had a display in their downtown window.

KSFO's promotional activities consisted of 80 per hour announcements; special five-minute evening programs of the prevue type; and a series of sound trailers in 13 neighborhood movie theatres. This broadcast was the initial of a series of promotional broadcasts on KSFO in cooperation with the Examiner. Negotiations with the Examiner's management leading into the promotional affiliation were handled by Manager Philip G. Lasky and R. W. Dumm, promotion manager.

New Ex-Lax Drive

EX-LAX MFG. CO., B R O O K L Y N, (proprietary), as of Jan. 1, has added a large list of stations to the list which carried its spot announcements three to ten times weekly during 1939. The actual total of stations used has not been released by Joseph Katz Co., New York, agency in charge.
NBC WINS

Nation-wide Popularity Polls!

Once again U.S. and Canadian radio editors award majority of "firsts" and other coveted positions to NBC programs and artists

**NBC WINS**

*World-Telegram Poll!*
Takes 12 out of 15 first places!

<table>
<thead>
<tr>
<th>Category</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorite Program</td>
<td>JACK BENNY</td>
</tr>
<tr>
<td>Outstanding New Star</td>
<td>ALEC TEMPLETON</td>
</tr>
<tr>
<td>Popular Male Singer</td>
<td>BING CROSBY</td>
</tr>
<tr>
<td>Favorite Studio Announcer</td>
<td>DON WILSON</td>
</tr>
<tr>
<td>Popular Classical Singer</td>
<td>NELSON EDDY</td>
</tr>
<tr>
<td>Popular Quarter Hour Program</td>
<td>FRED WARING</td>
</tr>
<tr>
<td>Best Comedian</td>
<td>JACK BENNY</td>
</tr>
<tr>
<td>Popular Orchestra</td>
<td>GUY LOMBARDO*</td>
</tr>
<tr>
<td>Favorite Quiz Program</td>
<td>INFORMATION PLEASE</td>
</tr>
<tr>
<td>Favorite Commentator</td>
<td>LOWELL THOMAS</td>
</tr>
<tr>
<td>Favorite Symphonic Conductor</td>
<td>TOSCANINI</td>
</tr>
</tbody>
</table>

*Shared with CBS.

**NBC WINS**

*Cleveland Plain Dealer Poll!* *Takes 14 out of 18 first places!*

<table>
<thead>
<tr>
<th>Category</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorite Personality</td>
<td>CHARLIE MCCARTHY</td>
</tr>
<tr>
<td>Favorite Program</td>
<td>CHASE &amp; SANBORN</td>
</tr>
<tr>
<td>Best Master of Ceremonies</td>
<td>DON AMECHE</td>
</tr>
<tr>
<td>Best Classical Male Singer</td>
<td>NELSON EDDY</td>
</tr>
<tr>
<td>Best Classical Female Singer</td>
<td>LUCILLE MANNERS</td>
</tr>
<tr>
<td>Best Popular Male Singer</td>
<td>BING CROSBY</td>
</tr>
<tr>
<td>Best Comedian</td>
<td>JACK BENNY</td>
</tr>
<tr>
<td>Best Dramatic Serial</td>
<td>ONE MAN'S FAMILY</td>
</tr>
<tr>
<td>Best Light Classical</td>
<td>FIRESTONE HOUR</td>
</tr>
<tr>
<td>Best Dance Band</td>
<td>GUY LOMBARDO**</td>
</tr>
<tr>
<td>Best Variety Hour</td>
<td>CHASE &amp; SANBORN</td>
</tr>
<tr>
<td>Best Quiz Show</td>
<td>INFORMATION PLEASE</td>
</tr>
<tr>
<td>Best Commentator</td>
<td>LOWELL THOMAS</td>
</tr>
<tr>
<td>Best Educational</td>
<td>CHICAGO ROUND TABLE</td>
</tr>
</tbody>
</table>

* Besides Cleveland, readers in 149 cities and towns participated in the balloting.
** Shared with CBS.

IN nearly every classification in the WORLD-TELEGRAM, CLEVELAND PLAIN DEALER and FAME, NBC artists or programs held the majority of the choice positions. Naturally NBC is proud of these sweeping victories. We thank the advertisers and agencies who made these programs possible. And to the radio editors whose votes decided the winners, we are deeply appreciative.

**NATIONAL BROADCASTING COMPANY**

WORLD'S GREATEST BROADCASTING SYSTEM • A Radio Corporation of America Service
### NBC Gross Billings

<table>
<thead>
<tr>
<th>Network</th>
<th>1939 Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$6,465,782</td>
</tr>
<tr>
<td>Camay</td>
<td>$381,210</td>
</tr>
<tr>
<td>Chester</td>
<td>$579,500</td>
</tr>
<tr>
<td>Crest</td>
<td>$998,865</td>
</tr>
<tr>
<td>Drene</td>
<td>$161,767</td>
</tr>
<tr>
<td>Ivory Soap</td>
<td>$217,696</td>
</tr>
<tr>
<td>Lysol</td>
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<td>Lady Esther Co.</td>
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<td></td>
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### War Delays Building CONSTRUCTION O F W L W O

The new 50,000-watt international broadcasting station of the Crosby Company, badly needed for W L W O, which had been delayed by war, was planned to have the station ready by Jan 1, but two shipments of a special material from England have thus far failed to arrive. The material is mycelial, a special type of high voltage insulation material. It is hoped that the station will be in operation a few weeks after the material is received.

### Cuticura Renewes, Adds POTTER DRUG & CHEMICAL Co.

Maiden, Mass., on Jan. 1 renewed its contract with the 309 stations carrying twice-daily spot announcements for Cuticura soap, and added 263 spots in New York, to be used during the next six weeks, following six-week periods several times weekly on that station. The station is WNYC, New York, is the agency in charge.

### Major Networks’ Gross Billings by Advertisers: 1939

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<tr>
<td>Chester</td>
<td>$579,500</td>
</tr>
<tr>
<td>Crest</td>
<td>$998,865</td>
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<tr>
<td>Drene</td>
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### Total Gross Billings

- NBC: $24,359,666
- CBS: $3,329,782
- MBS: $3,329,782
Actors Appointed To KMPC Board
Occupy Its New Hollywood Plants, Dedicated Jan. 15

A novel departure in radio-election of five outstanding radio and entertainment personalities to a station's board of directors—has been announced by KMPC, Beverly Hills, Cal., coincident with the announcement that it would begin full-time operation Jan. 15.

Freeman Gordon and Charles Correll (Amos 'n' Andy), Bing Crosby, Harold Lloyd and Paul Whiteman are the new board members. They supplement George A. (Dick) Richards, president and chief owner of WJR, Detroit, and WGAR, Cleveland, as well as KMPC; Leo Fitzpatrick, executive vice-president of the stations; John F. Patt, vice-president; P. M. Thomas, secretary-treasurer, and Leo B. Tyson, vice-president and general manager.

Plant Improved

KMPC, which becomes an optional Los Angeles outlet for CBS [Broadcasting, Dec. 15] was purchased in June, 1937 by the Richards group as a 600-watt station on 710 kc. with limited time. Under its new operating setup, the station acquires fulltime with 5,000 watts daytime and 1,000 night. Many improvements have been made, including new studios and equipment in the location on Wilshire Boulevard. The Jan. 15 dedication fulltime program was to include an elaborate ceremony, with the new celebrity-directors to appear along with many other motion picture favorites. The new board, it was announced, is financially interested in the station and will meet Jan. 14.

KMPC will be offered by CBS as an optional outlet available to both coast-to-coast and Pacific Coast advertisers in addition to or in place of KNX, basic 50,000-watt CBS-owned outlet.

KMPC has purchased the site of the former KECA transmitter which was newly constructed and equipped just two years ago but abandoned by Earl C. Anthony when he acquired KEHE. Tests conducted by R. Morris Pierce, chief engineer of WGAR, have been in Los Angeles since the first of the year, indicate a phenomenal improvement in signal and coverage from the new location.

An elaborate merchandising and promotional campaign to direct attention of local and national advertisers to the station's new features also is in preparation. Eastern executives of the station, including Messrs. Fitzpatrick, Patt and Thomas, will remain in Los Angeles temporarily, it was stated.

The Selling Voice that UPS Your Sales!

WNAX
Scripps-Howard Radio, Inc.
KNOXVILLE, TENNESSEE
C.B.S. - 1010 KC
5000 w. Day - 1000 Night

The Branham Company

receives Variety's Showmanship Award for Farm Service

WNAX service to the LARGEST daytime rural audience among all Columbia Stations wins Variety's award. And it can win sales for you. This type of showmanship is one of the "factors that make WNAX a top station in listeners per dollar."

WNAX—only Columbia station between Minneapolis and Denver, between Omaha and Canada—has the 24th largest urban daytime audience and the SIXTH largest total daytime audience among all Columbia Stations.

WNAX with 5,000 watts that do the work of 50,000, and at 5,000 watt rates, can help you sell your products profitably. Can't we tell you more about it.
Districts Responding to NAB's Promotion Campaign

ROUNDING the home stretch in his nationwide campaign on behalf of Broadcast Music Inc., which would become the industry-owned music organization, NAB President Neville Miller reported on promoting responses from stations covered at district meetings since the first of the year.

With 13 of the 17 NAB districts canvassed, a total of 271 stations already have committed themselves to support of the project for a $500,000 copyright fund. These stations represent 65% of the aggregate broadcast income in those areas, as against approximately 60% reported from 10 districts covered prior to the first of the year [Broadcasting Jan. 1].

Returns Analyzed

An analysis of the station returns thus far received, covering the 13 districts, shows that there are 561 commercial stations located within their borders. Of these, 511 attended the meetings and approximately 50% of all of the stations in the districts are listed as contributors.

Based on NAB computations, it is estimated that for the country as a whole, a station income, exclusive of network revenue and after customary discounts, is approximately $76,000,000. Of this aggregate, income in the 13 districts already covered in behalf of Broadcast Music Inc. is approximately $36,000,000. The 271 stations which have pledged support of Broadcast Music represent about $42,900,000 of the aggregate income in those areas, which provides the 65% figure.

Based on the estimated income figures by districts, the analysis indicates that stations in Districts 1 (N. C., S. C., Va., and W. Va.); 2 (Tenn., Miss., Ala., Fla., N. Ga., S. Ga., N. S. Ga., S. S. Ga., Fla., Ala., Miss., Tenn., Georgia); 11 (Minn., N. D. S. D.); and 13 (Tex.) reported 60% while 6% reported 100% of the income, 21 (New York); 7 (Ky., Ohio); 8 (Ind., Mich.); 9 (Ill., Wisc.), and 10 (Iowa, Mo., Neb.) reported in the neighborhood of 50%.

Additional Pledges

Besides those stations already listed as having committed themselves to Broadcast Music [Broadcasting Jan. 1], 36 additional stations, and 36 of the 46 additional stations announced the following additions, based on pledges at the new district meetings:

Additional Pledges

- [List of additional stations and their pledges]

District 3 Pledges

District stations which pledged themselves or indicated through conversations with recording companies that they would recommend support of Broadcast Music in their districts were:

Additional Pledges

- [List of additional stations and their pledges]

Other additions announced since publication of the list in the last issue of Broadcasting from districts previously canvassed were:

- KFIR, WHTT, WHAI, WORC, WFCAM, WFM, and WCBM.

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Johnson, KRTA; J. W. Runyon, Clyde Bemberg, KRLD; Charles Jordan, WBNF; G. E. Krueger, KGKO; Hugh Halff, WOAI; Kern Tips, KPSC; Earl Stransberg, KTPA; Ray Nichols, KVWC; Joe Carrigan, KWFT.

QUESTIONING the effect of his views on the “moral of the industry” at a time when “there is an absolute necessity.” C. R. Richardson, manager of WDAN, Danville, Ill., on Jan. 9, wrote Ed Craney, owner of KGR, Butte, Mont., in opposition to his position on Broadcast Music Inc. as an independent source of music for radio. Mr. Richardson wrote the Western broadcaster after having received a copy of his letter sent Dec. 22 to NAB President Neville Miller. An abstract of this letter was published in the Jan. 1 BROADCASTING.

Mr. Richardson observed that Mr. Craney had put a lot of time and thought into his letter and that his understanding of the situation was quite thorough. Although he said he agreed with many of the points presented, he wondered if it wasn’t more important to overlook some minor flaws which can be corrected later and avoid the quibbling “which might defeat our efforts.” He expressed wholehearted support for Broadcast Music Inc., declaring that “a reasonably-priced music source is just as important as our physical properties and should likewise be just as well covered with insurance.”

See Flaws Corrected

“I have subscribed for this station (KBBW in McAllen, Texas), knowing that there are flaws in the present setup but feeling that the men in charge would correct these flaws at the proper time,” Mr. Richardson said. Mr. Craney “Because of the multiplicity of details involved in organizing such a setup, I can well appreciate why the minor details would be temporarily ignored.

“I am quite sure your letter was not sent in the spirit in which many broadcasters would read and interpret it. I believe the major role of the industry will join me in feeling that whether we as individual managers have complete control in the possibilities for the success of Broadcast Music, we owe it to ourselves and to the industry to give it a fair chance by subscribing 100%.”

Radio-Press Display

FURTHER evidence of the relationship between the radio industry and the newspaper business will be shown Jan. 18-20 when well-known New Jersey newspaper executives describe the functions of all departments of a newspaper in a model-setting series of broadcasts on WNEW, New York, during the state-wide observance of Newspaper Week. The radio series will be auxiliary to the observance by all New Jersey Press Association newspapers of holding “open houses” for readers throughout the week.

FTC Citation on Calox

MCKENZIE & ROBBINS, New York. On Jan. 1, I was ordered by the Federal Trade Commission to discontinue certain misleading representations in advertising for Calox Tooth Powder in radio broadcasts and publications. The FTC has also ordered Ralston Purina Co., St. Louis, to discontinue certain advertising misrepresentations for Purina Dog Chow.

‘Town Meeting’ Record

AN INCREASE of 86% in the number of NBC-Blue stations carrying America’s Town Meeting of the Air program last season, according to George V. Denny, Jr., president of Town Hall, New York, and moderator of the program, which is starting its fifth season on 88 NBC-Blue stations. A total of 14 stations carried the first broadcasts five years ago. Mr. Denny also reported that total audience attendance in Town Hall for the 26 programs from Nov. 10 through May 4, 1939, was 36,679 as compared with 31,182 for the 1938-37 season. Mail response showed approximately 88,000 letters from all parts of the world in connection with the programs, an average of slightly over 2,400 for each week’s broadcast, while nearly 200,000 pamphlet reprints of the broadcasts were sold during the season.

D. EASLEY WAGGONER, vice-president and general manager of the United Fidelity Life Insurance Co., Dallas, has applied for a new 250-watt station on 1370 kc. in Greenville, Tex.

HOW LAPP DOUBLED THE STRENGTH
OF THE PORCELAIN COMPRESSION CONE, WITHOUT
CHANGING DIMENSIONS, WALL THICKNESS OR WEIGHT

The advance of modern industrial science has been achieved largely through making minute changes in physical or chemical form to effect tremendous changes in performance characteristics. Consider the matter of steel. If you know how, you can take a pound of common nails, add about ½ ounce of carbon and make tool steel with double the tensile strength and five times the hardness.

As pioneers in radio tower insulation, Lapp men had to develop whole new engineering concepts. Recognizing early that the tremendous mechanical loads could be carried by porcelain loaded only in compression, they developed the porcelain compression cone for use in all types of footing and guy insulators. And, then, not content with their first efforts along these lines, they set out to improve the design—

with the result that by changing slightly the contour of the cone, they doubled the strength of the insulators.

It’s the know-how of Lapp engineers that has kept Lapp the dominant force in insulation for radio broadcast. Today, if you contemplate installation of a new transmitter, or modernization of present equipment, you can’t afford not to consider Lapp for tower footing and guy insulators, for porcelain water cooling systems, for pressure gas-filled condensers.

Left, early Lapp Compression Cone. Right, curved side compression cone—same dimensions, wall thickness and weight—twice the compression strength of the straight side cone—the design used in all footing and guy insulators (see below) since 1932.

WSUN, St. Petersburg, Fla., and WMJG, New Brunswick, Ga., signed recently to receive United Press news service, while latest subscriber to INS include KROW, Oakland; WDAE, Tampa, and WHOM, Jersey City.
CBS NETWORK SWEEPS ALL MAJOR "FIRSTS" IN 1940!

CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.

These tangible records, today, reflect the "intangibles" that

AUDIENCE: CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." They show CBS with a consistently stronger schedule than any other network from 6:00 to 11:00 in the evening—winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for both others combined! This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone—the most tensely competitive hours in radio—when again CBS wins more "firsts" than both other networks combined.
have so long been associated with Columbia...the intangibles of service, of performance, of action; the basic contributions which CBS has made to radio in twelve vigorous years. By these things the leadership of a network is measured.

**FACILITIES:** CBS caps the swiftest technical rise in radio history with more high-powered U.S. stations, in 1940, than any other network—a total of sixteen CBS 50,000 watt stations. But that’s not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

**ADVERTISING:** CBS now carries a larger volume of business than any other network; the *largest volume ever carried by any network in the history of radio*. And CBS, consistently from October through December, 1939, carried the largest volume of business ever carried by any network in any one month or in any quarter of any year.

**COLUMBIA**

**PACE SETTER FOR THE NETWORKS**
** NBC WILL CONTACT BYRD'S EXPEDITION  
RADIO will again supply the link between civilization and the United States Antarctic expedition piloted by Admiral Richard E. Byrd. Beginning Feb. 2, a series of programs, arranged by prominent newsmen throughout the country, will be inaugurated. Carried on NBC-Red, these programs will be heard in this country and will reach the Byrd expedition through General Electric's shortwave transmitters, WGO, Schenectady. Programs will be broadcast every other Friday night, from 11:30 p.m. to 12 midnight (EST), and will be followed by a 15-minute radio mailbag, a feature which has supplied the two previous Byrd expeditions with its own mail from friends and relatives at home during their ice-locked desolation.

...the program originate in the NBC studios in New York. Among publications which have already accepted dates for subsequent programs are the Washington Star, Boston Herald-Traveler, Syracuse Post-Standard, Richmond News-Leader, Detroit News and Cincinnati Post.

Noxema's New Pair  
NOXEMA CHEMICAL Co., New York, on Jan. 8 started the weekly half-hour program Quiz of Two Centers, on CKF. St., WPG, Cleveland, and W3B, Toronto. The program, produced by John Gordon of Ruthrauff & Ryan, New York, the agency handling the account, has been sponsored since last November by Buffalo & Black, New York, W2G, Minneapolis-St. Paul, and since last August by Gunther Brewing Co., Baltimore, on WFB, Baltimore, and W3L, Washington, by Ruthrauff & Ryan is the agency for both these accounts.

Changes at KDYL  
S. S. FOX has inaugurated new policies and announced reorganization of the station's staff at Lake City. Myron Fox is now handling local sales as well as continuing at his former post as station manager, while Douglas Gourley takes over the job of arranging announcers' schedules, in addition to handling special events. Charlie Buck, recent addition to the staff, becomes publicity director, with Dave Simmons going over to sales. Nonie McBean heads the sports department. Carl Christopher becomes creator of new ideas, cooperating with the sales and program departments.

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**Court's Power Over the FCC Is Argued in Supreme Court**

HOW FAR the U. S. Court of Appeals for the District of Columbia can go in requiring the FCC to carry out its mandates, will be determined by the U. S. Supreme Court following arguments Jan. 11 in the Heitmeyer and Pottsville cases. The Department of Justice, at the behest of the FCC, petitioned the Supreme Court to decide this fundamental issue, claiming that the original application properly sought to compel the FCC, by mandamus, to perform certain acts thereby allegedly usurping the Commission's administrative functions.

Solictor General Robert H. Jackson, who is Attorney General-designate, argued both cases for the government. He may be his final appearance before the tribunal as Solicitor General. He insisted the two cases were parallel and argued that the lower court and not the FCC had the power to restrict the action of the FCC, after it has once remanded a case. His position was that if the original party felt he was still aggrieved after the new decision of the Commission on a remanded case, he still has recourse to the same court.

**Priority Contended**

Charles D. Drayton, Washington attorney and principal stockholder of the Pottsville Broadcasting Co., which had appealed the FCC decision, and Elliot C. Lovey, his attorney, argued against the Commission. The lower court had held that the FCC had erred in denying the Pottsville Co. application and remanded the case to the FCC. Meanwhile, two other applicants had filed for the same facilities, 580 kc, in Pottsville, Pa., and had been heard. The FCC sought to combine oral arguments, after which Petition for Review had been filed mainly on priority grounds. The lower court subsequently mandated the Commission to prevent the FCC from deciding the case on a comparative basis and ordered it to decide the Pottsville case on its own record.

**Queries from Bench**

Chief Justice Hughes observed that the question involved appeared to be the extent of the power of the new FCC to rule on restrictions, in the matter of control of the air. Other questions from the bench largely went to the Commission, and the court's power over administrative agencies as opposed to inferior tribunals.

**Third Review**

The third review, involving the fundamental issue of economics, remains to be heard by the court, with argument expected in mid-February. The appeal was taken by the FCC from the Court of Appeals decision in the so-called Sanders case involving a new station in Dubuque, Iowa. This goes to the question of unlimited competition from new stations authorized in a particular area, with the point holding that such competition is permissible even to the point of destroying existing stations. If competition is to be restricted, according to the FCC viewpoint, the Commission would be required to regulate rigidly all phases of the operation, no matter what the programming program and rate matters. William J. Dempsey, FCC general counsel, is expected to argue the case before the highest tribunal.

Further indicating the FCC's attitude on the economics issue was a brief in support of its position to dismiss the appeal of WMBG, Rich-

**Texaco Plans Baseball Sponsorship in Chicago**

TEXACO plans baseball sponsorship in Chicago. TEXACO Co. and P. Lorillard Co., New York, each will sponsor play-by-play broadcasts of all the home games of both the Chicago Cubs and Chicago White Sox during the 1940 baseball season. Texas Co., limiting its baseball sponsorship to Chicago, has signed for Hal Totten's descriptions of the Cubs and White Sox home games on WCFL, Chicago, for the Broadcasting Co., New York. P. Lorillard, for Old Gold cigarettes, will use Bob Elson and Guy Savage on WGN, Chicago, also covering all home games of the two teams. Agency is Lennen & Mitchell, New York.

The Chicago Tobacco & Vacuum Oil Co., New York, plans to sponsor several baseball broadcasts, cities and stations have not been announced, according to J. Stirling Getchell, agency in charge. As BROADCASTING went to press no announcements of baseball broadcasts or sponsors had been announced by any New York stations.
GARDNER COWLES, Jr. knows media

"I think BROADCASTING Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with."

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D. C.

Dear Martin:

I have just finished reading your December 15th issue thoroughly and I cannot resist writing you and Sol a note of congratulations on the amazingly good job you are doing with the magazine.

Because of our interests in the newspaper and magazine fields as well as broadcasting, I follow rather closely all of the advertising trade journals. I think Broadcasting Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with.

I wish you continued success in 1940 and in the years to come.

Sincerely yours,

Mike Cowles

Gardner Cowles, Jr.—

Mr. Cowles knows all major media, and knows them well. He is president of The Cowles Stations, including KSO, WMT, KRNT and WNAX; editor of Look; associate publisher of The Des Moines Register & Tribune; vice-president of The Minneapolis Star-Journal. We can't deny that his thoughtful letter gives us a real thrill.
AFRA IN NEW YORK STUDIES DISC CODE
AMERICAN Federation of Radio Artists on Jan. 11 submitted the rough draft of its proposed transcription code to its New York local, which referred it back to committees. When all branches have approved it, the union is to present it to the transcription producers, probably sometime early in February.

The AFRA demands for wages and conditions of employment likely parallel those embodied in the contracts signed last year by the networks for four radio networks, and factors on network programs. Chief difference lies in policing provisions.

The other recording situation in which broadcasters are currently interested, the appeal of RCA, White- man and WNEW from the court decision of last summer which RCA used as a basis for its attempts to license the use of its phonograph records on the air, has not changed in the past month. Attorneys for all parties are drawing up the necessary papers which must be printed and filed with the appellate court before hearings start.

RCA has not divulged the names or the number of broadcasters that have taken out licenses, but a spokesman for the company stated that "while there are not as many licensees as we had hoped for, there are more than we had expected."

OBERLICH & BERRY Co., Chicago (Old Mamee syrup), has started a three-weekly interview series on WGO, Chicagolite, titled What Makes You Do? Albert Kivher Co., Chicago, is agency.

Charles Inglis, formerly in charge of the promotion and merchandising department of KGBZ, Deer- ton, on Jan. 15 transferred to Oklahoma City to head a new marketing section of Oklahoma Publishing Co., which operates KJZ, KYOC, Colorado Springs, and WKY, Oklahoma City. He replaced Don Curry, who has returned to New York. He was formerly with the WRK, Richmond, Va., succeeds Inglis at KJZ.

Jack Mitchell, formerly program manager of Texas State Network, on Jan. 5 joined KOMA, Oklahoma City, in that capacity. W. S. Lukehill, formerly of KOMA program director, has been transferred from promotion director, and will act in an advisory capacity in the program department.

Johnny Hackett, sportscaster of WOOG-WGJ, Fort Wayne, Ind., is convalescing after fracturing two ribs in a fall on the ice Jan. 3.

Bill Lawrence, CBS Hollywood producer, after a 10-year association, has resigned to free-lance. He is currently producing and announcing the XBC I Want A Divorce, co-sponsored.

Bill Hiestand, Hollywood announcer, has been assigned to the weekly Adventures of Dr. Hust, sponsored by East Coast station WOR, National Lead Co. (Dutch Boy Paints).

Herbert M. Moss, of the CBS production staff and formerly with NBC, resigned Jan. 5 to free-lance.

Bill Lawrenz has joined the announcing staff of WMH, Poison, Ill. He was formerly with WJIR, Detroit.

John Poole, announcer for WHIQ, Memphis, was selected by Robert Greenblatt, executive editor of the Memphis Commercial Appeal, as one of the three best male vocalists on the local radio stations for 1938 in Gray's year-end resume of Memphis radio.

Forrest Hobbs, technician of KDYJ, Salt Lake City, is convalescing in the L. D. S. Hospital, Salt Lake City, following an emergency appendectomy.

Charles S. Buck, of Hollywood, has joined the announcing staff of KDYJ, Salt Lake City.

Charles Stark, CBS announcer, who last year was to join My Sea and I, CBS feature starring Betty Garde and Kingsley Colton, as announcer.

Kenneth McClure has joined the sales department of WCMI, Houghton, W. Va.

Practical School For Announcers
Opening for 4 only during February - Department of Experience - No text books. Individual coaching. 9 months course. Low tuition.

Radio Station WCAZ
Carthage, III.

Write Antoinette Palmer for particulars. List of successful graduates sent on application.

Paul Jennings, formerly of J. M. Mathes, New York, has joined the copy staff of Harry S. Young, New York. Jennings is from Adelphi.

W. H. (Bill) Quarton, commercial manager of WMT, Cedar Rapids, and Mrs. Quarton, are visting Mexico. Charles F. Questin, chief engineer, recently returned from a Mexican trip.

Josephine Halpin, news analyst heard on WNOX, St. Louis, has been named program manager of the St. Louis Women's Advertising Club.

George Snyder, formerly of WJX, Lake City, Minn., and Mr. Marshall, of WKGR, East Lansing, have joined the announcing staff of WGBR, Port Huron, Mich. in.

Jay Faraghan, announcer of KYW, Philadelphia, and Ethel Harvey have announced their engagement, as have Anne Lawler, in charge of music rights at KYW, and Joe Reeves.

Eric Munro has been appointed merchandising manager of KTMV, El Paso.

NEW CENSUS DATA ON SETS PROPOSED
COMPLETE breakdowns of population of the 50 states and Districts of Columbia are proposed during the 1940 Decennial Census in order to bring out the number of households in which communications standpoint are being sought by a group made up of individuals and Government representatives. Recommendations for various cross-tabulations will be presented in mid-January at a meeting of the industry-government group with Census Bureau officials in charge of tabulations.

A Jan. 5 meeting with the representative group, Dr. Vergil D. Reed, assistant director of the Census Bureau, indicated that previous suggestions for a change in the form of the Census question concerning radio had been presented too late and that there would be no change in the Housing Census schedule [BROADCASTING, Jan. 1.]

He suggested, however, that the group meet with other Census Bureau officials to discuss their suggestions concerning tabulations of census statistics.

Among proposals to be presented at the meeting are those involving classification of financial mailings statistics — based on the query, "Is there a radio in this dwelling unit?" - by cities, towns, counties and metropolitan districts; cross-tabulations of radio homes with family income and with last point of formal education. Since the statistical department has not announced its tabulation plans, it is not known whether these proposals are included in present plans.

Attending the meetings at which discussions have been held with Census Bureau officials have been Paul Price, B.A., of Columbus, Ga.; Gerdes, for RMA, along with representatives of the Navy, People and Commerce, the FCC and Office of Education.

BROADCASTING

Radio Figures Honored
THREE men of radio were selected by the annual biographical almanac, America's Young Men, a Who's Who of American men under 40. Among the "ten outstanding young men of 1939." They are William S. Paley, 30, president of CBS; Fulton Lewis jr., MBS Washington news commentator, and Philip A. Gunn, radio and television inventor and executive. In the Dictionary of American Women, also about to be published, Anne S. Hummert, vice-president of Blacket-Scammon-Hummert Inc. agency, was listed as one of the "outstanding women of 1939."

Network Billings
(Continued from page 18)

The following table shows the figures for the previous year, which were published in the May 27, 1939 issue of Broadcasting.

<table>
<thead>
<tr>
<th>Network</th>
<th>1938</th>
<th>1939</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$2,579,310</td>
<td>$3,200,850</td>
<td>25.5%</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,767,695</td>
<td>$3,297,469</td>
<td>18.9%</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,023,515</td>
<td>$1,235,945</td>
<td>20.9%</td>
</tr>
</tbody>
</table>

Munro has been appointed merchandising manager of KTMV, El Paso.

If YOU WANT A REAL GALAXY
YOU MUST JOIN THE every star in the Columbus Constellation of KoIL!

Omaha's Basic Columbia station carrying forty hours per week more network commercials than last year.

HEARING ON WSAL RESUMES JAN. 18

PUNCTUATED by frequent subpoenas of bank and financial records and appearances of surprise witnesses, among them members of the families of persons concerned in the proceeding, the hearing on the license revocation of WSAL, Salisbury, Md., [BROADCASTING, Jan. 1] continued spasmodically from Jan. 3 to 12. On the latter date Commissioner Thad H. Brown, presiding at the hearing, recessed proceedings to Jan. 18, presumably to allow time to contact new witnesses and clarify conflicting testimony.

In addition to bank and Treasury Department officials called in connection with financial transactions between April 24 and 28, 1937, coincident with the original hearing on the WSAL application for CP, former Senator Clarence C. Dill, Washington radio attorney, appeared to discuss the disposition of an item of $5,860 in cash he withdrew at that time from his bank account. Senator Dill, associated with James W. Gun, attorney prominently mentioned in the proceedings, explained that although the sum was withdrawn originally for personal investment in business ventures outside radio, these opportunities did not materialize and at least the greater share of this sum could have been redeposited at the bank at a later date.

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS
Halifax, Nova Scotia

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

MBS Expands Network Base

(Continued from Page 17)

Detroit, United Broadcasting Corp., controlling WXYZ and WCRC, Cleveland, and WHKC, Columbus; WKRC, Cincinnati.

The MBS operating board is said to be unique in network history. It is composed of one representative from each of the seven member-station units, with additional representation appointed by other affiliated Mutual stations. Under this plan all stations in Mutual will have an active voice in the network's general operation and policies and will meet four times a year with Fred Weber, MBS general manager. The plan is an amplification of the network's original policy inaugurated by WGN and WOR, formulated Sept. 15, 1934 when a group of leading independent stations organized MBS as the first cooperative network.

Ovaltine Contract

President Macfarlane also pointed out that the recent contract placed with MBS by the Ovaltine Co., Richfield Oil Co., American Tobacco Co. and Revelation Tobacco Co., MBS looks forward to 1940 as its greatest year in both commercial and sustaining programs.

Coincident with the announcement by MBS President Macfarlane that seven independent broadcasting organizations, including 57 of the network's 124 stations in the United States, had renewed their contracts with the network for five years, effective Feb. 1, there was filed with the FCC a memorandum explaining the reasons for this action. The memorandum was submitted by Louis C. Caldwell, Frank D. Scott and Percy H. Russell Jr., as MBS counsel, to the FCC Network Monopoly Committee because of the apparent extent of the action with the position taken by MBS during the Network-Monopoly Inquiry of 1938-1939. The committee is engrossed in the preparation of its report to the FCC on this all-inclusive investigation.

MBS counsel said the network

still believes in the policies and principles testified to by its witnesses regarding exclusive contracts and long-term contracts, but that it must have them, since the hearings made it necessary to follow this new course. The memorandum said that MBS still under which, subject to existing policies and principles it proposed in appropriate regulations forbidding or restricting the objectionable features of contracts between the major networks and affiliated stations. It added:

Exclusive Contracts

"No such regulations having yet been adopted, however, and it appearing that a substantial further period may elapse before the Commission takes action in the matter, Mutual now finds itself in a position where, in order to continue its existence as a national network and to maintain the development it has so far achieved, it is forced to enter into contracts contrary to some of the provisions to which it has objected," the memo states. "In particular, it is facetious for it to be afraid of having its members and contributing member stations enter into contracts with Mutual which are found by the Commission to be unfair, in that the members and contributing member stations will be subjected to restrictions which are found to be injurious to the stations entered into such contracts with Mutual. Mutual must assert itself in the performance of its duties as a station declared unaccustomed to the service of the public because of its association with Mutual, or to consider that Mutual will have no contract which is not injurious to Mutual. Mutual will not be allowed to leave its member stations in this position and will stand protectively for Mutual's existence and interest as a network.

In its detailed explanation, Mutual alleged that NBC and CBS have continued to enter into contracts containing "all of said objectionable features," both with respect to renewals of existing contracts and to new contracts with stations not heretofore affiliated with them. Most of these contracts, it contended, are exclusive, many containing time option provisions greatly in excess of the monoply or two-year used in the past by Mutual. It also pointed out that no contract WLCW had been an MBS basic station.

During the past year, MBS contended further, NBC has introduced and is maintaining "a system of discounts largely made possible by its ownership of two national networks, and constituting an exceedingly unfair trade practice at the expense of any company having only one network." Formation of Transcontinental Broadcasting System, with Elliott Roosevelt as its original president, had bearing on the new MBS contractual move, since the contracts of Transcontinental specified five-year affiliations, it was pointed out. The Transcontinental was presented as a plan contemplating the use of five hours daily on each affiliated station at "much less than standard carriage rates." It stated, with an reported average of approximately $5.52 per quarter-hour per station from which would be deducted agency commission, network expenses and such sum as the network might choose to retain. While it recited that recent reports indicated Blackett - Samuel Hummer Inc. may have withdrawn or modified its connection with Transcontinental, the memorandum stated that the new network has announced service definitely would begin Feb. 1.

Immediately after its organization, MBS charged, Transcontinental started a campaign to induce Mutual stations to sign five-year contracts, and in a "small number of instances" promised owners to enter into contracts, thereby making the stations unavailable for use by Mutual in the future.

The memorandum concluded that, although MBS finds itself compelled to enter into certain contracts containing an exclusive feature, it "nevertheless stands ready and willing at all times to comply with such regulations as the Commission may adopt forbidding such provisions and will promptly discontinue them once such regulations have become effective with respect to it and to the other national networks."

It added that in order to survive and preserve the advantages of station-supported, cooperative network, and to justify the continued willingness on the part of Mutual's contributing members to bear the brunt of financial expense and of program production, Mutual must assure itself of the unification of its stations as distinguished from an attitude in which the benefits are accepted and the obligations are ignored.

FORWARD IN '40 WITH MISSISSIPPI

Survey of over 100 business leaders reveals Central and Western Mississippi anticipates "best year since depression" in 1940.

Jackson heart of nation's second-best trade area for second successive time — Forbes Sales High Spots, Jan. 1, 1940.

New General Electric plant to add $400,000 to Jackson's annual payroll.

Invest your advertising dollars with JEDO - Mississippi's Dominant Radio Station will take you forward in '40.

THE VOICE OF MISSISSIPPI

1000 STREAMLINED Watts (Daytime)

"In the Heart of the Motor Industry" PONTIAC - MICHIGAN

BROADCASTING • Broadcast Advertising

January 15, 1940 • Page 93
NAB Sales Report

BUREAU of Advertising of the NAB has published a report on "Sales Administration of Radio Stations", issued in loose-leaf form and outlining typical sales department organizations and activities, compensation and control of salesmen, and special problems of station sales administration. The report is the result of a survey conducted among 88 stations in 1939 under supervision of Dr. Herman S. Hettiger, associate professor of marketing, Wharton School of Finance & Commerce, Pennsylvania U., reported originally by Dr. Hettiger before the NAB sales managers' committee at the 17th annual NAB convention last July. Extra copies of the report are available to members, free of charge, on request to the Bureau of Radio Advertising.

TEXAS CO., New York (Texaco gasoline), on Jan. 15 is starting a seasonal program for 15 weeks on WQAM, Miami, using Tommy Atkins, the Texaco "fishing reporter", giving fishing tips (Friday, Saturday, and Sunday, 6:30-8:45 p.m. Agency: Buchman & Co., New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.

Telephone National 7797

HERBERT LEE BLYE
Radio Construction Engineer
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

No Nazi Rations
LIFE looked pretty dark to William L. Shirer, CBS correspondent in Berlin, when Germany began rationing food on a stringent war basis according to calories required to perform one's work. Things worked out happily for Shirer, however, as foreign correspondents are classified as hard laborers and receive double rations. Besides, he gets a box of bacon, eggs and butter from friends in Denmark every third week.

Frank Rand's New Firm
FRANK RAND, former director of public relations of CBS-Chicago, has opened a new public relations firm called Rhodes & Rand. Mr. Rand started in radio in 1928 when he became publicity director of the Yankee Network with offices in Boston. In December of 1935 he joined the public relations staff of CBS-Chicago and was later named director. The new firm has offices located at 360 N. Michigan Ave., Chicago; telephone, Randolph 0014. Ander F. Rhodes, Mr. Rand's partner in the new firm, was formerly associated with Public Relations Inc., Chicago.

Piano School Tests
HAROLD Rhodes Correspondence School, Los Angeles (piano instruction), is sponsoring a twice-weekly quarter-hour transcribed musical program on WWVA, Wheeling, and a similar 30-minute show each week on KFAC, Los Angeles, in a test campaign. Other stations are to be added. Ted Dahl Adv. Agency, Los Angeles, has the account.

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CLASSIFIED ADS

Help Wanted and Situations Wanted. 12¢ per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issue.

Help Wanted

HAROLD Rhodes Correspondence School, Los Angeles (piano instruction), is sponsoring a twice-weekly quarter-hour transcribed musical program on WWVA, Wheeling, and a similar 30-minute show each week on KFAC, Los Angeles, in a test campaign. Other stations are to be added. Ted Dahl Adv. Agency, Los Angeles, has the account.

Piano School Tests

Situations Wanted (continued)

Wanted to Buy

Used Allied or Fairchild Portable Recordable Turntable, with or without Amplifier. Box A641, Broadcasting.

Wanted: complete set 1RE Proceedings to date. Box A651, Broadcasting.

For Sale

100% ownership in local Station town of over 50,000. Box A640, Broadcasting.

For Sale—Equipment

Best offer takes Western Electric 601-A 100 watt transmitter. First class condition cost $9000.00. Address Box A650, Broadcasting.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA TSB field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 1st St., New York City.

Radio Writing Course

TECHNIQUE of writing for radio, covering the field from theory to the finished script will be one of the ten courses offered during the seventh term of the Writers' School, New York, which starts Feb. 6. The radio course will be conducted by George Asnes, former director of the radio unit of the Federal Theatre, and director of the Actor's Relief Fund programs on NBC. A series of five lectures will be given by the Writers' School in addition, the March 31 lecture to be given by Norman Corwin, CBS radio director and author of So This Is Radio stories, speaking on "The New Literature of Radio."

Radio Sales Today

WANTED: "newscaster wants position with station. Write continuity, news, programming. Box A649, Broadcasting"

Radio Advertising

BROADCASTING. 1940 YEARBOOK NUMBER...mostly at request of agencies and radio advertisers. Out early in February!
Kramer Named House Patents Head; Radio Not Active as Congress Opens

By LEWIE V. GILPIN

ASIDE from the surprise appointment of Charles Kramer (D-Cal.) as chairman of the House Patents Committee and introduction of a bill (S-8043) by Sen. Thomas (D-Utah) to amend and consolidate copyright statutes [see page 28], the opening days of the second regular session of the 76th Congress were quiet from a radio viewpoint. The few other radio matters called up were temporarily shelved, as expected.

Rep. Kramer was named Patents Committee chairman, succeeding the late Rep. William I. Sirovich (D-N. Y.), after the post had been declined by the two ranking Democratic members of the committee, Reps. Lanham (D-D.Tex.) and Dunn (D-Penn.), who hold other chairmanships. Rep. Lanham heads the Public Buildings & Grounds Committee and Rep. Dunn the Census Committee. Under House rules either would have had to relinquish leadership of his other committee to accept the Patents Committee chairmanship [BROADCASTING, Jan. 1].

Favors Movies

Previously in copyright matters the new chairman has reflected pro-movie sympathies. Since the Los Angeles County district he represents includes the film and radio centers of Hollywood, it is considered likely his picture industry leanings will continue as he takes over as chairman. Rep. Sirovich was known as a staunch ASCAP supporter, and at the time of his recent death it was pointed out that Rep. Lanham, ranking ASCAP successor, had also shown ASCAP sympathies.

Rep. Kramer, whose home is Los Angeles, where he is an attorney, attended public and parochial schools in Chicago, DePaul U, and Illinois College of Law. He was elected to the 76th Congress and has been serving continuously since.

In addition to introduction of the Thomas bill, two other measures concerning radio were passed over on the Senate Calendar Jan. 8—the Logan bill (S-517) outlawing the broadcast of liquor and beer advertising, and the Logan bill (S-915) to revise administrative court procedure. Sen. Johnson (D-Col.), told BROADCASTING he would press for immediate consideration by the Senate and attempt to bring his bill to a vote during the present session. He added that if the bill were defeated, he probably would introduce a modified proposal. Although he has worked out no details for a substitute, he stated it likely would be built around a requirement that stations accepting liquor or beer advertising provide an equal amount of free time for anti-liquor "educational broadcasts".

Logan Bill Status

Sen. King (D-Utah), chairman of the Judiciary subcommittee which held hearings on the measure, has handled the Logan bill since the death last session of Sen. Logan (D-Ky.). When the measure was passed over Jan. 8 at the request of Majority Leader Barkley, who stated that consideration of the measure should be postponed until Department of Justice amendments could be offered, Sen. King urged speedy offer of all amendment proposals and stated that he would try to have the bill considered "at an early date."

The first Congressional cognizance of the NAB program code controversy appeared Jan. 10 when Rep. O'Connor (D-Mont.) had printed in the Congressional Record a resolution of the Billings (Mont.) Townsend Club taking issue with the controversial issues restrictions of the code. Among other demands set forth in the resolution was one that the FCC cancel the licenses of all stations adhering to the rule, either voluntarily or by statutory requirement. In addition the resolution urged a boycott of all advertisers using the facilities of NAB member stations until the rule is abrogated.

Listening Post

WBWB Chicago, has established a shortwave listening post in the home of J. Owen Weaver, news editor of CBS-Chicago. Using a CBS-Hammarlund Super-Pro receiver, Mr. Weaver checks shortwave broadcasts in French, Italian and English from 4 p.m. through 1 a.m. (CST) for news summaries used on his regular 6:55 a.m. newscast. The service is used to supplement the CBS European news round-up heard each morning in Chicago at 7 a.m.
DECISIONS

January 2

WMBG, Brooklyn, N.Y.—WGBL, Brooklyn, N.Y.—WGBL Broadcasting
Corporation. Approval (3) of order of December 13, 1939, extending license
Provision (4) of order of 12:05-27 extended 30 days from December 31, 1939,
4:00, 3941, 4302, 4331, 4622.

* * *

January 3

WFMW, Fort Smith, Ark.—Granted mod. license to 1,750 kw. new transmod.
WMO, Mansfield, Ohio—Granted mod. license to 1,250 kw. new transmod.
KCIQ, Kilgore, Tex.—Granted mod. license to 150 kw., new transmod. to

January 4

WPRO, Providence—License increase power from 100 kw. to 150 kw.
WFLY, Youngstown—License increase power from 100 kw. to 150 kw.
KPTL, Ft. Lauderdale, Fla.—Moder. license to 5 kw.
WYLY, Houston—License increase power from 15 kw. to 25 kw.

January 5

WJLD, Seagard, La.—Granted mod. license to 20 kw. new transmod.

January 6

WKYZ, Tuscaloosa, Ala.—Granted mod. license to 10 kw.

APPLICATIONS

January 4

WAPY, Portsmouth, O.—Certificate increase to 150 kw.
WSKB, McComb, Miss.—Certificate increase to 250 kw.

January 10

WBBP, Huntington, Va.—License increase to 250 kw.
RKJ, New Orleans, La.—Certificate change from 150 kw. to 250 kw.

January 11

WDMJ, Pittsburgh, Pa.—License increase to 5 kw.
KJRL, LaGrande, Ore.—Certificate change equipment.

January 18

KGBK, May Department Stores Corp., Los Angeles—License increase power.

FEDERAL COMMUNICATIONS COMMISSION

In the Matter of

MISCELLANEOUS

January 1

WJRD, Tuscaloosa, Ala.—Granted license.

New York City—Granted license new antenna, move transmod.

WKBW, Buffalo, N.Y.—Licensed new station.

January 2

WNEW, Herbert L. Wilson, Middletown, N.Y.—CP license to 1,420 kw.

January 3

WABC, New York—Tip, 1420 kw. added, license.

January 4

_LINEAR, Roseville, Calif.—Move twenty w. CP.

January 5

WIIH, Mr. R. B. Grant—License increase power.

January 6

WIXW, Albany, N. Y.—License increase power.

January 7

WNLX, New York—Licensing.

January 8

KCSO, Kansas City, Mo.—License increase power.

January 9

WPTF, Raleigh, Harley—Granted mod. license to 10 kw.

January 10

NEW, Akron, Ohio—Granted license to 1,530 kw. new transmod.

January 11

WJSW, Ashland, Wis.—Granted new station 1780 kw. 100 w. new transmod.

January 12

WJZ, Newark, N.J.—Granted station 1150 kw. 100 w. new transmod.

January 13

NEW, Lansing, Mich.—Licensed new station 1310 kw. 100 w. new transmod.

January 15

NEW, Lakeland, Fla.—Licensed new station 1450 kw. 150-250 w. new transmod.

January 16

NEW, Binghamton, N.Y.—Licensed new station 1400 kw. 150-250 w. new transmod.

January 17

NEW, Long Beach, Calif.—Granted CP license new station 1310 kw. 100 w.

January 18

NEW, Naples, Fla.—Granted license new station 1400 kw. 150-250 w. new transmod.

January 19

NEW, Schenectady, N.Y.—Licensed new station 1450 kw. 150-250 w. new transmod.

January 20

NEW, Pittsburgh, Pa.—CP license 20 kw. new transmod.

January 21

NEW,扩大,扩大—CP license 150 kw. new transmod.

January 22

NEW, Fist of God, Ga.—CP license 150 kw. new transmod.

January 23

NEW, Baltimore, Md.—CP license 1350 kw. new transmod.

January 24

NEW, Binghamton, N.Y.—License increase power.

January 25

NEW, Binghamton, N.Y.—License increase power.

January 26

NEW, Binghamton, N.Y.—License increase power.

January 27

NEW, Binghamton, N.Y.—License increase power.

January 28

NEW, Binghamton, N.Y.—License increase power.

January 29

NEW, Binghamton, N.Y.—License increase power.

January 30

NEW, Binghamton, N.Y.—License increase power.

January 31

NEW, Binghamton, N.Y.—License increase power.

FCC Annual Report Emphasizes Role Of Radio in War, Reviews Activities

DEVOID OF recommendations for new legislation, the annual report of the
FCC for the fiscal year 1939, which ended June 30, emphasizes the role assigned
radio in the national emergency precipitated by the war.

Pointing out that during the last war there was no broadcast or high-
frequency communication problem, the FCC in its report to Congress pointed out
that today there are some 800 broadcast stations aside from 65,000 amateur and more
than 5,000 commercial stations, whose messages filter to more than 40,
000 college and secondary schools, and a network of international broadcasters
are monitored.

Legislative Base

While no legislative recommenda-
tion is made, the report explains that
the inquiry into network broadcasting policies and practices, which ran 73 days
during the fiscal year 1939, is the first step toward one possible “new regulations and
recommendations to Congress”.

During the fiscal year 1939 the FCC recommended, at the start of the fiscal year included a study of the status of the television, special investigation of the telephone in-
frastructure, international broadcasting, interference from electromagnetic devices, automatic devices to receive distress signals on shipboard and other types of carrier telephone systems.

weather broadcasts on the station, the experimental transmitter 9XM, on Jan. 3, 1940. Experimental telephonic reports had been broadcast by the station previously as early as 1917. In the interview Mr. Miller reviewed the early broadcasting attempts and cited the changes made possible in modern communication facili-
ties have made possible in weather forecasting work.

The present WHA schedule includes three official broadcasts each day
made possible in weather forecasting work.

An ABC of the FCC

TO ANSWER questions which pour in from an inquisitive public re-
respecting the FCC, an ABC of the FCC was published by that agency
Jan. 11 for general distribution. Compiled by George O. Gillingham, press relations director, the document has been released in min-
durop. In no instances, listeners write the agency regarding individual
programs. The report is printed in pamphlet form as soon as funds are available.

The Commission receives thou-

weather broadcasts. radio and other communications. octave of the present
In the past, Mr. Miller’s public service has included coordination of the

weather broadcasts. radio and other communications. octave of the present
In the past, Mr. Miller’s public service has included coordination of the

OBSERVING the 20th anniversary of regular weather radio broadcast-
casts on WHA, Madison, Wis., the station on Jan. 3 carried a special commemorative broadcast program by W. P. Coy and Eric R. Miller, Jr. (left), former
Madison meteorologist, was interviewed by Carl Brose in his office at the U. S. Weather Bureau. Mr. Miller started his regular

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BROADCASTING • Broadcast Advertising
Network Accounts
All time EST unless otherwise indicated.

New Business


BANK OF AMERICA National Trust & Savings Association, on Jan. 22 starts John Neubert, commentator, on 3 NBC California Red & Blue stations (KECA KFSDF KPO), Sun., 7-8:15 p.m. Agency: Chas. K. Stuart, San Francisco.

STERLING PRODUCTS Ltd., Windsor, Ont., (Bayer Aspirin), on Jan. 12 started On the Boulevard originating in Montreal, on 3 Canadian Broadcasting Corp. network stations, Tues. and Thurs., 2:30-3:00 p.m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS Ltd., Windsor, Ont., (Philips Milk of Magnesia) on Jan. 12 started Wally Time from NBC New York for 94 Canadian Broadcasting Corp. national network stations, Fri., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.


NEH Inc., Columbus, Ga. (Royal Crown Cola), on Feb. 16 will resume Robert Ripley’s Believe It or Not on 17 CBS stations, Fri., 10:30-11:00 p.m. Agency: BBDO, N. Y.

LARUS & BRO. Richmond (Domino cigarettes), on Feb. 6 for 20 weeks starts Ministril Minstrel on 4 NBC-Pacific Blue-Pan Pacific chain, Tues., 7-7:30 p.m. Agency: Workspace & Legler, N. Y.

Renewal Accounts

BROWN & WILLIAMSON Tobacco Co., Los Angeles (Cigarettes), on Jan. 8 started Barbers of Beviste, Mon. and Fri., 9-9:30 p.m. (CST), and on WGN Chicago and 29 Don Lee stations. Agency: Russell M. Seid Adv. Co., Chicago.

“The Crystal Specialists Since 1927
New Lower Prices!
Low Temperature Co-efficient Crystals
Approved by FCC $30 Each
Supplied in isolated Air-gap Holders in the 500-1200 k. c. band. Frequency Drift guaranteed to be ‘less than three cycles per degree centigrade change in temperature. Accuracy better than 0.1%. Direct from—
Scientific Radio Station
124 Jackson Avenue
University Park
BLYTHEVILLE, MARYLAND

Sauce May Use Blue
GROCERY PRODUCTS Mfg. Corp., Union City, N. J., which has been running a test campaign of participations since last Oc
tober for Kitchen Bouquet on Martha Deane’s program on WOR, New York, and a women’s program on KNX, Los Angeles, is consid
ering a half-hour daily program feature which would involve Mary Margaret McBride on 27 NBC-Blue stations. No starting date and no definite time for such a program, according to Ruthrauff & Ryan, New York, the agency placing the account.

ETHYL GASOLINE CORP., New York (Gasolene), on Jan. 22 renewed Tune-Up Time on 66 CBS stations, Mon., 8-8:30 p.m. Agency: BBDO, N. Y.


LADY ESTHER Co., Chicago, on Sat. and Sun. for 22 weeks starring Esther Swenson on 50 NBC stations. Mon. 10-10:30 p.m. Agency: Pellar & Ryan, N. Y.

STANDARD BRANDS, New York (Tenderleaf tea), on Jan. 12 renewed for 12 weeks starring Susan Smith on 52 NBC-Red stations, Sun., 8-8:30 p.m. (FST). Agency: J. Walter Thompson Co., N. Y.


STANDARD OIL Co. of California, San Francisco, on Jan. 11 renewed Standard network on 12 NBC-Blue Pacific stations, Thurs., 11-11:45 p.m. Agency: Cadman & EPS, San Francisco.

AMERICAN HOME PRODUCTS, New York (Big-80-801), on Jan. 30 renewed Mrs. Keys, Tracer of Lost Pers
ex on 30 NBC-Blue stations. Tues., Wed., Thurs., 7-7:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes
PROCTER & GAMBLE Co., Cincinnati (Dr. Maid), on Jan. 18 shifted Main


Sterling in Canada
STERLING PRODUCTS, Wheeling on Jan. 12 is adding the CBC to its Wally Time program for Phillips Milk of Magnesia, heard on 46 NBC-Red stations, Fridays, 9-9:30 p.m. For Bayer aspirin, the company has started a new pro
gram on CBC titled Along the Boulevards and originating in Mon
treal, Canada, in the Friday 9:30-10 p.m. period. Blackett-Sample-Hummert, Chicago, is agency.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert Tobacco), on Jan. 13 added five sta
tions to Grand Ole Opy, making a total of 28 NBC-Red stations, Sat., 10-10:30 p.m. Agency: Wm. Emy & Co., N. Y.


PROCTOR & GAMBLE Co., Cincinnati (Ivy soap), on Jan. 25 will add a rebroadcast to The O’Neills on 19 NBC-Red stations, Mon. thru Fri., 12:15-12:30 p.m. (rebroadcast, 5:45-6:15 p.m.). Agency: Compton Adv. Co., N. Y.

RICHFIELD OIL Corp., New York (gasoline, oil), on Jan. 6 added WOL, Washington, and WBL, Baltimore, to Confidentially Yours making a total of 27 CBS stations, Sat., 9:30-10:45 p.m. (some stations, 7:30-8:45 p.m.). Agency: Sherman K. Ellis, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 8 added five CBS sta
tions (WBRY, WWVA, KROY, KWFT, WCAS) to baseball, making a total of 22 CBS stations, Mon., 10-10:30 p.m. Agency: Wm. Emy & Co., N. Y.

Child Program Council Plans Six-Month Inquiry
INTO JUVENILE BROADCASTS
SECOND meeting of the Radio Council on Children’s Programs
formed recently “to bring about better children’s radio programs” (Broadcasting, Jan. 1), was held Jan. 10, at which time members of the council and representatives of the broadcasting industry met again to discuss the aims of the group.

None of the details of the meeting will be released for a two-week period, according to Dr. Alice Keli
er, chairman of the Commission on Human Relations and recently appointed publicity chairman of the Council, who definitely stated the council plans to spend the next six months making an exhaustive survey of the best children’s programs which have already been broadcast and which are currently on the air.

In other words, Dr. Kellner said, “the Council is going out to educate itself to learn how it may function in the best possible way as a liaison between the broadcasters and other organizations which have been trying to have only the best chil

KRAFT-PHENIX CHEESE Co., Chicago, has changed its corporate name to Kraft Cheese Co. The firm sponsors Bing Crosby’s Kraft Music Hall on NBC.

BLILY CRYSTAL UNITS

PRECISION BUILT FOR dependable OPERATION
Bliley Broadcast Crystals and Oven meet all
F.C.C. requirements. Write for Catalog G-11 describing complete line.

BLILY ELECTRIC COMPANY
UNION STATION BUILDING
ERIE, PA.
TELEVISION RELAYS TO GET RCA TESTS

RCA engineers will make extensive tests of the feasibility of using radio relays to go from the originating station to points beyond the horizon, experiments which will pave the way for a wireless networking of television programs, during the coming spring, it has been learned. However, RCA officials are refusing to comment on the situation at this time.

It is known, however, that laboratory experiments toward this end have been in progress for more than a year and that results indicate that the company's engineers are about ready to try out their laboratory developments on the open-air.

A low cost relay station, which can be mounted on a single pole about 60 or 70 feet high, and which can pick up and relay a signal a distance of from 25 to 60 miles, is said to be the heart of the system. Where the first relay stations will be set up or when this activity will begin, could not be learned.

WXYX Signs AFRA

CONTRACT covering the employment of the successful will-and-singers at WXYX, Detroit, was signed Jan. 10 by the station and the American Federation of Radio Artists. Emily Holt, executive secretary of the talent union, made a showing Tuesday of wind-up negotiations, which Maj. James F. Holmes, AFRA's national field representative, conducted through preliminary stages, and to sign the contract which is the first AFRA local to be signed in Detroit. Contract is said to be the first signed by AFRA in cities outside the four major program producing centers. In New York, negotiations with WHN were being continued, with the probability that WEVD and WOR, the foreign-language stations, would be approached by AFRA as soon as the WHN contract is signed.

WEVD, WQXR Pick IBEW

WEVD, New York, has executed a $2,500,000 two-year pact with Local No. 919 Radio Broadcast Technicians & Engineers, the AFL affiliate. The agreement, effective Jan. 1, 1940, and running until Dec. 31, 1941, provides a guaranteed wage of $2.50 per week for each of 25 technicians and engineers employed by the station, irrespective of the 45 minimum weekly wage provision contained in all the agreements in the industry, and which is in effect in January under an NLRRB order, issued Dec. 20, 1938. Wireless engineers were calling for a wage increase in the range of $2.50 to $3.00 per week.

Canadian Broadcasters Meet Jan. 22
To Discuss Effect of War on Industry

By JAMES MONTAGNES

THE effect of the war on broadcasting in Canada, the copyright situation, and the present state of program promotion, musicians' union, Canadian Broadcasters Corp. policy regarding network broadcasts, will be discussed when the Canadian Association of Broadcasters begins its sixth annual convention at Montreal Jan. 22 in the Mount Royal Hotel.

About 60 of Canada's 76 private-station broadcasting stations are to be represented at the convention. It is understood that a few station executives may not be present because of wartime activities, and one CAB director will not be on hand as in former years—Maj. William C. Borrett, CHNS, Halifax, who is serving with the Canadian Active Service Force [Broadcasting Dec. 15].

Results of War

Wartime effect on broadcasting will be mentioned by CAB president Harry Sedwick, CFRB, Toronto, in his review of the year, and discussion is expected on advertising trends, censorship, and other problems in connection with war-time activity, and in the attempt to keep war-time activity above the normal level. The programme for the convention includes talks by such well-known broadcasting executives as Robertson McDonald of CJOA, Montreal, and R. F. Simpson, Toronto, who will give a review of the year, and will give an illuminating picture of Canadian broadcasting today.

BATTING through a maze of official red tape, WMAZ, Macon, Ga., dispatched pint bottles of Georgia peach brandy as Christmas gifts to agency and radio executives throughout the country. The brandy, used to carry out WMAZ's slogan 'Doing a Peach of a Job in Georgia,' is manufactured right in Macon, so it was easy enough to buy, but—first the manufacturer had to send unbroken cases to the State liquor warehouse, turn the cases over to Manager E. K. Cargill in the presence of State liquor officials. Then the cases had to be opened and repacked in individual mailing cartons under official supervision. Here is the relieved Manager Cargill (left) turning over the shipment to the Railway Express Agency representative. At right is F. C. Eightsmy, manager of KGLO, Mason City, Iowa, who received the first case, a five-week pre-Christmas contest conducted by the station, in which 40 RCA "Little Nippier" radios were given away. Eight radios were given to the station to supply the six sponsors of the broadcast as announced on their program on the station.

Snowman Motif

CHRISTMAS decoration motifs of the studios of KNF, Northfield, Minn.,—instead of the traditional evergreen—was a seven-foot, plywood snowman. With orange nose and mouth, the snowman's internal structure was a banana crate, bushel basket and a tall round carton. Decorating his cotton batting wardrobe were buttons and cuffs of red streamers, with a belt of fir twigs and holly.

Spence an Applicant

APPLICATION for a new local in Washington, in which Edwin M. Spence, owner of the Washington NAB, would hold an interest, was filed with the FCC Jan. 4 by the Capital Broadcasting Co., Stanley L. Horner, president of the Buick distributor in Washington, and Dyke Cullum, Washington representative of the National Automobile Dealers Assn., each holds 100 shares in the applicant company, with Mr. Spence. Spence, prior to joining the NAB nearly two years ago as second-in-command, was manager of WBAL, Baltimore. Prior to that he headed WPG, Atlantic City municipally-owned station. The application is for 1420 kc. with 250 watts.

WVO's New Transmitter

WVO, New York, since it began operating full time Jan. 1, has transferred its transmitter operations from Seacacus, N. J. to Montclair. The lift involved the shipment of a stunt-exciting one of its existing 225-feet steel towers, the installation of a coaxial transmission line, construction of a coupling unit and new ground system, as well as necessary remodelling of the tower to facilitate these changes. The entire construction was done between Jan. 1 and 6, under the supervision of Robert E. Study, WVO chief engineer, who will remain in charge while Laboratories acting as consultants.

Buttermilk Hookup

CONSOLIDATED Products Co., Danville, Ill. (the semi-solid butter-milk), on Feb. 6 starts a thrice weekly quarter-hour program originating at the Danville plant, on the following special network: WLS, Chicago; WHK, Columbus; WOAC, Indianapolis; WOR, New York; WANE, WYFD, WBOC, Norfolk; WTM, Cedar Rapids. Titled the Semi-solid Rowdies, the program will be aired Tuesday, Thursday, and Saturday, 3:30-4:30 a.m., CST. Agency is Mace Adv., Peoria.

WOODMEN ACCIDENT Co., Lincoln, Neb. (for Life), and Woodmen Life, and its subsidiary Woodmen Life of New York, have decided to sponsor an eight-week radio campaign for WABC, New York. This year other CBS stations throughout the country took up the idea, of which have reported an intake of 35,000 more books.

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BROADCASTING • Broadcast Advertising
While crossing Ohio, the crew of Admiral Byrd's snow cruiser is interviewed by Jerry Burns, announcer, and Herb Flaig, WLW Special Events director.

With three Mobile Units, WLW covers the events of outstanding interest in WLW-land. Besides innumerable local pick-ups, these units obtained over 200 out-of-town events for WLW listeners during 1939.

From the air, Michael Hinn, WLW newscaster, gets a vivid picture of Morehead, Ky., just after it was hit by a flash flood. Few hours later, the WLW Mobile Unit was broadcasting from the spot.

WLW not only welcomes, but maintains a Special Events department of four people, to seek out events which reflect life as it is lived in WLW-land.

Innumerable requests for time on WLW by various institutions and organizations and committees are not treated as one of those "necessary evils" incident to the operation of a broadcast station. But we consider these requests as definite opportunities to make our station a more integral part of the land which we serve.

This policy has taught listeners to depend upon WLW for broadcasts of news events and happenings that are genuinely of interest and concern to them. Three Mobile Units enable WLW to bring its listeners every major event within a radius of 250 miles—and frequently from as far as 600 miles.

REPRESENTATIVES - TRANSMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO
5-kilowatt RCA transmitters installed in college and university radio stations

When professors of electrical engineering and their associates choose a 5-kilowatt transmitter for their university IT'S GOT TO BE GOOD!

RCA is pleased to announce the selection of its famous air-cooled 5-D and 5-DX broadcast transmitters by the following universities:

5-D . . . WLB University of Minnesota, Minneapolis, Minn.
5-D . . . WILL University of Illinois, Urbana, Illinois
5-D . . . WTAQ St. Norbert's College, West de Pere, Wis.
5-DX. WOI Iowa State College, Ames, Iowa

When you select a 5-kilowatt transmitter, we believe you will find that a careful study of costs and performance will cause you to agree with the authorities in these colleges. You, too, will rank the 5-D and the 5-DX at the head of the class.

3 REASONS WHY YOUR REQUIREMENTS WILL BE SATISFIED, TOO

1. COMPLETELY AIR-COOLED — Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

2. POWER COSTS CUT NEARLY IN HALF— Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

3. LOW AUDIO DISTORTION — Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier noise level. Feedback is stable. No critical settings.

Use RCA tubes in your station . . . for reliable performance

"RCA 5 KWS. join the faculty"