

BROADCASTING

Vol 17 • No. 12

DECEMBER 15, 1939
WASHINGTON, D. C.

Foreign
\$4.00 the Year

Broadcast Advertising

\$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



“Are you saving
them furrin stamps?”

In this strange day of complex living, it is worthy of note that many people are interested in stamps, who have no yen whatsoever for philately. At least a great many advertisers on WHO seem very proud indeed when their WHO mail-pull includes letters (and often box-tops, etc.) from strange

lands as distant as New Zealand, Zanzibar, and “los Republicas de Sudamerica” . . .

Seriously, this mail-pull feature of WHO is one of the really remarkable things about our big, clear-channel station. *The average day runs from 1600 to 4000 letters.* Ordinarily, Iowa will furnish about half. The other half will include sizeable representation from states as far away as New York, Pennsylvania, Virginia, Florida—from California, Washington and Oregon. And there’ll be a very liberal sprinkling from outside the U. S.

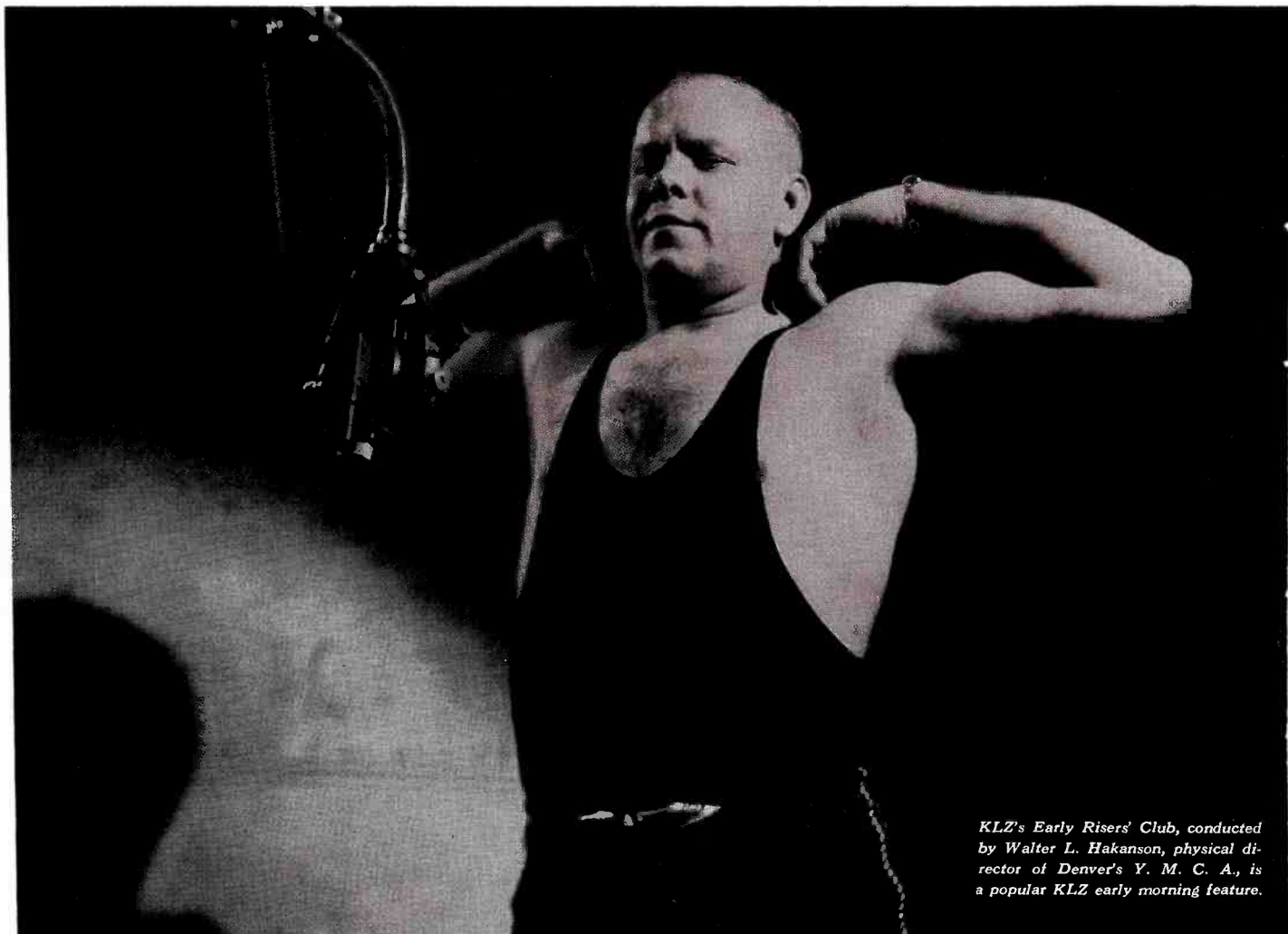
If you’d like to see the *proof* of WHO’s unmatched mail-pull, we’ll gladly send you typical mail-analyses, for numerous types of programs, and for various times of day and night. As a matter of fact, WHO can supply you with an amazing amount of factual data, on almost every detail of our audience and its habits, preferences, and productiveness. . . . Receiving several thousand letters every day, we’re just bound to know our people. Would you like an introduction?

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

Feel that **EARLY MORNING** Muscle!



KLZ's Early Risers' Club, conducted by Walter L. Hakanson, physical director of Denver's Y. M. C. A., is a popular KLZ early morning feature.

THE POWER TO DO THINGS FOR ADVERTISERS

• KLZ jumps out of bed at six in the morning, eyes wide open and with a vigor that shows no sign of sluggishness.

Take the 6 a. m. KLZ show that pulled more than 1,600 pieces of mail in two days! Take the three-month KLZ mail count. 39% of the total mail response came from programs aired before 8:45 a. m.! It is difficult to imagine any time commanding a greater listener attention than these early morning hours over KLZ.

Who starts spinning dials so early? A goodly part of the 629,000 urbanites in KLZ's regular day-time listening area begin their day with KLZ's Early Risers' Club exercises and KLZ's breakfast time tunes. Then there are 829,000 rural folk in this section who get up with the chickens. KLZ has educated these folk to start their day off by following its market reports, weather forecasts and direct-from-the-stockyards broadcasts . . . and to breakfast to KLZ's early morning melodies.

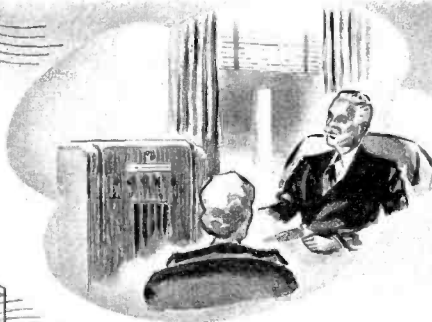
By specific program planning for its rural listeners, KLZ has turned the 6:00-6:45 a. m. time into a farm block to sell merchandise. This three-quarter hour period is recommended—and available—to sponsors who want to see rural sales swell in the Denver-Rocky Mountain area.



THE

Sold

FOLKS *at* HOME



... not "Way Down Upon the Swanee River," but in populous, prosperous New England . . . where 7% of the country's population lives . . . where savings banks have 18% of the U. S. deposits . . . where 8% of all U. S. retail sales are made.

The "Sold Folks at Home" are people in the Colonial Network's 18-local-station, home influence areas, where your sales messages register and get response. When it's a question of getting the MOST for

your money in New England sales promotion for 1940 . . . The Colonial Network is the most logical answer.

| | | | |
|------|-------------|------|------------|
| WAAB | Boston | WTHT | Hartford |
| WEAN | Providence | WATR | Waterbury |
| WICC | Bridgeport | WBRK | Pittsfield |
| | New Haven | WNLC | New London |
| WLLH | Lowell | WLNH | Laconia |
| | Lawrence | WRDO | Augusta |
| WSAR | Fall River | WHA1 | Greenfield |
| WSPR | Springfield | WCOU | Lewiston |
| WLBZ | Bangor | | Auburn |
| WFEA | Manchester | WSYB | Rutland |
| WNBH | New Bedford | | |

The Colonial Network

21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS
 EDWARD PETRY & CO., INC., *National Sales Representative*

I'LL SAY
DON LEE'S
GUARANTEED TIME
PAYS DIVIDENDS



You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED!

When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean *just* that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures . . . a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city! And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.



DON LEE

MUTUAL

1076 W. 7th St., Los Angeles, Calif.

Thomas S. Lee, Pres.

LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual . . . Represented by Blair

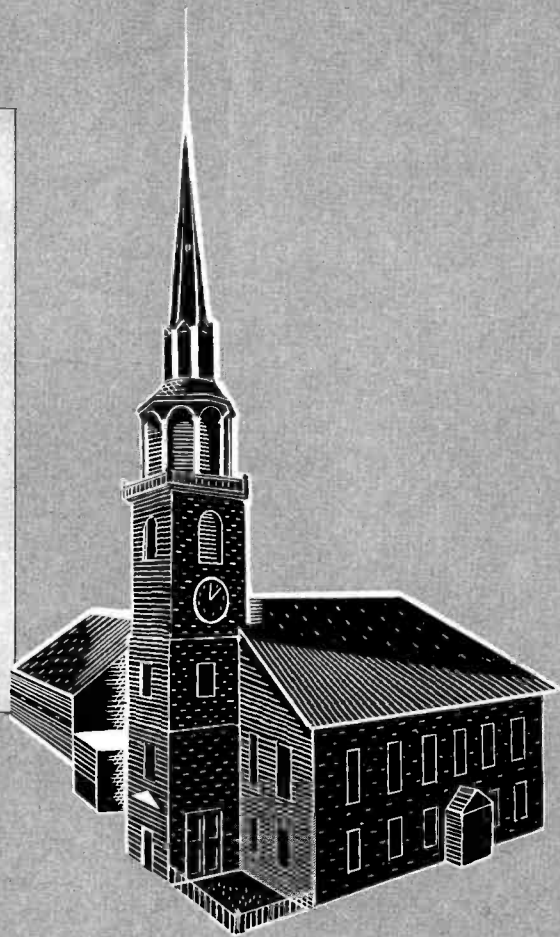
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

www.americanradiohistory.com

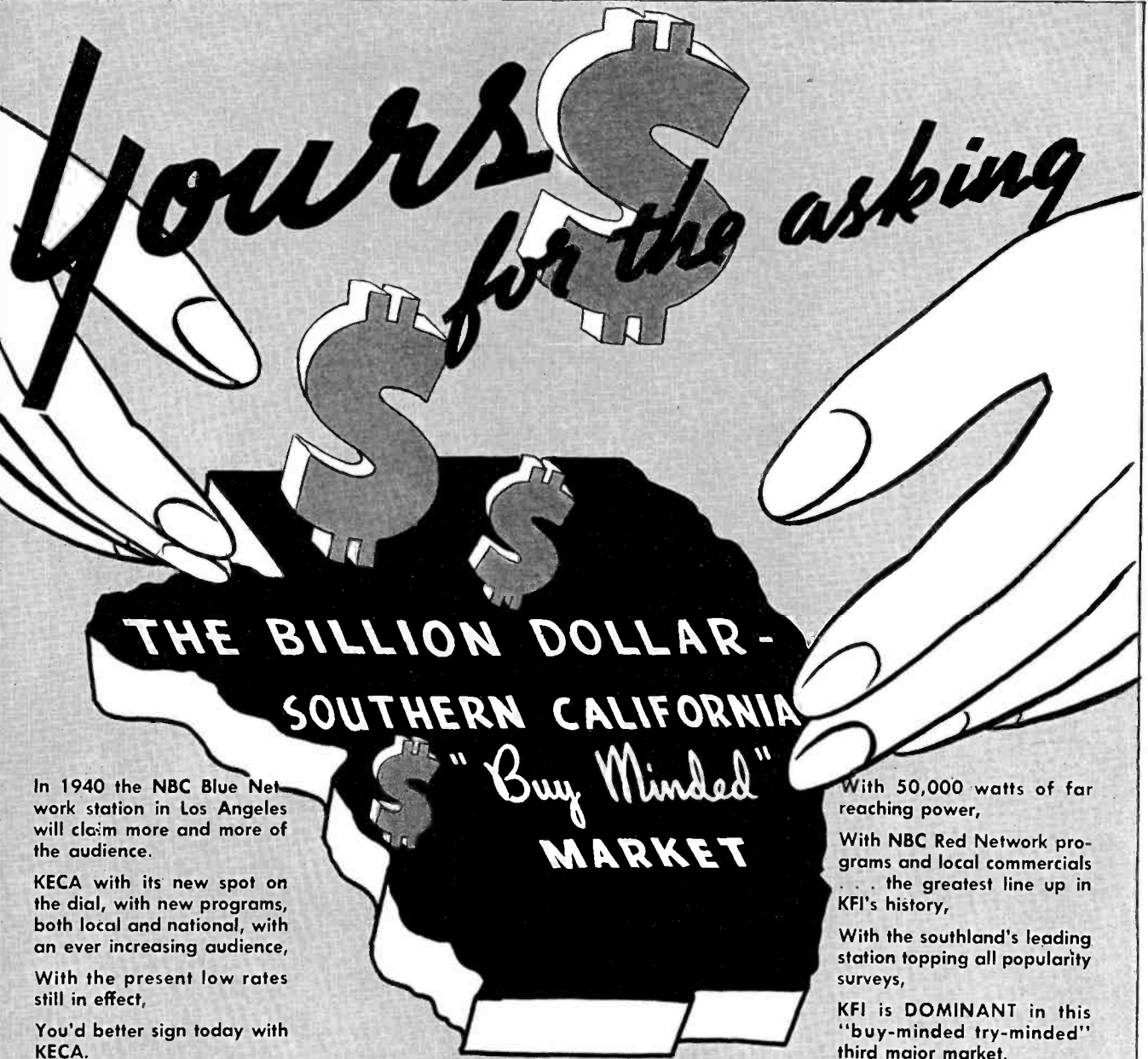
Waste-free coverage of all New England

THE Columbia New England Network consists of nine CBS stations; *individually* covering the nine major New England markets; *collectively* covering New England. That is what we mean by “waste-free coverage”. Nine stations—at nine-station cost, doing *all* the job.



COLUMBIA NEW ENGLAND NETWORK

A division of the Columbia Broadcasting System. Sales Offices: 182 Tremont Street—Boston, New York, Chicago, Philadelphia, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco



Yours for the asking

**THE BILLION DOLLAR -
SOUTHERN CALIFORNIA
"Buy Minded"
MARKET**

In 1940 the NBC Blue Network station in Los Angeles will claim more and more of the audience.

KECA with its new spot on the dial, with new programs, both local and national, with an ever increasing audience,

With the present low rates still in effect,

You'd better sign today with KECA.

With 50,000 watts of far reaching power,

With NBC Red Network programs and local commercials . . . the greatest line up in KFI's history,

With the southland's leading station topping all popularity surveys,

KFI is DOMINANT in this "buy-minded try-minded" third major market.

YOUR CHOICE OF TWO LOS ANGELES NBC STATIONS TO FIT YOUR BUDGET

780
KECA
NBC BLUE NETWORK
5000 watts day
1000 watts night

Owned and Operated by
Frank C. Anthony, Inc.
LOS ANGELES, CALIFORNIA

640
KFI
NBC RED NETWORK
50,000 watts
clear channel

FREE & PETERS, Inc.
KECA National Sales Representative

EDWARD PETRY & CO.
KFI National Sales Representative



Christmas has changed ~

AND MILLIONS THANK RADIO!

THE MAGIC SEASON is with us again. The jingle of bells and the bright eyes of children... the gaily colored lights and the soft scent of pine—Christmas is coming! The same old wonderful Christmas—yet one so different from a few years ago, so gloriously different—thanks to the miracle of radio!

Through NBC, radio today joins you with millions of others in far-away places for Christmas celebration. As you sit by the warmth of your fireside, radio speeds you on invisible wings to the President's side as he lights the Great Tree of the nation... to the

beautiful ceremonies and inspiring music in famous churches...to the court of a monarch sending Yuletide greetings to his far-flung empire...to still another distant land where you'll hear a choir from Rome sing beloved Christmas Carols and age-old hymns.

Yes, radio *has* changed Christmas. It has lent new meaning to the joyous Bells of Bethlehem...helping them to ring in more hearts...banishing loneliness, doubt and fear...enriching more lives with the spirit expressed by Tiny Tim,

"God bless us, every one! Merry Christmas!"

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System • A Radio Corporation of America Service

CBC

IN THE MARITIMES

A REGION WHERE OVER A
MILLION CANADIANS SPEND
\$151,613,000 YEARLY
THROUGH RETAILERS



and the CBC NETWORK Dominates This Market

THE FACILITIES of the CBC make radio in Canada an organized medium which not only links up Canada from sea to sea but, through strategically located key stations and regional networks, provides intensive coverage of each province in the Dominion.

In the Maritimes, for instance, over a million Canadians contribute to Canada's prosperity by producing goods worth \$195,732,173 each year, and by spending \$151,613,000 annually with retailers. There are nearly 100,000 Radio Homes in this wealthy region. CBC, through its 50,000-Watt Station CBA, and regional network, reaches over 80% of these homes.

This outstanding percentage is typical of CBC coverage from coast to coast and is increasingly important because a consistent record of the finest radio entertainment has built up a CBC audience unequalled anywhere outside Canada for its goodwill and loyalty.



CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal



MIGHTY

oaks from WBT's acorns grow



You'd have thought those acorns were nuggets. The rush came not only from the Carolinas, but from as far away as Wisconsin and Iowa. The Mayor of Darlington, S. C., speaking on a WBT farm broadcast, casually mentioned that he had some thousand acorns lying in his orchards and if anybody cared to nurse a live Carolina oak, WBT would be glad to send the means whereby. Unaware that he had started an avalanche, he went on to the main subject of his talk, the delightful town of Darlington, in the state of South Carolina.

WBT's live oaks grow all over the country now. In Canada, too. A week after the broadcast, came a letter postmarked Saskatchewan (1,830 miles from WBT). Its writer said that where she lived there wasn't an oak tree for miles around. She owed her radio much, she wrote, but she never dreamed it would be the means of bringing real Carolina live-oaks to her door—for nothing! By the time WBT rushed off her trees-to-be, the Mayor's acorns were completely exhausted.

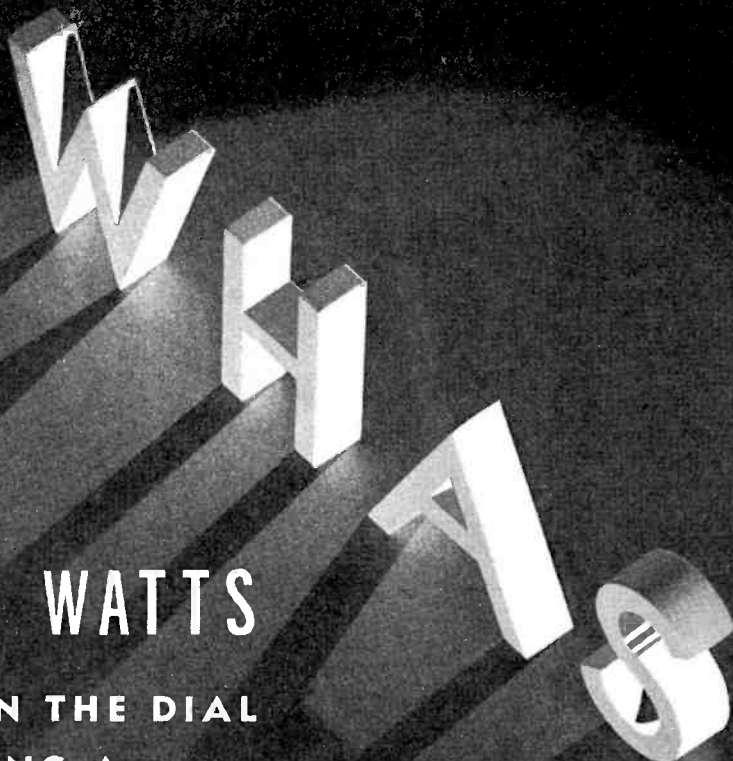
In such broadcasts WBT serves its listeners. It serves its clients, too, by planting the seed of their sales messages in minds made *willing* by just such brilliant radio as WBT creates each day. Sales grow, on WBT. Any Radio Sales office will help *your* sales too.



CHARLOTTE, N. C. • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System.
Represented by Radio Sales: New York, Chicago, Detroit,
St. Louis, Charlotte, N. C., Los Angeles, San Francisco

POWER... *where it counts*



50,000 WATTS

AT 820 ON THE DIAL

SELLING A

\$2,214,269,000

MARKET

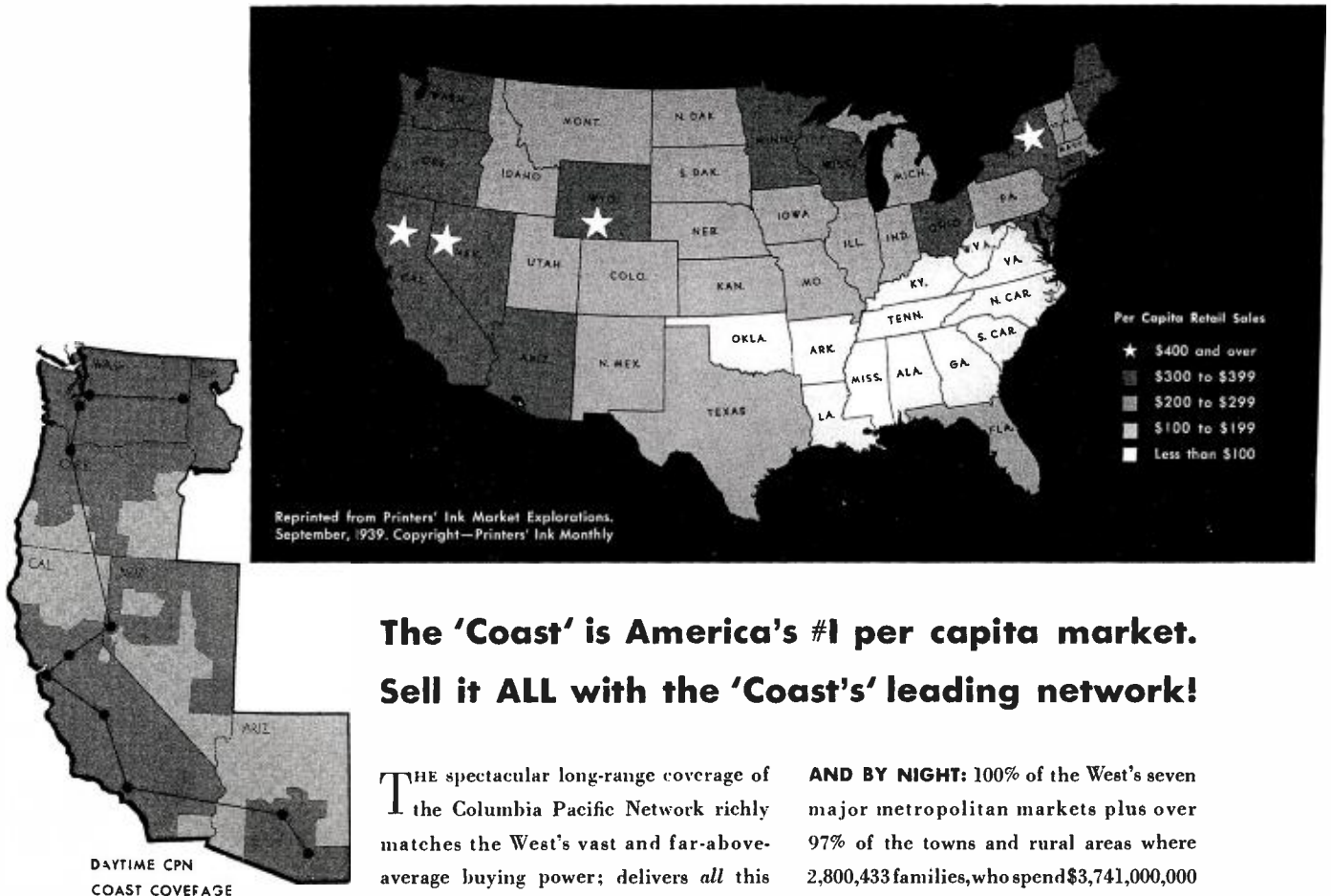
BASIC CBS OUTLET

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

OWNED AND OPERATED BY

The Courier-Journal *THE LOUISVILLE TIMES*

GO WEST... BY CBS



The 'Coast' is America's #1 per capita market. Sell it ALL with the 'Coast's' leading network!

THE spectacular long-range coverage of the Columbia Pacific Network richly matches the West's vast and far-above-average buying power; delivers *all* this wealthy market—at the *lowest* cost per thousand families.

PRIMARY COVERAGE—BY DAY:

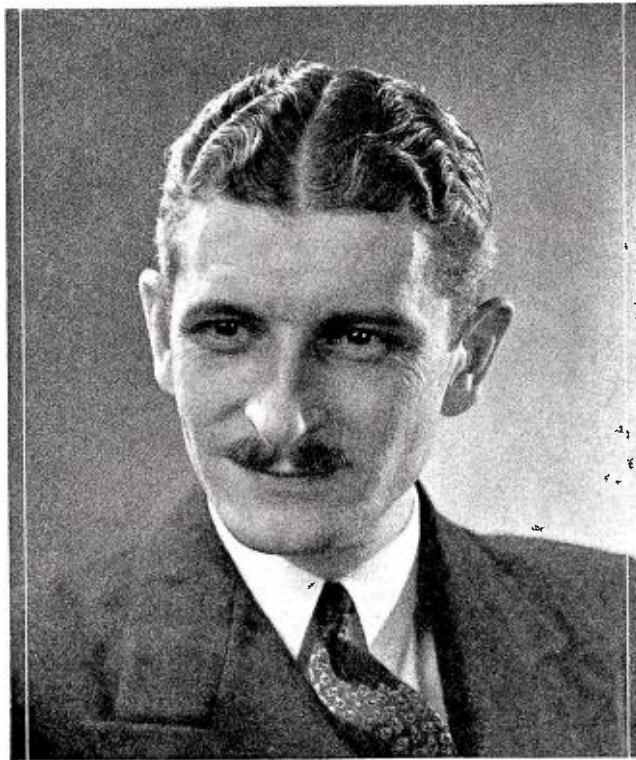
100% of the West's seven major metropolitan markets and over 85% of the profitable (but hard-to-cover) towns and rural areas—where 2,637,207 families annually spend \$3,495,000,000 at retail every year.

AND BY NIGHT: 100% of the West's seven major metropolitan markets plus over 97% of the towns and rural areas where 2,800,433 families, who spend \$3,741,000,000 at retail every year, regularly listen to the Columbia Pacific Network.

PRIME RECEPTION—On the Columbia Pacific Network you are superlatively bracketed between the top-notch programs of radio's greatest advertisers. *They* use the Columbia Pacific Network so that they, too, can sell *all* the West—economically!

COLUMBIA *Pacific* **NETWORK**
 A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis • Charlotte, North Carolina



Lew Avery Joins Free & Peters!

FREE & PETERS is proud to announce that Lewis H. Avery, one of the most outstanding men in the radio industry, is joining our organization.

For the past six years Lew Avery has been Director of Sales for WGR-WKBW, Buffalo. During 1937 and 1938 he was Chairman of the Sales Managers' Division of the National Association of Broadcasters. With such experience, it goes without saying that Lew Avery will be a tremendous addition to the resources of all our agency and advertising friends who have spot-broadcasting problems of any kind.

He will be available in our Chicago Office, on and after January 2, 1940.

EXCLUSIVE REPRESENTATIVES:

| | | |
|----------|----------|----------------------|
| WGR-WKBW | | BUFFALO |
| WCKY | | CINCINNATI |
| WDC | | DAVENPORT |
| WHO | | DES MOINES |
| WDAY | | FARGO |
| WOWO-WGL | | FT. WAYNE |
| KMBC | | KANSAS CITY |
| WAVE | | LOUISVILLE |
| WTCN | | MINNEAPOLIS-ST. PAUL |
| WMBD | | PEORIA |
| KSD | | ST. LOUIS |
| WFBL | | SYRACUSE |

SOUTHEAST

| | | |
|------|----------|------------|
| WCSC | | CHARLESTON |
| WIS | | COLUMBIA |
| WPTF | | RALEIGH |
| WDBJ | | ROANOKE |

SOUTHWEST

| | | |
|------|----------|------------------|
| KGKO | | FT. WORTH-DALLAS |
| KOMA | | OKLAHOMA CITY |
| KTUL | | TULSA |

PACIFIC COAST

| | | |
|-----------|----------|----------------|
| KECA | | LOS ANGELES |
| KOIN-KALE | | PORTLAND |
| KSFO-KROW | | SAN FRANCISCO |
| KVI | | SEATTLE-TACOMA |

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan Ave.
Franklin 6373

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

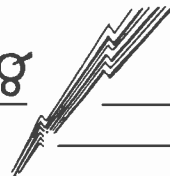
SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
650 S. Grand Ave.
Vandike 0569

ATLANTA
617 Walton Bldg.
Jackson 1678

BROADCASTING

and
Broadcast Advertising



Vol. 17. No. 12

WASHINGTON, D. C., DECEMBER 15, 1939

\$3.00 A YEAR—15c A COPY

Cox Purchases WSB, Slated For CBS

By SOL TAISHOFF

Gets 40% of WAGA; FCC Grants Speedy Approval to Record Transfer; WAGA May Become Red Outlet

IN ONE of radio's biggest transactions, former Gov. James M. Cox of Ohio on Dec. 12 acquired control of WSB, Atlanta 50,000-watter, along with a 40% interest in its sister NBC station, WAGA, Atlanta regional, with the FCC's approval.

Now an important link in NBC's Red network, WSB is expected to shift to CBS as soon as contract adjustments can be made. WAGA will not be purchased outright by the Cox interests, and may eventually fall in the lap of the *Atlanta Constitution*, competitor of the *Atlanta Journal*, which Gov. Cox acquired in the transaction.

The former Ohio Governor and 1920 Democratic nominee for President, whose running mate was Franklin D. Roosevelt, bought 70% of the common stock of the Journal Co., including WSB and its minority interest in WAGA, for \$1,826,125, along with all of the preferred stock for another \$117,560 in an all-cash deal.

Speed Records Broken

No specific price was placed on the station, though the application approved by the FCC showed an investment in WSB of \$362,549.91, and a replacement value of \$286,507.90. It is presumed one of these figures constituted the basis of FCC approval of the transfer of the clear channel outlet. The price on 40% of WAGA was stipulated at \$40,000.

So far as known, all existing speed records were broken by the FCC in approving the transaction. The application for transfer was filed Dec. 8, announced Dec. 11 in the routine releases and approved Dec. 12. The contract carried a clause under which the all-cash sale would be void unless acted on by Dec. 29, which is said to account for the celerity in FCC action.

While the FCC was not apprised of it officially, the Cox transaction is reported to have included purchase also of the Hearst-owned *Atlanta Georgian* for \$1,000,000. Should Gov. Cox acquire the remaining 30% of the outstanding common stock of the Atlanta Journal Co., at the established price of \$450 per share, it is estimated he will have invested upwards of \$3,-

500,000 in entering the Atlanta newspaper-radio field. It is reported the *Georgian* will be discontinued and that Clark Howell, publisher of the *Constitution*, probably participated in this transaction.

Gov. Cox already is the owner of WIOD, Miami regional, and the *Miami Daily News*; WHIO, Dayton, and the *Dayton Daily News*, and the two Springfield, O., dailies—the *News* and *Sun*. WIOD is an NBC outlet, but WHIO, originally on NBC, joined CBS two years ago.

The switch of WSB to CBS is understood to be under active negotiation, though some question has arisen about the present NBC contract with the station. The duration of the contract with NBC was said to be for seven years, having been extended only six months ago. Gov. Cox, however, it was said, would insist upon the shift. The present CBS outlet is WGST, regional operated under lease from Georgia Institute of Technology by a group headed by Sam Pickard, CBS vice-president and counsellor. WSB is the only clear channel station in its area. Of the other clear channel stations in the Old South, WSM, Nashville, is on NBC; WBT, Charlotte, is CBS-owned, and WWL, New Orleans, is a CBS affiliate.

No Personnel Changes

It is understood Gov. Cox plans to maintain the existing personnel of WSB, for the time being.

WAGA, on NBC-Blue, is owned by the Liberty Broadcasting Corp., but is managed by the *Atlanta Journal*. Lambdin Kay, veteran broadcaster, is manager of both stations. The *Journal* owns 40% of the common stock and about an equivalent amount of the preferred, with Norman K. Winston, New York realtor and associate of Arde Bulova, watch manufacturer and

Enters Atlanta Field



JAMES M. COX

station owner, holding approximately 60% of the common stock, and about the same of preferred. Harold A. Lafount, former Radio Commissioner and Bulova radio executive, holds a qualifying share. An option, however, was held by the Journal Co. for acquisition of additional stock, but its disposition is still under negotiation.

Gov. Cox, it was learned, has advised the FCC it is not his intention to operate two stations in Atlanta. Thus, it appears certain that WAGA will be disposed of to other interests. The *Constitution*, headed by Mr. Howell, has been seeking an Atlanta station, and conceivably will wind up with WAGA's ownership or control, or perhaps the 40% minority now held by Gov. Cox. Based upon the present outlook, WAGA is certain to remain an NBC outlet, and if the WSB affiliation is shifted to CBS swiftly, it is likely to succeed the bigger station as the Red outlet.

The financial statement of WSB filed with the FCC indicated current earnings of somewhat more than \$150,000. On that basis, it is estimated the station could logically be expected to have a valuation

of \$1,500,000, if separately acquired, particularly since it is a clear channel outlet, operating on the favorable 740 kc. channel. The fact that no "going concern" or goodwill value was placed either on the station or on the newspaper accounts for the figures submitted to the FCC. The WBS financial report showed that for the year from November 1938 to November 1939, the station had gross receipts of \$397,389.70. Gross disbursements were \$245,071.18. The net, therefore, was \$152,318.52.

One of the Largest

The all-time record station transfer transaction was CBS's acquisition in 1936 of KNX, Los Angeles, for approximately \$1,250,000. One or two other clear channel sales have been around the \$1,000,000 mark, including WMAQ, Chicago, purchased by NBC, and NBC's purchase of WENR, half-time Chicago clear channel outlet, for some \$600,000.

The entire Atlanta transaction was consummated for the Cox-Journal interests through William Smith Davis, of Davis & Thompson Inc., Cleveland newspaper brokers. It is reported their commission on the Journal transaction, including the stations, is approximately \$75,000. The transaction has been under negotiation for some two years. Horace L. Lohnes, Washington attorney for the Cox interests, and Ben S. Fisher, WSB-WAGA attorney, represented the radio aspects of the Journal Co. affairs. John A. Brice, vice-president and general manager and a minority stockholder in the Journal Co. and Gov. Cox himself handled the negotiations. Mervin B. France, of Atlanta, on Dec. 6 received in escrow the cash of approximately \$1,944,000 involved.

Gov. Cox acquired, in the Journal Co. sale, 4,058 of 5,750 shares of the common stock at \$450 per share, or an aggregate of \$1,826,125, representing approximately 70% of the outstanding common stock. He agreed to purchase the balance of the stock at the same figure. He paid \$117,560 for all of the preferred stock. The voting common stock was purchased from only 10 of the 30 stockholders.

The purchase was primarily from the Gray family, which for more

(Continued on page 82)

Industry Awaits Next Move by AFM

IRNA Revival Urged; Convention Call Is Suggested

FEELING that nothing short of Government intervention can stave off a strike, unless union musicians completely reverse their stand, the broadcasting industry is awaiting the next move of the American Federation of Musicians which has already served notice that its members will be called out of all networks and stations Jan. 17 when current contracts expire.

While Independent Radio Network Affiliates, which carried the initial burden of attempting to negotiate a settlement with AFM, is practically dormant, a move to revive it has been launched within the industry by responsible broadcasters. A suggestion by Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, that a business convention be called if affiliates are ready to act one way or the other, is being seriously discussed within the industry.

No Federal Action

Though the plight of the broadcasting industry has been brought to the attention of the Department of Justice, there has been no indication as yet of any intervention by it. Samuel R. Rosenbaum, chairman of IRNA, informally discussed the situation with Government attorneys Nov. 29, particularly in the light of the recent statement by Assistant Attorney General Thurman Arnold, regarding labor practices [BROADCASTING, Dec. 1]. Because of the failure of network affiliated stations to lend support to IRNA, that organization has since refrained from further contacts either with the Department or with AFM.

Meanwhile, Mr. Rosenbaum advised affiliated stations Dec. 6 the only development since the collapse of negotiations with AFM last month was an intimation by AFM officers that unless they get a proposition from the industry in the next few days, AFM will notify networks that after Jan. 17 every musician who plays on a network must be paid not only by the station at which he performs but also by every other station which broadcasts the music. This was vigorously denied, however, at AFM headquarters.

While AFM President Joseph N. Weber was ill at home and could not be reached for comment, a spokesman at AFM headquarters, in denying the Rosenbaum observation, said the situation has not changed and AFM is awaiting "whatever proposals the broadcasters care to make". It was emphasized the union itself will originate "no more suggestions" for an agreement with radio following withdrawal of its previously submitted plan coincident with the breaking off of negotiations with the IRNA Executive Committee [BROADCASTING, Dec. 1]. AFM had asked an additional \$1,500,000 per

year, amounting roughly to a 50% increase in present expenditures for musicians by network affiliates as well as a flat \$60,000 per year increase for each network key.

Asked for details as to what the union expects to do about transcriptions and phonograph records, to which stations might turn for music if no satisfactory solution is reached and if the AFM enforces its threat to stop its members from working for the affiliate stations locally or on network programs, the AFM spokesman replied the matter had not yet been discussed by its International Board but would be handled when it arose [see story on page 81].

Ethridge's Views

Along with his letter to affiliates Dec. 6, Mr. Rosenbaum dispatched a letter written by Mr. Ethridge dealing with the musicians situation. Mr. Ethridge was largely responsible for the formation of IRNA two years ago, which handled as its first task the completion of existing employment contracts with AFM. The letter was written by Mr. Ethridge to J. Harold Ryan, vice-president of WSPD, Toledo, and an NAB director. Having participated in the discussions with the AFM board as a member of the IRNA executive committee, Mr. Ethridge observed that anyone who holds out the hope that the industry's differences with the musicians union can be settled on a local basis "is indulging in an unreality". He added it could not be accomplished even in case of a strike, in his opinion.

Pointing out that only 70 affiliates had actually joined the reorganized IRNA, Mr. Ethridge said replies to questionnaires were unanimous in instructing IRNA's executive committee to negotiate no arrangement that contemplated the expenditure of more money. The situation today, he said, seems to be up to individual affiliates in the sense that they must determine whether they want a strike or want a deal.

He pointed out that a strike

CONTEST BY GRUEN

Watch Firm Offering Prizes

For Ad Ideas

ADVERTISING student sending in the best suggestions for a radio program, a magazine advertisement or a poster to Gruen Watch Co., Cincinnati, will win a \$500 scholarship in a copy contest to run through Jan. 15, 1940. Second prize will be a \$250 scholarship and ten additional prizes of Gruen "Very-Thin" watches will be given.

The jury selecting the winner includes: Clay Morgan, assistant to the president of NBC; Myron Everts, president, Retail Jewelers' Assn.; Don Hobart, director of research, Curtis Publishing Co.; Roy Dickinson, president, *Printers' Ink*; Howard Scott, poster artist, and Stanford Briggs and John J. McCarthy, vice-presidents of McCann-Erickson, New York, Gruen agency.

would mean shutting off network service and possible sympathy strikes by other union groups. Transcriptions and phonograph records would be shut off by AFM to whatever extent it is able. House bands and remotes would be cut off. Music for stations probably would come from records and transcriptions already available and from whatever non-union or amateur source it could be culled. Declaring that the alternative is to make a deal upon some terms, Mr. Ethridge said it may be that this will be impossible in the long run because the union "will insist upon an unreasonable attitude such as it now maintains".

Three Courses of Action

IRNA can deal for affiliates only if the stations want it, Mr. Ethridge said. He added that personally he was not going to try to sell stations something they don't want. He referred to the hardships of two years ago when the musicians first confronted the industry. He said he did not propose to go back to the unions on any sort of negotiation until the executive board of

IRNA is fully clothed with power to do something about the situation.

As to suggestions, Mr. Ethridge said affiliates first should ascertain for themselves, through the networks preferably, what situation would ensue if a strike occurred. Then he said they should come to some "rational rather than emotional conclusion about what they want to do".

"If now is the time to take a strike", he added "let's take it on some basis of determination that we have the means and the strength and the unity to win it. The third thing is for the affiliate to determine whether he wants any further effort made and, if he does, he should determine whom he wants to represent him".

Mr. Ethridge observed that the affiliate can deal with the union through his network, insist that NAB set up machinery not now in existence, or deal through IRNA but only after he has joined IRNA and after he has expressly commanded the board to act. He suggested that if the demand were strong enough a convention might be called to "talk things over". Asserting he was not anxious to see any convention where "we merely pop off", he said he might favor one "where we face the realities and settle what we want to do on some basis of reason. I do not know whether there is anything desirable a convention could do or not".

Must Have Complaint

While no formal word was forthcoming from the Department of Justice following Mr. Rosenbaum's visit, it is by no means certain the Department will not act. Customarily the Department does not look into questions of this character without a specific complaint and, so far as known, none has been filed. Presumably the only other basis on which the Department might intervene would be on a charge of conspiracy to compel employment of useless labor. It was pointed out that Assistant Attorney General Arnold, in connection with pending litigation against building trades unions, observed that unreasonable restraints "designed to compel the hiring of useless and unnecessary labor" are contrary to law. This is viewed as on all four's with the complaint of broadcasters against AFM.

Attorney General Frank Murphy has supported the views expressed by Mr. Arnold that labor unions can be prosecuted under the anti-trust laws for illegal practices. The American Federation of Labor, of which AFM is an affiliate, has protested the Department's position.

George Harm

GEORGE HARM, 55, owner of KARM, Fresno, Cal., died Dec. 11 after a heart attack that followed a brief illness. Born in San Francisco Jan. 12, 1885, he lived in Fresno for the last 30 years, starting with KARM on Jan. 15, 1938. Because of his wide holdings in the community and his civic interests, he was known as "the first citizen of Fresno". A pioneer in the trucking and transportation business, he is survived by his wife and 10-year-old son.



Drawn for BROADCASTING by Sid Hix

"And Now We Turn You Over to Merry Old Kris Kringle Himself, Who Knows Just What Little Boys and Girls Need!"

Mexican Stations to Squat on U. S. Clears

Foresee Serious Interference in U. S.

REASSIGNMENT of several Mexican border stations now operating on Canadian channels to wavelengths used by clear channel stations in the United States, has been ordered by the Mexican Government, threatening serious interference with reception in this country.

It is learned by BROADCASTING on unimpeachable authority that the Mexican Government has decided to shift the 180,000-watt XERA, at Villa Acuna, operated by Dr. John R. Brinkley, and the 50,000-watt XENT, Neuvo Laredo, operated by Norman T. Baker, to clear channels now used in this country. Moreover, it has just licensed a new border outlet, XERB, at Rosarito, across the border from San Diego, to operate with 50,000 watts on 1090 kc., the clear channel assigned to KMOX, St. Louis.

Can Boost Power

The Brinkley and Baker stations, which in past years have wrought havoc with domestic reception, are authorized for even greater power than now assigned to them—XERA can go to 850,000 watts and XENT to 150,000, according to the latest Mexican logs. XERA, located across the border from Del Rio, Tex., now is operating on 840 kc., a Canadian exclusive channel used by the Canadian Broadcasting Corporation's CBL, Toronto. XENT is now operating on 910 kc., used by the CBC's CFB, Montreal, with 50,000 watts, and by CKY, Winnipeg, with 15,000 watts, and CJAT, Trail, B. C., with 1,000 watts.

The advices received by BROADCASTING are that these stations will be shifted to two of four channels already selected. These are 710 kc., on which WOR, Newark, is the dominant station; 720 kc., the clear channel of WGN, Chicago; 750 kc., the clear channel of WJR, Detroit, or 1170 kc., used by WCAU, Philadelphia. Each of these channels is occupied by a 50,000-watt.

The informed reports stated that the Mexican Radio Department, headed by General Ignacio Galindo, is studying the technical aspects of these frequencies to decide which two of the four it will assign, based on least interference factors to other Mexican stations.

Why the Mexican Government suddenly has decided to desert the Canadian frequencies, and authorize these stations to "squat" on U. S. channels, was not explained. It was presumed, however, that international relations are interwoven in the decision, perhaps relat-

ing to some extent to the oil seizure controversy. Moreover, the fact that Mexico has not yet ratified the North American Broadcasting Agreement means that it is not bound by its terms, and therefore may consider itself a free agent in the use of broadcast frequencies.

Based on past experiences of U. S. stations, interference of the type which would be created by the projected operation might prove ruinous. Several of the stations involved have undergone the rigors of border station operation on their channels a few years ago—when the border stations operated on mid-channels and before the shifts to the Canadian frequencies. At that time, the border stations used less power than their present outputs.

Retaliation Possible

It is not improbable, should the transfers be ordered, that the FCC may authorize counter measures to prevent destruction of service here. In the past, thought had been given to setting up at the borders of transmitters which would blast a high-power carrier on the same

channels and thereby jam transmissions from across the border.

The Mexican border stations, while licensed in the name of Mexican corporations, nevertheless for the most part are operated by Americans with American backing. Dr. Brinkley, noted for his "goat-gland" rejuvenations, started his border station operations nearly 10 years ago, after the old Radio Commission deleted his station KFKB, in Milford, Kan., for using it as his private mouthpiece in advertising his hospital and his particular brand of surgery. The Baker border operations began shortly afterward after the Radio Commission had deleted his station, KTNT, at Muscatine, Ia., because of allegedly questionable cancer cure advertising.

XERB, which has started operations in Lower California to serve an American audience, as do the other border stations, is said to have as its chief owner General Abelardo Rodriguez, president of Mexico from 1928 to 1934. The president and general manager is Fred Ferreira, who has managed XEMO, Tijuana, for the last seven

years. XEMO continues to operate on 860 kc. with 5,000 watts, and both stations have announced appointment of Reynolds-Fitzgerald, national representatives, as U. S. sales representatives.

Lou Sterling, formerly of KNX, Los Angeles, has been named sales and program consultant of the two stations, according to an announcement. XERB and XEMO general offices are maintained in San Diego. The claim is made that these two stations are not in the same category as the other border stations, but rather propose to operate according to established standards in this country.

New Rift Foreseen

Meanwhile, no further word has been forthcoming from Mexico regarding ratification of the Havana Treaty, though State Department officials and the FCC have not yet despaired of all hope. The reported new turn in events, however, is viewed as decidedly unfavorable, and may be the forerunner of a rift in radio relations between this country and Mexico reminiscent of the conflict of several years ago.

The crux of the deliberations between Mexico and this country in connection with drafting of the North American broadcasting agreement was elimination of the border stations through a provision specifying that facilities assigned to the individual nations shall be designed to serve nationals of the particular countries. Since the American-controlled border stations all seek to serve U. S. rather than Mexican audiences, application of this provision automatically would spell their doom unless they used local-station power.

The border stations, it was reported, soon effectively spiked Mexico's ratification, and about a year ago an alternative suggestion was proposed for retention of the border stations as a condition precedent to approval of the other terms of the treaty, either by Senate ratification or through administrative agreement. A reallocation of facilities in the United States, under which the majority of stations would be shifted from 10 to 30 kc., is dependent upon Mexico's ratification since Cuba and Canada already have given their formal assent.

Precisely when the Mexican Government will order the shifts has not been stated, though they reportedly are contemplated momentarily. Whether it presages similar shifts to U. S. clear channels of other border stations was not indicated. Among the other high power border stations, and their present assignments, based on the latest official Mexican Communications Ministry's log, are XEAW, Reynosa, 100,000 watts on 960 kc., and XEPN, Piedras Negras, authorized to use 100,000-watts on 740 kc. The latter, however, is recorded as under "temporary suspension", and therefore not in operation.

15 Cuban Stations Given Wave Shifts To Eliminate Interference on 780 kc.

A REALLOCATION of 15 Cuban stations has been effected to eliminate interference in the United States. The principal move, authorized by President Loredó Bru of Cuba by official decree, was that of CMQ, Havana 25,000-watt, shifted from the 780 kc. channel to 690 kc., used by CFRB, Toronto.

The immediate result of the CMQ shift was to relieve WMC, Memphis, WTAR, Norfolk and WEAN, Providence, all on 780 kc., from interference which has troubled them for approximately a year. The decree was signed by President Bru on Nov. 24, effective Dec. 1, and the resultant reallocation has been hailed as an outstanding example of international unofficial cooperation, in which both the U. S. and Cuban governments participated.

Under the decree, CMQ is required to radiate not more than 5,000 watts in the direction of Toronto, employing the directional antenna installed recently under supervision of Clyde E. Baker, WMC chief engineer. In the unofficial parleys in Havana, H. W. Slavick, general manager of WMC represented the stations, while Campbell Arnoux, WTAR general manager, was liaison in the Washington conversations.

Interference difficulties first developed in December, 1938, when the CMQ signals suddenly began to boom into this country. Subsequently the directional antenna was jointly built by the Cuban and American stations, but did not function satisfactorily. Several weeks ago Mr. Slavick flew to Havana to launch new negotiations with Maj. Juan Govea, new radio administrator and Messrs. Miguel Gabriel and Angel Cambo, co-

owners of CMQ. A series of conferences resulted in the promulgation and signing of the decree by President Bru, assigning the 5,000-watt CMQ to 780 kc. from 690, using a directional which will radiate not more than 1,000 watts toward Memphis and Norfolk.

Upon his return from Cuba, Mr. Slavick stated that the "earnest desire and determined efforts of Cuba's new radio administrator, Maj. Govea, was responsible for clearing up this complicated problem. His thorough understanding of the American broadcaster's interference problem was his incentive to press his government into action and the final issuance of the decree".

Cooperation Lauded

Praising also the cooperation of the owners of CMQ, Mr. Slavick pointed out that moving of CMQ to 690 kc. involved a complicated reallocation of 15 other stations in Havana and other provinces, to prevent adjacent channel interference to nine new Cuban network stations recently assigned to frequencies near 690 kc. Moreover, it was necessary to find two new assignments for CMQ and its new network, comprising two 10,000-watt stations in Santa Clara and Santiago.

CMQ operated on 1010 kc. until about a year ago, this channel having been allocated to Cuba for high power under the North American broadcasting agreement (Havana treaty). While the agreement has been ratified by Cuba, Canada and the United States, Mexico has not given it the necessary sanction. During CMQ's operation on 1010

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Decline Indicated In Preponderance Of Drama Strips

Growing Interest Is Claimed In Other Daytime Programs

INDICATIONS of a trend away from the preponderance of network script commercials during daytime hours were seen in reports emanating from key cities that accounts are evincing an interest in other types of programs. Several national accounts, it was stated, are auditioning non-script programs, following the lead of Franco-American Spaghetti and Purity Bakeries, which recently undertook sponsorship of daytime musical programs.

Meanwhile, the plea of John F. Patt, vice-president and general manager of WGAR, Cleveland, for greater diversification of daytime programs, away from "washboard dramas", continued to gather momentum. Managers of stations on CBS, including network managed and operated outlets, contributed their support, almost without exception. While networks themselves would make no formal announcement, they were represented as in favor of any development which would tend toward better program balance.

Lohr's Position

Asked to comment on the idea, Maj. Lenox Lohr, NBC president, asserted that while Mr. Patt had raised a question worthy of serious consideration, the point is only a small part of the whole problem of good programming and proper program balance. Pointing out that there must be a large audience which listens regularly and with enjoyment to script programs, or leading advertisers would not use them so consistently, he said he was sure these advertisers would as willingly sponsor other types of daytime programs if these could be shown to be equally potent in building audiences and sales.

"The whole problem of achieving a program schedule that will please most of the listener's most of the time is one to which we at NBC have given a great deal of thought for a good many years," Maj. Lohr said. "Since only 30% of network programs are sponsored, it should be possible to produce a balanced program schedule through the proper selection of sustaining programs which occupy the remaining 70% of the day's broadcasting hours."

General Support

The practically unanimous support for the Patt suggestions continued without interruption during the ensuing two weeks. These supplemented the dozen prompt rejoinders received by the Cleveland broadcaster within a few days following his initial request for reaction from station executives.

Stephen P. Willis, general manager of WPRO, Providence, employed the results of a local coincidental survey to buttress his view that the daytime serials are "a hodgepodge in my mind". CAB, he pointed out, gives an especially good daytime serial a national average of about 7%, with individual programs, rated as successes, having 3 and 4%. If it is assumed

Principals in CBS-Station Shifts



Mr. Dellar



Mr. Lasky



Mr. Joscelyn



Mr. Meighan

Dellar to KSFO, Joscelyn to WBT, Meighan Promoted in CBS Transfers

WITH THE resignation of Lincoln C. Dellar as general manager of WBT, Charlotte, to take over executive direction of KSFO, San Francisco, Austin E. Joscelyn, Eastern sales manager of the Radio Sales division of CBS, on Dec. 11 was appointed to the Charlotte post. Simultaneously, Howard Meighan, of the New York Radio Sales staff, was promoted to eastern sales manager, succeeding Mr. Joscelyn.

Mr. Dellar, manager of WBT since April, 1938, will succeed Philip G. Lasky, as general manager of KSFO, CBS outlet. Mr. Lasky is expected to devote his primary attentions to KROW, Oakland-San Francisco, in which he holds a substantial ownership interest, recently acquired.

Returns to Home State

The Dellar appointment was made by Wesley I. Dumm, president and owner of KSFO, and brings Mr. Dellar back to his home State. He formerly managed KGB, San Diego, then a CBS affiliate, and joined CBS Radio Sales in May 1935. He was next transferred to the station relations department under Herbert V. Akerberg, and became manager of WBT in succession to William A. Schudt Jr., who took over the management of

that three unusually successful programs are on the air simultaneously, he pointed out, it means 21% of available sets are in use and 79% are out of use. "Does that mean that a big part of the owners of 79% of available sets don't want serials?" he inquired.

Mr. Willis brought out that coincidental surveys conducted in Providence revealed that the serial lovers were all listening to one station. He explained that WPRO is CBS, WJAR NBC-Red, and WEAN NBC-Blue, comprising all the stations in the city. Selecting a period when WEAN used its house band, WJAR a network serial and his own station a musical program, the coincidental showed 8.3% rating to the serial; 7% to WPRO, and 2.8% to WEAN.

"These figures, I believe, are encouraging," he said. "The serial lovers were all pushed over to one station. But the percentage of sets in use was unusually high compared to national average figures. More listeners at the time were listening to music than to the serial and our CAB was equal to a good serial rating."

H. J. Quilliam, general manager
(Continued on Page 76)

WKRC, Cincinnati, then a CBS-owned station.

In announcing the appointments, Mefford R. Runyon, CBS vice-president in charge of station operations, stated that Mr. Joscelyn would leave for a brief vacation before taking up his position at WBT on Jan. 1. Mr. Dellar will remain at WBT until mid-January and is expected to assume management of KSFO early in February. Mr. Meighan already has taken over his new duties.

Mr. Joscelyn was previously in the national advertising department of the *Chicago Tribune*, *New York Times* and *Miami Daily News*, after which he became the first salesman in the New York office of Free & Sleinger, station representatives. When the firm became Free & Peter's, Mr. Joscelyn went to Chicago and later joined Radio Sales in that city. He became eastern sales manager in New York a year ago.

Mr. Meighan was one of the original members of the radio department of J. Walter Thompson Co., New York, later becoming vice-president and general manager of Scott Howe Bowen Inc. Subsequently he became head of the radio department of J. Stirling Getchell. He joined CBS Radio Sales in October 1934.

W. H. SUMMERVILLE NAMED WWL HEAD

W. H. SUMMERVILLE, former general manager of WGST, Atlanta, Dec. 11 became the executive director of WWL, New Orleans. He succeeds Vincent F. Callahan, who several weeks ago became assistant general manager of WBZ-WBZA, Boston - Springfield.



A veteran broadcaster, "Slim" Summerville was for nine years commercial manager of KRLD, Dallas, and joined WGST four years ago. His successor in Atlanta has not yet been named.

Prior to his entry in radio, Mr. Summerville was associated with A. L. Chilton, executive head of KLRA and KGHI, Little Rock, in handling of theatrical publicity. Albert J. Cummings, who has been acting manager of WWL since Mr. Callahan's resignation, will continue as the station's business manager, it was reported.

Dozen Regionals Are Given 5 kw.

More Boosts to 250 kw. Also Awarded Local Stations

WITH more grants of power increases to 5,000 watts fulltime on Dec. 12, the FCC brought to 12 the number of stations, mostly operating with 1,000 day and 5,000 night, that have been given preferred regional status during the last fortnight. The Dec. 12 grants were to KOIN, Portland, Ore. (940 kc.); WDAF, Kansas City (610 kc.) and KGMB, Honolulu. The latter at present is on 1320 kc., but holds a CP for 590 kc.

Earlier Grants

At its meeting Dec. 5, the FCC authorized eight power increases to 5,000 watts fulltime. WSMB, New Orleans, was granted modification of construction permit to increase its night power to 5,000, with completion scheduled in 90 days.

Three stations on 950 kc. and three others on 1220 were among those horizontally increased to the 5,000 watts night output at the same meeting. On 950 kc. were KMBC, Kansas City, which will use a directional antenna for night operation only; WRC, Washington, which will use a similar antenna, and KFVB, Los Angeles, granted a straight modification of license with no special equipment. WCAE, Pittsburgh, on 1220 kc., was granted a construction permit to install a directional for night use with the 5,000 watts power, while WDAE, Tampa, was granted a construction permit for 5,000 watts fulltime, employing its directional system both day and night. KWOC, Pullman, Wash., was granted a straight modification of license to increase to 5,000 watts fulltime.

WFBC, Greenville, S. C., on 1300 kc., was granted an amended application for a construction permit to install a directional antenna and increase its night power to 5,000 watts, employing the directional for night operation only. Another power increase Dec. 5 went to KFSG, Los Angeles, authorized to increase night power from 500 watts to 1,000 watts.

Get 250 Fulltime

More stations were also raised from 100 watts daytime to 250 watts, giving them that power fulltime. On Dec. 5 grants were made to WTOL, Toledo; KWOC, Poplar Bluff, Mo., and WJPR, Greenville, Miss. On Dec. 6 the grants went to KOVO, Provo, Utah; WDWS, Champaign, Ill.; WMSL, Decatur, Ala.; KDNT, Denton, Tex.; WFMJ, Youngstown, O.; KRBM, Bozeman, Mont. K V A K, Atchison, Kan., was authorized to go from 100 watts daytime to 100 watts fulltime. WMSL, Decatur, Ala., obtained 250 fulltime in lieu of its previous 100 watts daytime.

On Dec. 12 the Commission granted 250 watts fulltime to WMFJ, Daytona Beach, Fla.; KHBG, Okmulgee, Okla.; KVCC, Redding, Cal.; K T U C, Tucson, Ariz. KSLM, Salem, Ore., Dec. 13 was granted an increase in day power from 500 to 1,000 watts.

SIR JOHN REITH, former director general of the British Broadcasting Corp., now chairman of the board of British Overseas Airways, arrived in New York on the *Statendam* Dec. 5, presumably on an official mission.

TBS Offers 102 Stations; Plans Debut

First Accounts Listed; Baldwin Is Station Relations Head

By BRUCE ROBERTSON

WITH ONLY slightly more than two weeks before scheduled starting of operations on a 16-hour-a-day basis, executives of Transcontinental Broadcasting System are working overtime and at top speed to get clients, programs, wire lines and personnel lined up for the New Year's Day debut of this newest of nationwide networks. Plans are said to be progressing satisfactorily along all fronts, but only a few details have been disclosed regarding any aspect of TBS activities.

No rate card has yet been published by the network. However, TBS has visited a number of major advertising agencies, offering a



network of 102 stations for an hour a day, five days a week, evening time, on a non-cancellable one-year contract, for a flat rate of \$900,000. A half-hour program, on the same basis, can be purchased for \$450,000 and a quarter-hour for \$225,000. Time during the day is offered at half those sums.

These rates are far below those shown on the rate cards of CBS and NBC. For example, one major network rate card shows a 95-city hookup costing \$16,867.50 per evening hour, with all discounts deducted, or \$4,385,550 for that hour across the board, five days a week for 52 weeks. The average TBS station however, is far less powerful than the average NBC or CBS outlet.

Baldwin in Station Relations

Appointment of James W. Baldwin, former managing director of the NAB, as station relations director of the new network, was announced Dec. 11 by John T. Adams, TBS chairman of the board. Mr. Baldwin, who has practiced law in Washington since his retirement from the NAB in February 1938, is the former chief owner of WGH, Newport News, Va. He was secretary of the Federal Radio Commission from 1930 until 1933.

Other additions to the TBS staff, announced at the same time, include Robert C. Wilson Jr., for eight years an account executive at CBS and more recently in the radio department of Maxon Inc., and Ralph Nordberg, veteran time salesman who came to TBS from the staff of WOR, Newark. A. F. Adams has been named comptroller and Miss Dorothea Henninger purchasing agent. Gerald Lyons, formerly with CBS in charge of Major Bowes publicity, is publicity director for the network, with Miss Adele Purcell as his assistant. Miss Vee Donna has been named assistant to M. P. Wamboldt, program director.

Although the network is scheduled to begin operations two weeks

REPORTED AFFILIATES OF TBS

| ALABAMA | MICHIGAN | OKLAHOMA |
|---------------------|--------------------|----------------------|
| WCOV, Montgomery | WHDZ, Calumet | KOCY, Oklahoma City |
| | WJBK, Detroit | KOME, Tulsa |
| | WMS, Ironwood | |
| | WDMJ, Marquette | |
| KGHI, Little Rock | | PENNSYLVANIA |
| | | KQV, Pittsburgh |
| CALIFORNIA | MINNESOTA | |
| KERN, Bakersfield | KATE, Albert Lea | |
| KFOX, Long Beach | KGDE, Fergus Falls | SOUTH CAROLINA |
| KFWB, Los Angeles | WDGY, Minneapolis | WCOS, Spartanburg |
| KFBK, Sacramento | KWNO, Winona | WSPA, Spartanburg |
| KYA, San Francisco | | |
| KWG, Stockton | MISSISSIPPI | SOUTH DAKOTA |
| | WSLI, Jackson | KABR, Aberdeen |
| FLORIDA | MISSOURI | |
| WMFJ, Daytona Beach | KFRU, Columbia | TEXAS |
| WKAT, Miami | KCMO, Kansas City | KRBC, Abilene |
| WTMC, Ocala | KXOK, St. Louis | KFDA, Amarillo |
| WFOY, St. Augustine | KDRO, Sedalia | KNOW, Austin |
| | | KBST, Big Spring |
| GEORGIA | NEBRASKA | KAND, Corsicana |
| WGAA, Athens | KFOR, Lincoln | KFJZ, Fort Worth |
| WAYX, Waycross | | KLUF, Galveston |
| | NEVADA | KXYZ, Houston |
| ILLINOIS | | KFRO, Longview |
| WDWS, Champaign | KOH, Reno | KFYO, Lubbock |
| WIND, Chicago | | KPLT, Paris |
| WJJD, Chicago | NEW YORK | KPAC, Fort Arthur |
| WCBS, Springfield | WABY, Albany | KGKO, San Angelo |
| | WBMO, Auburn | KABC, San Antonio |
| | WBNY, Buffalo | KRRV, Sherman |
| IOWA | WMCA, New York | KTEM, Temple |
| KFJB, Marshalltown | | KCMC, Texarkana |
| KSCJ, Sioux City | NORTH CAROLINA | KGKB, Tyler |
| | WGNC, Gastonia | KVW, Vernon |
| KANSAS | WFTC, Kinston | WACO, Waco |
| KGNO, Dodge City | WRAL, Raleigh | |
| KWBG, Hutchinson | WGTM, Wilson | UTAH |
| KSAL, Salina | | KVNU, Logan |
| LOUISIANA | NORTH DAKOTA | KUTA, Salt Lake City |
| WJBW, New Orleans | KDLR, Devils Lake | |
| | KRMC, Jamestown | VIRGINIA |
| | KGCI, Mandan | WGH, Norfolk |
| MARYLAND | KLPM, Minot | |
| WCBM, Baltimore | KOV, Valley City | WISCONSIN |
| WJEJ, Hagerstown | | WEMP, Milwaukee |
| | OHIO | WRJN, Racine |
| MASSACHUSETTS | WJW, Akron | WDSM, Superior |
| WMEX, Boston | WJPO, Cincinnati | WSAU, Wausau |
| | WING, Dayton | |
| | WTOL, Toledo | |

hence, on Jan. 1, no details of the opening day's program schedule have been released beyond the announcement that TBS will broadcast the Cotton Bowl game at Dallas. Reports that President Roosevelt, whose second son Elliott is head of the new network, will speak at the TBS inaugural ceremonies, could not be confirmed at TBS headquarters, nor were they denied, executives refusing to comment.

Neither has any announcement been made regarding the general program plans of the network, although Mr. Wamboldt spent the weekend of Dec. 9-11 in Chicago conferring with Midwest affiliates of TBS on the subject of program organization. Roy H. Holmes, TBS traffic director, accompanied Mr. Wamboldt, as did Percy Baldwin of AT&T. Station men present at the session included Ralph Atlas, president of WIND and WJJD, together with Bert A. Sherman, W. F. Myers, Al Hollender and J. L. Allabough of the stations' staff; John W. Boler, North Central Broadcasting System; Charles Lamphier and William LaForce, WEMP; Arch Shawd, WFOL; James F. Hopkins and Arthur Cregon, WJBK; Walter Patterson, WING; L. J. Baxter, WBOW; C. G. Cosby, KXOK; Wallace E. Stone, WDGY; C. L. Thomas, KFRU; Robert A. Drohlick, KDRU; Earl Peak, Wayne Peak and Charles Peak, KFGB.

Most of the TBS programs will be originated from WMCA, New York; WJJD and WIND, Chicago, and KFWB, Hollywood, it was stated. The network's master control board is being set up in the TBS headquarters offices at 570 Lexington Ave., although present plans call for most programs to originate in studios at other locations, chiefly at WMCA in New York, it is understood.

On Dec. 12 TBS began querying its stations for clearance of time for commercials which it reported were already under contract. Stations were advised of availability of the following accounts:

Evening, (7:45-8 Mondays through Fridays), Dr. Lyons Toothpowder, featuring an unnamed commentator; 8-8:15 (Mondays through Fridays), Bayer's Aspirin, unnamed serial; 8:15-8:45 (Tuesdays), Phillips Milk of Magnesia, *Waltz Time*; 8:45-9 (Mondays through Fridays), Emerson Radio, featuring Elliott Roosevelt; 9-9:15, Tuesdays, Wednesdays and Thursdays, Anacin, featuring *Easy Aces*; 9:15-9:45 (Mondays through Thursdays), Bisodol, *Mr. Keen* script.

Morning programs were listed Mondays through Fridays as follows: 10 o'clock, Phillips, featuring *Stella Dallas*; 10:15, Lyons, featuring *Back Stage Wife*; 10:30, Bayer featuring *Widder Brown*; 10:45 Syrup of Figs, featuring *Front Page Murphy*; 11, Bab-O, featuring

David Harum; 11:15, Helen Trent, unsponsored; 11:30, Haley's Orphan's of Divorce; 11:45-12, Dr. Clapps, unnamed script program.

Afternoon programs, Mondays through Fridays, were listed as: 2 p. m. Anacin, featuring *Our Gal Sunday*; 2:15, Aerowax, featuring *Crystal Collins*; 2:30, Shinola, unnamed script program; 2:45, Phillips Cream and Cal-Aspirin, featuring *Lorenzo Jones*; 3 p. m. Caldwell's featuring *Doc Barclay*; 3:15 *John's Other Wife*, unsponsored; 3:30, Bab-O, featuring *Amada of Honeymoon Hill*; 3:45-4, Kolyons, featuring *Just Plain Bill*; 5:15-5:30, *Ben, the Boy Detective*, unsponsored; 5:30-5:45, *Double Bubble*, featuring *Bruce Scott to the Rescue*.

It was pointed out that all of the scheduled programs, with the exception of Emerson Radio, are placed by Blakett-Sample-Hummers. Emerson has not confirmed its schedule on TBS.

With the disclosure of prospective TBS accounts, a number of stations on the existing major networks indicated they would protest duplication of the same script programs on competing local stations. In some instances, it was indicated stations might refuse to continue broadcasting script serials if the dual outlet procedure is followed by the agency. One important network affiliate said he would not condone an operating situation where listeners would be advised to tune in competing stations at night for the same programs, in the event they missed an episode.

List of TBS outlets, including 92 stations, was released Dec. 8 in a statement which said that "other contracts are in the mail or under negotiation". Included in the list are several regional networks: The five stations of the McClatchy Broadcasting System; Texas State Network, with 20 outlets; North Central Broadcasting System, including 14 outlets; Tropical Broadcasting System, comprising four Florida stations.

Questioned as to the reaction of MBS to more than 20 of its affiliates joining TBS, Fred Weber, general manager of MBS, said, "Mutual might do a lot of things, but we are not discussing them now as we have been told that anything we might say in advance might affect our legal position when the time for action comes. If we do decide to take action, it will not be until TBS has actually supplied these stations with programs."

TBS affiliates have been officially notified to clear 28½ hours weekly for TBS programs. Letter, sent out Dec. 2 over the signature of Mr. Adams, asks affiliates in the Eastern Time Zone to clear the following periods from Monday through Friday: 10 a. m.-noon, 2-4 p. m.; 5:45-6 p. m.; 7:30-7:45 p. m.; 8-9 p. m.; 9-10 p. m. Thursday only.

Stations in the Central Time Zone were asked to clear each of these periods an hour earlier (CST), except the 5:45-6 p. m. spot. This program they are asked to record when it comes over the TBS wire at 4:45-5 CST for broadcasting an hour later, 5:45-6. Stations operating on Mountain and Pacific Time are requested to re-

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Industry Supports NAB Music Project

Response Is Satisfactory Miller Says After Group Meetings

WITH nine of the 17 NAB districts already canvassed at special meetings, generally satisfactory response to the industry project for creation of Broadcast Music Inc., to set up an industry-owned music supply was reported Dec. 11 by NAB President Miller.

Looking toward a \$1,100,000 subscription from stations, supplemented by \$400,000 already earmarked from the networks, the project met noteworthy support in the several Eastern meetings. West of the Mississippi, however, the response, while not unanimous, nevertheless appeared, in Mr. Miller's view, to indicate an "over the top" subscription before the Feb. 1 deadline. In several districts, because of State registration requirements, stock subscriptions or pledges per se could not be accepted but resolutions were adopted which were tantamount to pledges.

General Support

With Mr. Miller himself opening the majority of the meetings in his whirlwind swing around the country most of the attending broadcasters supported the project, designed to inject competition into the music publishing field and to offset the "monopoly" exercised by ASCAP. The Broadcast Music plan envisages creation of a fully implemented organization which would engage in the production of music in all its phases for broadcast use, with stations themselves holding the stock along with acceptance of licensing agreements for performance of the music. Time is of the essence, Mr. Miller repeatedly emphasized, since current contracts with ASCAP expire at the end of 1940.

The Broadcast Music "war-chest" already is receiving its initial contributions, in the form of 20% payments to the NAB by subscribing stations. These payments are toward the acquisitions of stock in Broadcast Music, with the balance callable after Feb. 1 as licensee fees. The assessments are on the basis of 50% of station payments to ASCAP in 1937 and the contributions for stock thus represent one-tenth of what stations paid ASCAP during that year.

As BROADCASTING went to press, it was estimated that more than \$100,000 already had been paid into the fund. This was based on the \$80,000 commitment from NBC and CBS (representing one-fifth of their flat \$400,000 contributions) plus upwards of \$20,000 received from subscribing stations resulting from the district meetings.

Discussion at the district meeting was not confined to ASCAP and Broadcast Music. The union musicians' situation, which appears headed for a strike next Jan. 17, came in for healthy discussions, with broadcasters almost unanimous in the view that no increase in assessments, as proposed by AFM, should be condoned. Meetings in a number of cases were at-

tended by representatives of the transcription companies, including M. M. Blink, for Standard Radio; Maurice Wetzel for NBC Theatricals, and Ralph Wentworth for Langlois & Wentworth. They supported the Broadcast Music plan and Standard Radio, through Mr. Blink, for the first time disclosed that his company would sell the tax-free portion of its library, approximately 60%, separately.

Approved in New York

The Broadcast Music ball started rolling at the district meeting held in New York Nov. 28 when the project was unanimously endorsed. Managers of 16 of the 29 stations represented signed stock subscriptions after Paul W. Morency, WTIC, Hartford, district director, and Sydney M. Kaye, general counsel for Broadcast Music, described the project. Another 13 managers pledged subscriptions or stated they would recommend them to their station owners. Save for WBNX and WQXR and the network outlets which were already pledged, other New York City stations did not make outright pledges at the meeting and have not been heard from since. Subscribing stations announced by NAB were, in

Mike Fright

RCA Mfg. Co. played a hero role recently when one of its Victor recorded transcriptions, prepared in advance, had to be used at the last minute before a broadcast when a nine-year-old mongrel dog, Duke, lost his voice from stage fright. Seems Duke was to bark his thanks on WCAM, Camden, N. J., to New Jersey's Gov. Harry Moore, who awarded him a medal for his bravery in routing three armed burglars from the store of his master, Gustav A. Schwoeri. Duke lost his "voice", and RCA stepped in with the transcription of Duke's barked "acceptance" speech.

addition to those mentioned, WICC, WTIC, WATR, WAAB, WBZ, WBZA, WELI, WMEX, WNAC, WSAR, WLLH, WBRK, WMAS, WTAG, WEAN and WJAR.

At a combined meeting of Districts 8 and 9, comprising Indiana, Michigan, Illinois and Wisconsin, on Dec. 6 at South Bend, the ma-

(Continued on page 78)

Competition Issue Is Granted Review In Supreme Court Highest Tribunal Decides to Rule on Economic Problem

THE BROADCAST station owner soon will know where he stands on the question of competition from new stations licensed in his area by virtue of acceptance Dec. 11 by the U. S. Supreme Court of that issue, as raised in the so-called Sanders case. The FCC had petitioned the court, through the Solicitor General, for certiorari after the U. S. Court of Appeals for the District of Columbia had reversed its decision authorizing a new station in Dubuque, Ia.

If the Supreme Court should sustain the Commission's contention that unlimited competition is permissible even to the point of destroying existing stations, it will open a new era in radio regulation. Presumably the Commission would be restricted to exercising only technical "police" powers, ignoring all other phases of station operation.

On the other hand, should the court finally conclude that existing stations must be protected from destructive competition, FCC attorneys already have expressed the view that the industry will be subjected to rigid regulation in all its phases, not even excluding program and rate regulation. The theory is that if it must determine whether competition will be destructive, it must know the basis on which stations charge for their time, whether their programs meet specified standards and whether a reasonable profit could be earned under varying circumstances.

Appellate Rulings

Coincident with the highest court's acceptance of the Sanders appeal came three opinions from the U. S. Court of Appeals of the District of Columbia, dealing with the economic issue. In two of the cases, decided in a combined opinion, the court dismissed the appeals of WOKO and WABY, Albany, from the FCC decision granting the Troy Broadcasting Co. a new station in nearby Troy, N. Y. In substance, the court held in this opinion, written by Associate Justice Miller, and concurred in by Chief Justice Groner and Justice Edgerton, that an appealable interest is not necessarily shown when introduction of new facilities will simply cause "deterioration" of service. It affirmed its previous view that when economic injury will result to the degree of destroying the ability of an existing licensee to serve public interest, it is sufficient to show an appealable interest. This was the conclusion reached in the Sanders case.

In another opinion, however, involving appeals of WJAX and WMBR, Jacksonville, from the FCC decision granting the Metropolis Co. a new local in Jacksonville, the court held that the appellants had stated sufficient reasons to fit the requirement of the statute and therefore denied the motions of the FCC to dismiss the appeal on the same economic grounds.

The unlimited competition the-

(Continued on Page 79)



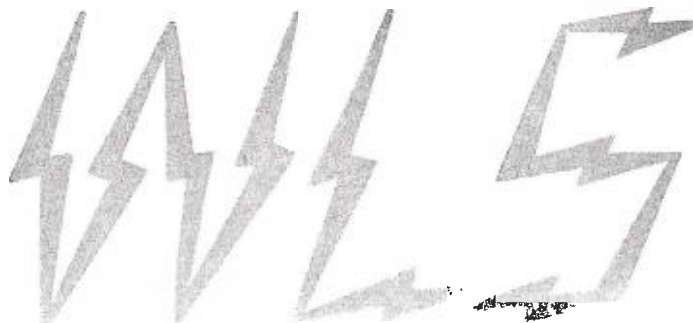
IN OMAHA and South Bend representatives of NAB member stations met in early December with President Neville Miller to talk over stock subscriptions to Broadcast Music Inc. At top, during the 10th District meeting in Omaha, Foster May (left), of WOW, interviews Mr. Miller while Rainey T. Wells, general counsel of Woodmen of the World, and William Ruess, personnel director of WOW and chief auditor of the insurance company, listen. In center is another group at the Omaha meeting—(clockwise) Sumner Quarton, WMT, Waterloo, Ia.; Jack Todd, KMMJ, Grand Island, Neb.; John Schilling, WHB, Kansas City; R. L. Rose, KWOS, Jefferson City, Mo.; Bill Quarton, WMT, Cedar Rapids; Ben Hovel, WOC, Davenport, Ia.; F. C. Eighmey, KGLO, Mason City, Ia. Among the officials of 31 stations at the South Bend meeting, for Districts 8 and 9, was the group at bottom, greeted by Franklin D. Schurz (right), manager of WSBT and WFAM, South Bend Tribune stations—(l to r) William H. West, manager of WTMV, East St. Louis, Ill., NAB director for Illinois and Wisconsin; Robert H. Swintz, commercial manager of WSBT and WFAM; Mr. Miller, and John Fetzer, manager of WKZO, Kalamazoo, Mich., NAB director for Michigan and Indiana.

This Is Our Story

for the Past Year
... and the Years to Come

One hundred forty-two spot advertisers used WLS, Chicago, in 1939. 58% of them had advertised on WLS at least one year previously. 43% have used WLS three or more years. 24% have been with us five years or more, and one has used WLS every year for eleven consecutive years!

We don't need to tell you that these advertisers were satisfied. Otherwise they would not renew or return to WLS. After all, there's only one way to satisfy an advertiser: Get results. That's what WLS does.



THE PRAIRIE FARMER STATION
Burrige D. Butler, *President* (Chicago) Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*



NBC-BOSTON and NBC-New York recently exchanged visits, with overnight boat trips and sight-seeing among the events. Caught in Boston were the following (l to r): Seated, Fred Cole, WBZ; Don Roberts and Jim McConnell, NBC New York; John Holman and Vince Callahan, WBZ. Standing are Ken Strong and George Harder, WBZ; Walter Scott, NBC New

York; D. A. Myer, John McNamara, Cy Young and Harry Goodwin, WBZ; John Dodge, WRC-WMAL, Washington; Gordon Mills, NBC New York; Sherman Gregory, KDKA, Pittsburgh; Herb Masse, WBZ; Bill Telenius, NBC New York; Babe Norris and Frank Bowen, WBZ; Maurie Boyd, NBC New York; Grif Thompson, KYW, Philadelphia; Hap Myers, NBC, N.Y.

Way Cleared for Census Radio Count

Bureau Will Make First Actual Tabulation In Decade

By LEWIE V. GILPIN

FIRST actual count of radio homes in the United States since 1930 will be made during the 16th Decennial Population Census, starting early in 1940. With Census Bureau approval of the question, "Is there a radio in this dwelling unit?" as part of the regular schedule of the Housing Census, the way has been cleared for a factual survey of radio set distribution that will reach every home in the country.

In addition to furnishing an accurate inventory of the actual number of radio homes, the 1940 census, through its various divisions, will yield information valuable to broadcasters covering population, manufactures, merchandising, distribution and other matters pertinent to national economics [BROADCASTING, Oct. 15]. Among the various schedules of the Decennial Census are included censuses of manufactures, business, mines and quarries, to start Jan. 2, 1940, and the regular population census, along with surveys of agriculture and housing, to begin April 1, 1940.

Housing Census

An appropriation of \$45,000,000 has been authorized by Congress and some \$21,000,000 actually has been appropriated for the population census. An additional appropriation of \$8,000,000 has been authorized specifically for the Housing Census, and it is expected the actual appropriation will be included in the first Deficiency Bill.

The Housing Census, through the radio question, will supply the first concrete figures on nationwide radio ownership since the last population Census in 1930, although various estimates have been made from year to year by the radio industry on both radio homes and number of sets. The Census canvassers will ask only if each home is radio equipped and will not investigate the ownership of more

than one set by any family, according to the Census Bureau, partly to avoid cluttering up the schedule and partly because, as the Bureau pointed out, in many cases multiple ownership exists only in fact and not practically, since old "bloopers" sets and out-of-commission receivers would necessarily be listed although not actually in operation. The coming Census will not include automobile radios as such.

Officials of the Census Bureau have estimated that some 33,000,000 occupied dwelling units will be reached in the 1940 census. According to the 1930 Census there were 12,048,762 U. S. homes with radio sets and about 13,000,000 sets in use in the country. This represented about 46% of the dwelling units covered, according to the Census Bureau.

Trade estimates of radio set ownership have indicated a rapidly mounting percentage of radio homes since 1930, and 1938 estimates show 28,000,000 radio homes in the country, with 40,800,000 sets in use [1939 BROADCASTING Yearbook Number]. The latter figure points to an accompanying increase in the ownership of two or more sets.

Broadcasters in recent years have had to rely on industry estimates such as those arrived at by the Joint Committee on Radio Research and other trade groups. Figures furnished by the coming Census will afford a valuable factual base upon which the radio industry can calculate coverage and circulation data, along with marketing and merchandising statistics that heretofore have resulted largely from independent surveys or estimates.

All About Houses

It is estimated the 1940 Census will cover 132,000,000 people, 33,000,000 homes, 3,000,000 business concerns, 170,900 manufacturing establishments, 7,500,000 farms and about 12,000 mines and quarries in its various divisions. In 1940, for the first time, the Cen-

Kansas Pep

KANSAS U's Homecoming celebration was notable for WREN, Lawrence, for various reasons. First off, Veri Bratton, acting manager, during a highlight summary of a football rally on the eve of the traditional Kansas-Missouri game declared that "several thousand enthusiastic roosters attended the pep broadcast", which was held in front of the WREN building. During the pep rally broadcast it was WREN's pleasure to introduce the Homecoming Queen—Barbara Edmonds, a WREN singer and K. U. student. The selection was doubly enjoyable because last year's queen, Alice Marie Meyn, also was a singer heard frequently on the station.

sus will include a separate housing schedule designed to give detailed information for each dwelling unit, whether occupied or vacant, rural or urban.

For each dwelling unit data will be secured as to number of rooms, water supply, bath and toilet facilities, and light equipment, along with refrigeration used, presence or absence of a radio, heating equipment and the principal heating and cooking fuels used. In addition to investigating the individual characters of homes, the Census is to include information on outstanding mortgages or land contracts, amount and periods of payment, interest rates charged, and type of corporation holding the mortgage.

The business schedule covers retail and wholesale trade, service businesses, theatres and amusement places, hotels and tourist camps, construction contractors and finance companies. It also includes the primary distribution of manufacturers' sales to wholesalers, retailers and industrial users, and will provide data for tracing

the sales of commodities through wholesale and retail channels. Data will cover the year ended Dec. 31, 1939.

Among new features included in the population schedules are inquiries concerning employment and wage status, migration and education. On the basis of a 5% sample—every 20th respondent—the following subjects also will be covered: Usual occupation, industry and worker class as a supplement to information obtained concerning present occupation, in order to determine availability of and shifts to various kinds of labor; whether respondent has a Federal Social Security account number and whether wage deductions have been made for Federal Old Age Insurance during the 12 months ending Dec. 31, 1939; data showing number of children ever born to women who are or have been married, to make studies of differential fertility; mother tongue or native language obtained by a question asking what language was spoken in the home in earliest childhood; status of all veterans of foreign wars and their wives, widows and children; and information concerning birthplace of father and mother of all respondents.

Stations Not Included

Radio stations have not been included in either the Census of Business or Census of Manufactures, according to the Census Bureau, since information that would be covered by Census questionnaires already is available through the FCC. However, the radio and phonograph manufacturing industry is included in the Census of Manufactures. Included in its schedule are questions covering a description of the plant, officers and employees, salaries and wages, cost of materials, power equipment, fuel and electricity used, expenditures for plant and equipment, inventory, and a detailed analysis of products made and work done during the year.

It is expected the field work on this survey, which is to begin Jan. 2, will be completed within four or five months and that the basic facts will be published by States and by industries during 1940. Statistics also will be published by industrial areas, counties, cities and towns as rapidly as they are tabulated and prepared in report form. The Census will extend to about 200,000 establishments, classified in some 400 separate industries.

Remington Spots

REMINGTON-RAND, New York, on Nov. 30 started a Christmas campaign on WHN, New York, for its portable typewriters using six quarter-hour periods of Art Green's afternoon and evening musical programs Monday through Saturday and for daily participation in the Charlie McCarthy *Early Bird* program six times weekly. The General Shaver Co., division of Remington-Rand, is using 18 spot announcements a week to promote its Close Shaver for Christmas sale. Leeford Adv. Agency, New York, handles both accounts.

WXYZ • DETROIT

New RCA Transmitter New Blaw-Knox Vertical Tower

Located 7 air miles from Detroit City Hall.

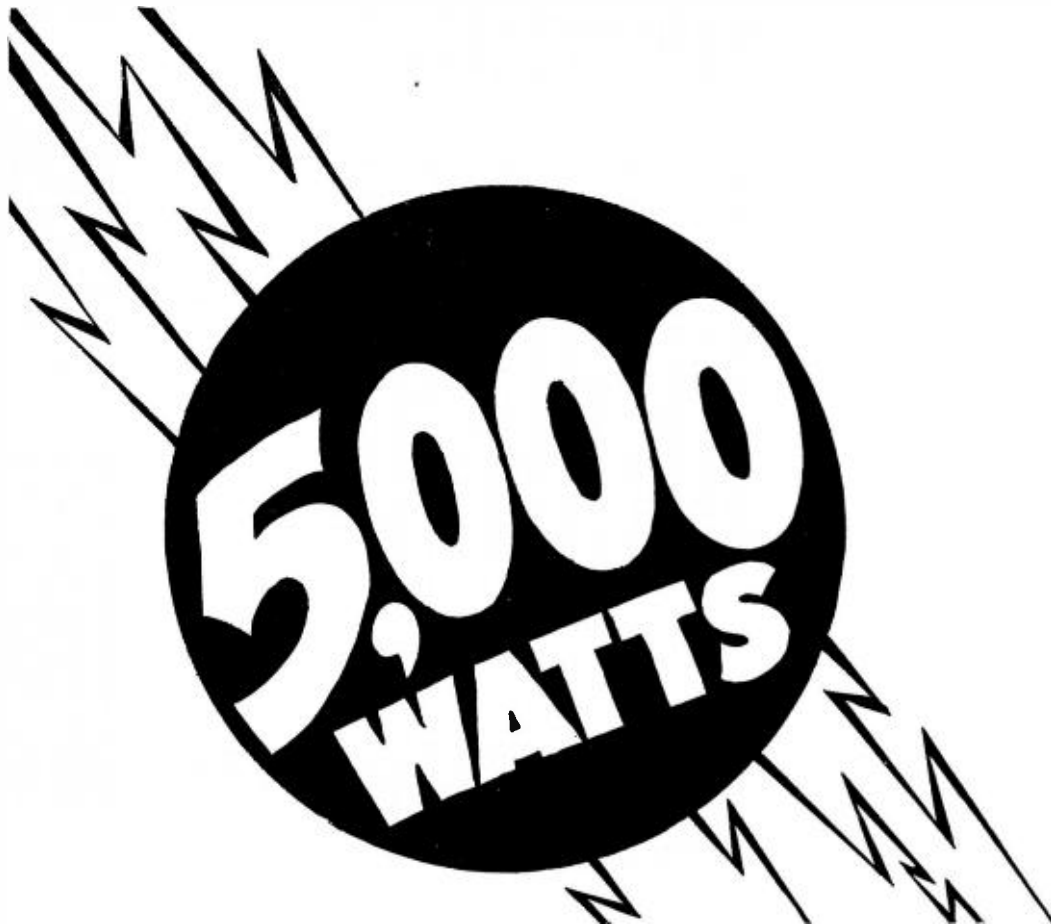
Penetrates deeply into Southeastern Michigan with new daytime power increase.

Adds more listeners to 1000-watt night-time coverage.

Letters, telegrams, and 'phone calls praise the improved WXYZ reception. New coverage map now being prepared.

WXYZ today gives more market and more good service area, at no added cost until after January 15, 1940.

KING-TRENDLE BROADCASTING CORPORATION



Chase & Sanborn Shifts Programs

Cuts Sunday Program in Half; General Mills Changes

STANDARD BRANDS Inc., New York, curtailing production costs, following the Dec. 31 broadcast will cut its weekly NBC *Chase & Sanborn Hour* to a half-hour. The show will be heard on 62 NBC-Red stations, Sunday, 8-8:30 p. m. (EST) effective Jan. 7.

Dropped from the weekly program will be Don Ameche and Dorothy Lamour. Talent lineup will consist of Edgar Bergen with Charlie McCarthy, Donald Dickson, vocalist and Robert Armbruster's orchestra. It is also understood that Barbara Jo Allen (Vera Vague), comedienne, will remain. Guest stars will be used occasionally and Bergen, to all intents and purposes will be master-of-ceremonies. It is further understood that Pat Friday, formerly of the NBC Kraft Music Hall program, is being considered as replacement for Dorothy Lamour.

One Man's Family (Tenderleaf Tea), also sponsored by Standard Brands, will shift from its present Sunday night spot to the half-hour period vacated by Chase & Sanborn. It will be heard Sunday, 8:30-9 p. m. (EST), with a possible rebroadcast, 9:30-10:00 p. m. (PST). The sponsor will definitely drop its Thursday night *One Man's Family* rebroadcast, it was said, but will continue *Those We Love* for Royal Desserts in the second half of the Thursday hour, 8:30-9 p. m. Both programs were placed in the Thursday hour when Rudy Vallee's program was discontinued on Sept. 23 of this year. J. Walter Thompson Co., New York, is the agency.

To Cut Good News

General Foods Corp., New York, has been reported as reducing its Thursday night full hour show *Good News of 1940* for Maxwell House coffee on 85 NBC-Red stations to a similar one-half hour schedule, but, according to the agency, Benton & Bowles, New York, although this move has been discussed, no decision will be reached until next spring. Recent audition of a half-hour show by Donald Cope, Hollywood production head of Benton & Bowles, has given rise to reports of the cut. Although Cope denied such an intent, the audition show carried as featured artists Fanny Brice and Hanley Stafford, in their Baby Snooks skit, and Meredith Willson's orchestra, mainstays of the *Good News* program. Bob Stephens and Kay St. Germain were the singers.

Audition program was titled *America Sings* and music confined to old favorites. Cope declared the program was built just in case General Foods Corp. wanted another show, but those in the know declare that *Good News* will be definitely cut. General Foods Corp. it was said, will retain the balance of the hour network time for a new program to be announced soon.

THE FCC on Dec. 5 authorized assignment of the license of KKKY, Scotsbluff, Neb., from the Hilliard Co. Inc., to a partnership comprising L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart, the station's commercial manager.

11-Month Net Sales Above 1938 Total As November Reaches All-Time Record

WITH December figures still to come, time sales of the major networks for 1939 have already surpassed those for the full year of 1938, establishing 1939 as another record-breaking year in network history.

Cumulative gross time sales of NBC, CBS and MBS for the 11 months of 1939 total \$74,969,360, an increase of 15.4% over the \$64,974,899 total for the same period of 1938 and some \$3,000,000 above the \$71,728,400 total gross time billings for these networks for the full year of 1938.

In November combined network time sales amounted to \$8,018,352, up 19.4% from the November 1938 figure of \$6,713,258. The month, incidentally, is an all-time high in network billings, topping October's total by \$4,000.

NBC time sales in November totaled \$4,234,984, a gain of 8.6% over the figure for the same month of last year. Red Network sales accounted for \$3,277,529, up 11.1% from November 1938, and Blue sales for \$957,455, up 0.8%. For the year to date, NBC time sales have been \$40,964,606, topping the 11-month total for 1938 of \$37,575,607 by 9%. Cumulative Red billings so far this year total \$31,719,659, while Blue billings total \$9,244,947.

CBS November time sales of \$3,456,323 topped those of the same month of 1938 by 40.9% and by more than \$1,000,000, largest gain in both percentage and dollars of all nationwide networks. For 1939 to date, CBS has sold \$30,992,671

worth of time, an increase of 24.9% over the \$24,816,337 time sales total for the same period of 1938. MBS November billings of \$327,045 represent a 10.4% decrease from those of the same month a year ago, but for the January-November period MBS has sold time to the extent of \$3,012,083, up 16.6% over the \$2,582,956 figure for the first 11 months of 1938.

Gross Monthly Time Sales

| | 1939 | % Gain over 1938 | 1938 |
|------------|-------------|------------------|-------------|
| NBC | | | |
| Jan. | \$4,083,900 | 6.8% | \$3,798,516 |
| Feb. | 3,748,695 | 7.2 | 3,498,063 |
| March | 4,170,852 | 9.6 | 3,806,831 |
| April | 3,560,944 | 7.6 | 3,310,505 |
| May | 3,702,102 | 8.4 | 3,414,200 |
| June | 3,882,404 | 5.7 | 3,200,569 |
| July | 3,288,555 | 11.0 | 2,958,710 |
| Aug. | 3,312,970 | 12.6 | 2,941,099 |
| Sept. | 3,315,307 | 11.3 | 2,979,241 |
| Oct. | 4,219,253 | 11.8 | 3,773,964 |
| Nov. | 4,234,984 | 8.6 | 3,898,919 |
| CBS | | | |
| Jan. | 2,674,057 | -7.1 | 2,879,945 |
| Feb. | 2,541,542 | -5.2 | 2,680,335 |
| March | 2,925,684 | -3.6 | 3,034,317 |
| April | 2,854,626 | 17.7 | 2,424,180 |
| May | 3,063,329 | 25.4 | 2,442,283 |
| June | 2,860,180 | 34.8 | 2,121,495 |
| July | 2,311,953 | 69.1 | 1,367,357 |
| Aug. | 2,341,536 | 64.2 | 1,423,865 |
| Sept. | 2,563,132 | 60.0 | 1,601,755 |
| Oct. | 3,366,654 | 41.0 | 2,387,395 |
| Nov. | 3,456,323 | 40.9 | 2,458,410 |
| MBS | | | |
| Jan. | 315,078 | 16.7 | 269,894 |
| Feb. | 276,605 | 9.2 | 253,250 |
| March | 306,976 | 31.8 | 232,877 |
| April | 262,626 | 38.6 | 189,545 |
| May | 284,764 | 20.9 | 194,201 |
| June | 228,186 | 12.7 | 202,412 |
| July | 216,583 | 29.6 | 167,108 |
| Aug. | 205,410 | 24.7 | 164,626 |
| Sept. | 219,583 | 5.1 | 200,342 |
| Oct. | 428,221 | 23.1 | 347,771 |
| Nov. | 327,045 | -10.4 | 360,929 |

KOIN-KALE Appoint Buckendahl as Head of Commercial Relations

APPOINTMENT of Harry Buckendahl, 36-year-old Pacific Coast manager for Gilman, Nicoll & Ruthman, newspaper representa-



tives, as director of commercial relations of KOIN and KALE, Portland, a newly-created post, was announced Dec. 11 by C. W. Myers, president of the stations, effective Jan. 1.

Mr. Buckendahl an innovation in station executive management, the new post was created by Mr. Myers because of the peculiar qualifications of Mr. Buckendahl and apparently has no counterpart in radio. He will become active in handling of national advertising and as part of his work will seek to develop advertiser-agency consciousness of radio as a medium.

Mr. Myers, former president of the NAB, first met Mr. Buckendahl 16 years ago when he was an office boy for the Gilman firm and at which time Mr. Myers was a newspaper publisher. He worked in Chicago several years, representing West Coast newspapers and subsequently was appointed Pacific Coast manager for the firm, with headquarters in San Francisco, and is well known to practically every agency and advertiser on the Coast.

Cavalcade Returns

E. I. duPONT de NEMOURS & Co., Wilmington, Del., on Jan. 2 will return to the air its four-year-old program *Cavalcade of America* on 96 NBC-Blue and Red stations, Tuesdays, 9-9:30 p. m. (EST). The new series, depicting the story of America, will be under the supervision of a research board consisting of Marquis James, twice winner of the Pulitzer Prize; Carl Carner, noted author of books about the American scene, and Dr. Frank Monaghan, professor of history at Yale. The program, winner of several radio awards in the past, will be directed by Homer Fickett, while Don Voorhees will again arrange and direct the music. Four stations, because of program conflicts, will broadcast the program via transcription, as follows: WAVE, Louisville, Tuesdays, 6:30 p. m.; WSM, Nashville, Fridays, 6:30 p. m.; WOW, Omaha, Fridays, 9:30 p. m., and WLW, Cincinnati, Sundays, 5:30 p. m. BBDO, New York, is the agency.

Paramount Spots

PARAMOUNT PICTURES, New York, is sponsoring a series of 50-word spot announcements promoting the current attraction at the Paramount Theatre, New York, on a week-to-week basis on several New York stations. Late in November, "The Cat and the Canary" was featured in the announcements on WJZ, WNEW and WOR, and the first two weeks in December, spots were heard for "The Great Victor Herbert" on WJZ, WQXR and WMCA. Buchanan & Co., New York, is the agency.

Gulf Guild to Present Shirley Temple Dec. 24

PLANS are being made for the Dec. 24 radio debut of Shirley Temple on the CBS *Screen Guild Theatre*, sponsored by Gulf Oil Corp. Shirley, who will appear in a radio version of her latest picture, "The Blue Bird", is to be introduced by Darryl F. Zanuck, vice-president of 20th Century Fox Studios. CBS will shortwave the program to Belgium so that Maurice Maeterlinck, author of the story, can listen. He will be cut in to say a few words.

So pleased is 20th Century Fox Studios with the reception accorded "Drums Along the Mohawk", on the recent Kate Smith program, the film company is now planning to give "Swanee River", its next Technicolor release, the same type of radio buildup. It is understood that another tieup with the Kate Smith program is currently in prospect. Some 45 network broadcasts have been arranged for four songs from the film, "Gulliver's Travels", produced by Max Fleischer Productions, which will be released through Paramount Studios at Christmas.

Pet Milk Starts Discs

PET MILK SALES Corp., St. Louis, has started a series of thrice-weekly quarter-hour transcriptions titled *Mary Lee Taylor* on an undetermined number of stations. Gardner Adv. Co., St. Louis, handles the account.



HIRSUTE splendor emerged generally among the male population of Okmulgee, when that Oklahoma metropolis held its annual Pioneer PowWow, and the staff of KGBG, Okmulgee, displayed itself admirably in the spirit of the occasion, as evidenced by the meticulously groomed handlebar and chin mop of Manager Pat Buford (top), and the spinach of Announcer Fred Gaye and Salesman Charles Dabney (1 to r below).



HERALD GOODMAN *Master Salesman at the Mike*

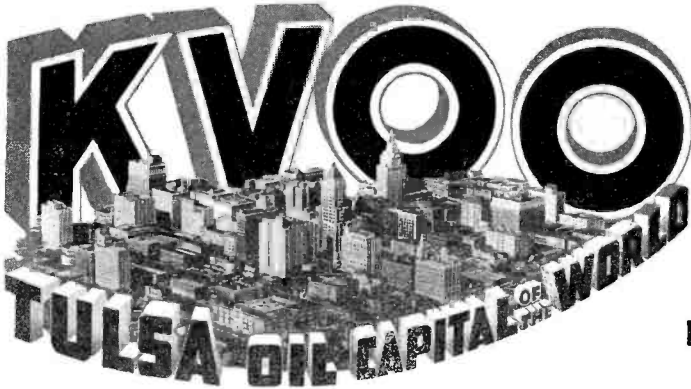
with his
**Tennessee
Valley Boys
and
Vagabond
Cowboys**



HERALD GOODMAN—composer of "Lamp Lightin' Time in the Valley," "Little Mother of the Hills" and other famous songs—member of the celebrated network Vagabond Trio, Herald, Dean and Curt—favored talent of some of the biggest advertisers in radio and popular star of phonograph records—yes—we give you Herald Goodman, Master Salesman at the Mike!

Herald Goodman, with his cowboys and hillbillies, have pulled over 30,000 pieces of mail since coming to KVOO a few months ago! 8 broadcasts pulled 9,606 recipes from women listeners recently. 2 broadcasts pulled 620 entrants in a word building contest. Almost every promotion that Herald handles pulls mail into the thousands of pieces. His KVOO Saddle Mountain Roundup has played to 100,000 paid admissions in Oklahoma theaters.

If you want to reach folks, just plain folks, in the middle income bracket, let Herald Goodman do it in this territory. Within 75 miles radius of Tulsa lie 40% of Oklahoma's population, furnishing 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!



25,000 WATTS UNLIMITED TIME
BOTH N. B. C. NETWORKS

EDWARD PETRY AND CO., Inc.
National Representatives

Labor Relations Unit in FCC Is Considered by Chairman Fly

Supreme Court Ruling in Railroad Case Leads To Study of Its Affect on Broadcasting

CREATION within the FCC of a labor relations unit, to keep abreast of labor conditions in all aspects of communications and even of broadcasting, has been given preliminary thought and may be proposed shortly by Chairman James Lawrence Fly.

Chairman Fly said Dec. 8 that some thought had been given to the matter but that it has not yet been formally taken up by the Commission. While emphasis has been placed on the desirability of such a unit with respect to common carrier operations, such as telephone and telegraph companies, Mr. Fly did not entirely discount the possibility of certain activities in the broadcast field.

Supreme Court Ruling

Thought on the subject apparently developed following the Supreme Court ruling Dec. 4, in the so-called Rock Island railroad case. In this case, the Supreme Court upheld the ICC order that the Rock Island pay dismissal wages and transfer expenses of accounting employees of a leased subsidiary. It upheld the right of the ICC to establish standards to protect employees who might be aggrieved by virtue of consolidations. Since the legislation relating to common carriers under the jurisdiction of the ICC is similar to that delegating authority to the FCC over communications carriers, it was thought the ruling had a direct bearing on future FCC functioning.

While broadcasting is clearly exempted from the common carrier category in the Communications Act, there nevertheless was the view that the Supreme Court opinion has a bearing on broadcast employment. Even prior to the Rock Island decision, the FCC has been petitioned by labor groups to consider the purported plight of broadcast station employees who might suffer as a result of consolidations or deletions. The question was raised by CIO in connection with the Bulova acquisition of WPG, Atlantic City, and its consolidation with WOV and WBIL in New York into a single fulltime station.

The potentialities of labor jurisdiction loom large in another quarter also. A situation such as that raised by the threatened strike of the American Federation of Musicians should it be unable to revise employment contracts with the broadcasting industry when the current contract expires next January, might present a case in which the Commission would inject itself. A musicians strike, it was pointed out, obviously would have a bearing upon the ability of stations to serve the public interest, convenience and necessity, as the law requires. While the chances are remote, it nevertheless is conceivable that the Commission might seek to arbitrate this situation in some way and prevent the shutting off of

service which would render operation in the public interest almost impossible.

In individual station cases, resulting from consolidations or deletion of existing facilities, it is theorized that the FCC, on the basis of the Rock Island decision, might seek to take jurisdiction in order to insure proper treatment of employees.

Chairman Fly did not elaborate on his views but indicated the matter would be broached to the FCC in the near future. Presumably before any tangible action is taken, a thorough analysis of the law and of the Supreme Court opinion will be undertaken by the Law Department.

Proposed FCC Budget Increase May Permit New Inquiry Unit

WITH a budget recommendation of \$2,100,000 for the 1940-41 fiscal year, which begins next June 30, the FCC may be in a position to expand its operation to include a new Investigation Division, which among other things would report on qualifications of new station applicants, it was learned Dec. 11.

The U. S. Budget Bureau, according to responsible sources, has recommended an appropriation for the FCC of \$2,100,000 for the forthcoming fiscal year as against a current fund of \$1,830,000. The Commission had asked for \$3,115,000—about a million dollars more than recommended for it.

Defense Budget

Because of the plan of President Roosevelt to set aside a so-called "B" budget for national defense purposes, it is thought possible the FCC will be accorded additional funds at a later date in connection with expansion of its monitoring activities due to national defense and neutrality requirements. The FCC is seeking funds for a number of modern mobile monitoring units, capable of checking shortwave operations and it is thought that this material and personnel might well fall in the national defense category.

The plan for an Investigation Division, assuming that the \$2,100,000 appropriation is finally forthcoming from Congress, could be carried out with those funds. However, it would be within the discretion of the Commission to decide whether it should use a portion of that money for the purpose or expand it for personnel and expenses in other branches of the agency. It has been estimated that an appropriation of approximately \$50,000 would be sufficient to retain a dozen or 15 expert investigators for this service [BROADCASTING, Dec. 1].

Butcher's Century

UNDER terms of a "plot" engineered by the staff of WJSV, Washington, District Commissioner George Allen on Dec. 8 donated \$60 to the station's Christmas Shoe Fund. During a broadcast with Arch McDonald, WJSV sports announcer, Allen was persuaded to raise his donation to \$100 but imposed a requirement that Harry Butcher, CBS vice-president, follow suit. Mr. Butcher followed. The fund is being raised in cooperation with the *Washington Daily News*.

Hobby Shorts

ARRANGEMENTS are now in process for the filming of a series of shorts by Warner Bros., New York, featuring Dave Elman, m.c. of the *Hobby Lobby* program, and several of the hobbyists who have appeared on past broadcasts. Fels & Co., Philadelphia, sponsors the program on CBS, through Young & Rubicam, New York.

HENNESSEY NAMED HEAD OF FCC BAR

PHILIP J. HENNESSEY Jr., Washington attorney, was elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 1, for a one-year term. He succeeds Frank W. Robinson, former FCC general counsel.



Horace L. Lohnes was elected first vice-president and Philip G. Loucks, second Mr. Hennessey vice-president. Herbert M. Bingham was re-elected secretary, and Paul A. Porter, CBS Washington attorney, was named treasurer. Elected to the Executive Committee for three-year terms were Judge E. O. Sykes, former member of the FCC, and Frank W. Wozencraft, general counsel of RCA, New York.

Holdover members of the Executive Committee are Louis G. Caldwell and Ralph M. Kimball, whose terms expire in 1940, and Duke M. Patrick and Swager Sherley, who serve until 1941.

New Albers Series

ALBERS BROS. MILLING Co., Seattle (Friskies Dog Food), through Erwin, Wasey & Co., Los Angeles, on Jan. 14 starts for 26 weeks, a weekly quarter-hour mystery series, *The Adventures of Dr. Dare*, on 9 CBS Pacific Coast stations (KNX KARM KSFQ KROY KOIN KIRO KVI KPFP KSL), Sunday, 2:30-2:45 p. m. (PST). Firm, for its cereals, is currently sponsoring the weekly half-hour musical program *Good Morning Tonight* on 5 NBC-Pacific Red stations, the broadcast emanating from San Francisco.

Maine Potato Series

MAINE DEVELOPMENT COMMISSION in November started its annual campaign in the interests of State of Maine trade-marked potatoes using twice-weekly programs titled *Girl From Maine* on the Marjorie Mills participating series on the Yankee network. Campaign will continue until early spring and is handled by Brooke Smith, French & Dorrance, New York.



RADIOMEN'S HOBBY turned into a fascinating feature on KGVO, Missoula, Mont., where the Model Makers Club has attracted dozens of entries from ages 11 to 60. Jack Burnett (left), commercial manager, and Marion Dixon, local sales manager, are here shown with some of the model airplane and seacraft entered in the display. It all started because the KGVO duo are themselves master builders of model planes.

A maker of beverages came to WOR in the summer of 1939. Using a half-hour evening show, this manufacturer lifted his sales 100% in thirteen weeks and increased his dealers from 5,000 to 50,000 in that same length of time. Though his product was originally sold in New York City only, a checkup made three months after he began using WOR showed that he had expanded his territory to Greater-New York, New Jersey, Westchester and Lower New England. It was also found that customer demand created by the WOR broadcasts, had forced two prominent New York grocery chains to place his product on their shelves. Interesting, too, is the fact that the WOR broadcasts enabled this manufacturer to successfully launch and build acceptance for a new product in a field that has been discouragingly competitive for years.

F-M Broadcasting On Three Relays Proves Successful

Armstrong and Doolittle See Widespread Radio Changes

WHEN the first triple rebroadcast of the new frequency modulation broadcast was accomplished Dec. 3 without the use of telephone wires at WDRC, Hartford, radio experts at the demonstration predicted important changes in radio within a decade.

"It is just the beginning in the start of chain broadcasting of frequency modulation," said Maj. Edwin H. Armstrong, inventor of the new-type broadcasting, who went to Hartford to supervise the "triple play" rebroadcast.

It happened thus: W2XCR, Yonkers, N. Y., broadcast a special frequency modulated program, which was picked up by Maj. Armstrong's station, W2XMN, at Alpine, N. J. This station rebroadcast the program, which, in turn, was picked up by W1XPW, Meriden, Conn., owned by Franklin M. Doolittle, general manager of WDRC, Hartford.

W1XPW again rebroadcast the special program, and it was received in WDRC studios before a specially invited group of radio technicians, experts, and newspapermen.

Progress Noted

K. B. Warner, managing secretary of the American Radio Relay League and editor of *QST*, amateur radio publication, said after the demonstration:

"I thought it was just technically unbelievable with three relays, yet the program was still better by far than the present conventional system at its best. In 10 years there won't be any orthodox brand of broadcasting remaining except for the lowest grade of local service."

Mr. Doolittle said: "I think frequency modulation gives the finest quality we ever have been able to transmit. The triple rebroadcast was a marvelous success."

The special program originated in the private home of C. R. Runyon, Yonkers, who has been working with Major Armstrong on frequency modulation. A piano player and a violinist gave selections, records were played, and various sounds, such as striking of two steel bars together, ringing of bells, the gurgling of water into a glass, the lighting of a match, the drop of an ice cube into a glass of water, and others, were heard.

More on the Way

There will be many more of these relay broadcasts during the coming year, Maj. Armstrong predicted, stating that by mid-summer about 25 frequency modulation stations will be in operation. The method will be immediately useful to a broadcaster such as John Shepard 3d, he said, whose station on Mt. Washington can rebroadcast programs picked up from the Paxton transmitter which receives its programs from the Shepard studios in Boston. Eventually other stations might be added to this radio chain, he stated.

Asked if F-M stations would be permitted to rebroadcast programs by radio relays when the FCC has forbidden this practice to broad-



TWO RADIO pioneers, Maj. Edwin H. Armstrong, inventor of frequency modulation (left), and Franklin M. Doolittle, general manager of WDRC, Hartford, discuss success of the first triple rebroadcast in history of frequency modulation broadcasting without use of telephone wires. Major Armstrong said Mr. Doolittle was one of his earliest "disciples" in the frequency modulation experiments. Mr. Doolittle owns W1XPW, Meriden, Conn., an F-M station.

casters using the present system of amplitude modulation, Maj. Armstrong explained that the Commission's ruling prohibits these radio relays for broadcasters operating within the present broadcast band where wire facilities are available to prevent using up the spectrum of frequencies available for broadcast use.

With frequency modulation, he stated, wire facilities are not available as it is not possible to transmit a 15-kilocycle band over telephone lines and to keep out the noise. Furthermore, these frequency modulation relays do not use up the spectrum, as the rebroadcasting station picks up the signal from the regular broadcast of the originating station. Eventually, however, relays on much higher frequencies will probably be used to permit greater flexibility of operation.

Better Quality

At present all F-M stations in the chain must broadcast all chain programs, as each must transmit a signal for the station next in line to pick up. By using the higher frequencies, signals from the originating station can be picked up by more distant F-M stations and those along the line can accept or reject the chain programs in accordance with their own plan of programming.

The whole aim, he said, is to give better quality radio transmission to the listeners, and frequency modulation programs can be as perfectly sent on frequencies of several hundred megacycles as on the present 40-megacycle band. In Hartford, he explained, W1XPW can pick up the CBS programs which W2XMN rebroadcasts several hours daily from W2XMN with greater fidelity than it can get them from WDRC, which has received them over the wires from the CBS studios in New York.

As for television, Maj. Armstrong said: "When and if there is a television chain, it will be done with frequency modulation. The technical principles are the same in frequency modulation as in television."

A BOOK titled "Best Broadcasts of 1933-39", compiled by Max Wylie, CBS director of script and continuity, will be published Dec. 18 by Whittlesey House, New York (\$3.50). It is an anthology of 32 separate programs of all types, reprinted "as broadcast" by the three major networks.

'Red' Barber Wins Award

RED BARBER, baseball announcer of WOR, Newark, who covered the games of the Brooklyn Dodgers for the station during the past season, on Dec. 6 was named the nation's top baseball announcer in the poll conducted among leading sports writers and correspondents representing *The Sporting News*. Second place was voted to Frankie Frisch of the Colonial Network, MBS New England hookup, while Bob Elson of WGN, Mutual's Chicago affiliate, won third place. Tom Manning, of WTAM, Cleveland, and France Laux, of KMOX, St. Louis, received previous awards.

Gillette Bowl Games

GILLETTE SAFETY RAZOR Co., Boston, on Jan. 1 will sponsor two of the New Year's Day football games—the Sugar Bowl game from New Orleans, an exclusive NBC feature, and the Orange Bowl game in Miami, a CBS exclusive. The NBC game will be heard on 75 Blue stations with Bill Stern covering for the third successive year. Ted Husing will describe the CBS broadcast from the Orange Bowl, to be heard on over 70 stations. To promote its sponsorship of the two games, Gillette has sent out over 50,000 window streamers and has arranged for numerous advance announcements to be broadcast during the weeks preceding the games on stations carrying the events. Transcriptions describing features of the broadcasts have been made by both Husing of CBS and Stern of NBC for distribution by Gillette to the stations scheduled. Maxon Inc., New York, handles the account.

Pro Game on 9

GENERAL MILLS, Minneapolis (Wheaties), sponsor of games of the National Football League, arranged a special hookup of nine stations to carry the National League Football League championship game between the Green Bay Packers and the New York Giants, played Dec. 10 in Milwaukee. Stations were WOR, Newark; WCAU, Philadelphia; WCBM, Baltimore; WFMD, Frederick, Md.; WOL, Washington; WWSW, Pittsburgh; WGAR, Cleveland; WJR, Detroit, and WJJD, Chicago. Covering the event were Announcers Red Barber of WOR, Newark; Dick Fishell of WHN, New York, and Harry Wismer of WJR, Detroit. Wadhams Oil Co., Milwaukee, which has sponsored all games this season played by the Green Bay Packers on WTMJ, Milwaukee, also sponsored the game on that station, with Russ Winnie describing the contest. Scott-Telander, Milwaukee, is agency for Wadhams, and Knox-Reeves, Minneapolis, handles the General Mills account.

F-M Demonstration

OFFICIAL Washington gets its first practical glimpse of frequency modulation Jan. 13 when Maj. Armstrong demonstrates the system under the auspices of the Washington Radio Club at the National Museum. The Washington chapters of the Institute of Radio Engineers and of the American Institute of Electrical Engineers have been invited, with W3XO, the Jansky & Bailey F-M station to demonstrate the transmitting medium. FCC officials and staff have been invited.

WJR-WGAR Head Would Sell Pro Football Team

GEORGE A. (Dick) RICHARDS, who with Leo Fitzpatrick and others owns the Detroit Lions pro football team, runner up for the western division championship, has offered that club for sale at an asking price of \$200,000, according to an announcement Dec. 9 from the annual meeting of owners and coaches in Milwaukee.

Mr. Richards, who was unable to see any of the Lions' games this season due to illness which has kept him at his home in Palm Springs, Cal., reported to the meeting he was impelled to sell under doctor's orders. He bought the club in 1934 and transferred it from Portsmouth, O., to Detroit, paying \$15,000 for the franchise. It is reported a group of Detroiters is considering buying.

Cooperative Quiz Begun On WKRC by Grocers

FIRST broadcast of a weekly *Kitchen Quiz* series was heard Dec. 9 on WKRC, Cincinnati, under sponsorship of the Cincinnati Retail Grocers & Meat Dealers Assn., scheduled for an indefinite period. The program, an audience participant in which housewives vie for prizes, is conducted by Virginia List, former director of the Domestic Arts Guild, and conductor of the WKRC *Economy Kitchen*.

Heard at 8.30 Saturday mornings, the series is designed to catch housewives before they do their week end shopping. Featured are messages designed to promote dependability and service of neighborhood grocers. Signs and posters are mailed for display by grocers and WKRC, in cooperation with the *Cincinnati Times Star*, places publicity and advertising in the newspaper. Contestants for the program are chosen from a list of women writing for a place. Applicants must give name and address of their neighborhood grocer.

KOY Describes Own Fire

WHEN a \$1,500 fire damaged the heating plant of KOY, Phoenix, that station's special events department broadcast a description of the blaze.



FOR the post season Sugar Bowl football classic in New Orleans, WSGN, Birmingham, Ala., has arranged with the Southern Railway for a WSGN Sugar Bowl Special train and is offering two free fares and tickets to the New Orleans tussle to listeners writing the best letters on "Why WSGN is my favorite sports station". Going over final details of the contract are Henry P. Johnston (left), general manager of WSGN, and Searcy Johnson, assistant general passenger agent of Southern Railway.

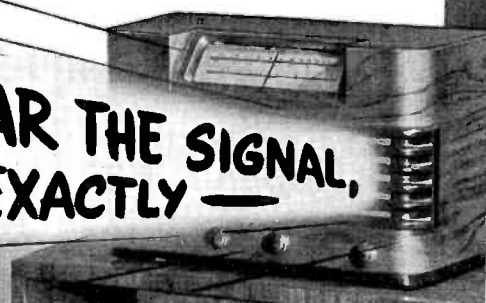
HOW MANY KINDS OF SPOT RADIO?

THERE are as many kinds of SPOT RADIO as there are advertisers and problems.

Whether a sponsor wants a minute or an hour, a 25-word announcement or a fifteen-minute strip, live or transcribed, he can buy it on as few or as many stations as he likes. He can fit his coverage exactly to his distribution when he buys his stations separately, whether they are independent or network affiliates.

This oldest form of commercial broadcasting lets him pick his time in each city, buy stations separately, localize his sales appeal and gear his radio advertising to his plans in every particular.

WHEN YOU HEAR THE SIGNAL, IT WILL BE EXACTLY —



1 "I wish I could use SPOT RADIO," said the Advertiser, "but I don't manufacture watches."

2 "You don't run a department store, either," replied his Agency Man, "but you often use newspapers."

3 "Just because a certain type of advertiser uses a certain medium in a certain way," he went on, "doesn't mean that everybody must."

4 "Time signals are just one effective form of SPOT RADIO. It can be 25 words or 15 minutes or an hour—any length."



5 "But the important thing about SPOT RADIO is that it lets you buy your stations individually—separately—not linked together."

6 "Humph, that fits my sales plan like a glove," humphed the Advertiser. "Let's get out the maps and SPOT our RADIO!"

SPOT RADIO

IS BROADCASTING WHICH YOU CAN SPOT



ANY TIME ANY LENGTH ANY WHERE

EDWARD PETRY & COMPANY INCORPORATED

Representing Leading Radio Stations throughout the United States—individually

Offices in NEW YORK • CHICAGO • DETROIT • ST. LOUIS
SAN FRANCISCO • LOS ANGELES

New NBC Maps Reveal Coverage

Day and Night Coverage Areas
Are Charted Separately

ALTHOUGH NBC has just completed its first set of coverage maps to show separately the daytime and nighttime coverage areas of its affiliate stations, these maps will not be distributed to advertisers and advertising agencies, nor will they be individually available even to NBC's own salesmen, according to J. M. Greene, recently appointed circulation manager of NBC. Each station gets a copy of its own maps as fast as they are received from the printer, Mr. Greene said, with the distribution about half completed at present, but there will be no further distribution.

In explanation of this policy, which is in direct contradiction to that of CBS, which for several years has been publishing and distributing day and night coverage maps of its affiliate stations, Mr. Greene said the NBC maps picture the listening pattern of each station when that station is broadcasting network programs and therefore do not give a true picture of the station's coverage when it is broadcasting local programs not available from its neighboring NBC stations.

Not for Spot

"If we make our maps available to advertisers and agencies," he said, "they will inevitably be used in planning spot campaigns, and they are not intended for that purpose. Each station has its own coverage map and data which the advertiser or agency can obtain from that station or its representative and NBC has no place in that picture.

"We will use these maps and the data underlying them," he continued, "to make network presentations, showing advertisers the coverage available with any specific network setup, either present or prospective. With this information we can tell a network client how many radio homes the addition of any station or station group to his present network will add to his audience. These figures are not always constant for any particular station, as the overlapping of its coverage area with those of nearby outlets will vary with the inclusion or exclusion of those other outlets in the proposed network.

"Individually, our maps generally, although not always, show coverage areas more limited than would coverage maps based on the station's own signal strength and mail response when considered as an individual entity and not as part of a network," he added, "which is another reason we are not going to distribute them generally."

Maps, prepared by Mr. Greene and his assistant, Charles Robertson, who was formerly in NBC's research division, were based on mail response over an extended period of time, using the regular NBC Airea method broken down for the first time into day and night coverage. Method of determining the par counties when day and night coverage was combined, through use of the half-milivolt line in conjunction with mail, was used this time to determine daytime coverage of all stations and nighttime coverage of clear channel

TROPHY FOR CHILDREN'S SERIES

Higbee Co., Cleveland, Wins Annual Award for
Popular Series Broadcast on WHK



CLIMAXING a two-month promotional drive, the Higbee Co., Cleveland department store, on Dec. 8 was awarded the *Cleveland Plain Dealer* 1939 Radio Poll trophy for sponsoring the year's most popular children's program—*Pinochio*, heard on WHK, Cleveland. Charles L. Bradley (left), president of Higbee Co., received the trophy, "Miss Osgarette", from Robert S. Stephan, *Plain Dealer* radio editor. The *Pinochio* series, which made its sudden rise to top popularity in less than two months, has been one of the most effective promotions the store has ever used, Mr. Bradley commented.

On the day following announcement of the award, the department store made two announcements on WHK, offering a free "Pinochio mask" to all members of the *Pinochio* Club, to be given away at three locations in the store—children's clothing, boys' clothing and the toy departments. Response to the announcements was so great that 14 extra salespeople were added in these departments.

The day the announcements were made more than 3,000 new members of the club were signed up, swelling the nine-week total to more than 15,000, and depleting the supply of badges and membership cards until more were ordered. Sales in all departments offering the masks jumped, with an especially large increase in the toy department.

Other Reader Choices

With *Plain Dealer* readers in 149 cities and towns in six States participating in the balloting, favorite programs and radio personalities included:

Personality: Charlie McCarthy; Program: *Chase & Sanborn Hour*; Master of ceremonies: Don Ameche; Classical sing-

ers: Nelson Eddy, Lucille Manners; popular singers: Bing Crosby, Kate Smith; comedian: Jack Benny; drama: *Lux Radio Theatre*; serial: *One Man's Family*; symphonic program: *Ford Sunday Evening Hour*; light classical music: *Voice of Firestone*; dance band: Guy Lombardo; variety: *Chase & Sanborn Hour*; quiz: *Information Please*; commentator: Lowell Thomas; educational: *U of Chicago Roundtable*; kid's show: *Pinochio*.

Runners-up: Alec Templeton, *One Man's Family*; Bing Crosby, Richard Crooks, Margaret Speaks, Kenny Baker, Frances Langford, Edgar Bergen, Orson Welles, *Those We Love*, Toscanini, *American Album of Familiar Music*, Kay Kyser, *Good News*, Doctor I. Q., Kallenborn, Dr. Walter Darnoch, *Let's Pretend*.

Show horses: Bing Crosby, *Information Please*, Clifton Fadiman, Lawrence Tibbett, Jessica Dragonette, Frank Munn, Connie Boswell, Bop Hope, *Big Town*, Vic & Sade, N. Y. Philharmonic, *Cities Service Concert*, Wayne King, Prof. Quiz, *American Town Meeting*, and *Orphan Annie*.

stations. For regional and local stations, however, whose ground waves are subject to interference at night from the sky waves of distant stations, a nighttime interference line was set up, computed by NBC engineers in accordance with FCC standard signal-to-noise required ratios.

DEPRECIATION LIST FOR TAXES REVISED

ANSWERING a request of the NAB for specific information on changes in depreciation allowances as applied to broadcasting companies, the Treasury Department on Dec. 1 sent the NAB a revised list of "group lives" applicable in filing income tax returns.

Timothy C. Mooney, Deputy Commissioner, and E. L. Lindsey, assistant head of Division, the Bureau of Internal Revenue, signed the letter sent to the NAB. They reminded that "the lives stated above are averages built up on the experience available for the equipment of all companies for which data could be obtained and may not be applicable to the assets of a particular company whose experience may indicate shorter or longer lives."

In making public the letter, the NAB explained that "allowance for depreciation cannot be predicted upon a general average. Each broadcaster should produce all the facts pertinent to his own case and press for a decision thereon without reliance upon general practices."

The Revenue Bureau's group lives follow: Transmitter equipment, 10 years; studio control equipment, 10 years; speech input equipment, 10 years; antenna equipment, 12 years; towers, 15 years; buildings, 20 years; studio furniture and fixtures, 7 years; office furniture and fixtures, 15 years; pipe organs, pianos, etc., 10 years; television equipment, 4 years; facsimile equipment, 5 years.

P & G Tests Serial

PROCTER & GAMBLE Co., Cincinnati (White Naptha), has started *Little Cross Roads Store*, five-weekly quarter-hour live program, on KWTO, Springfield, Mo., for 52 weeks. It is understood the series may be expanded to other markets. The program was developed by the staff of KWTO and has been on the air for the last five years. Quaker Oats sponsored the show last year and prior to that time it was sponsored locally. George Earle Wilson, production director of KWTO, writes and produces *Little Cross Roads Store*. Actors include Al Stone and Bill Ring, KWTO announcers; Catherine McKee, bookkeeper of KWTO; Gloyd Thraikill, of the KWTO continuity department. Theme of the dramatic serial is the philosophical attitude of an aged store keeper. Compton Adv., New York, handles the account.

New Campana Series

CAMPANA SALES Co., Batavia, Ill., on Jan. 7 will start *Grand Hotel*, dramatic program sponsored by the company in 1937 on NBC-Blue, on 30 CBS stations, Sunday, 1:35-2 p. m., on behalf of Campana Hand Cream, Italian Balm, Dreskin, Colies and D.D.D. Campana also sponsors the weekly *First Nighter* program on CBS. Aubrey, Moore & Wallace, Chicago, is the agency in charge.

NBC, MBS and CBS will broadcast the address by President Franklin D. Roosevelt at the annual Jackson Day dinner given Jan. 8 by the Democratic Party at the Hotel Mayflower, Washington.

Gulf Oil Corp. Renews Screen Guild 16 Weeks

GULF OIL Corp., Pittsburgh (oil products), has renewed its weekly half-hour *Screen Guild Theatre* on 65 CBS stations for an additional 16 weeks, effective Jan. 1, Sun., 7:30-8 p. m. At expiration of the extended period Motion Picture Relief Fund will have received a total of \$500,000 from the sponsor for the erection of a home for indigent workers in the film industry. Actual construction of the home will start when the \$500,000 mark is reached.

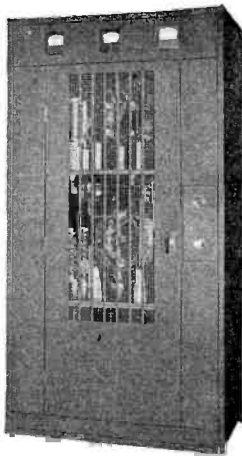
With talent, directors and writers donating their services to the weekly program, Gulf Oil Corp. contributes \$10,000 a week to the Fund. Joe Hill continues as agency producer on the show with Austin Petersen as assistant. Writers are Charles Tazewell, Sam Perrin and Jess Oppenheimer. Roger Pryor continues as m.c., with John Conte announcing. Oscar Bradley has the orchestra. Young & Rubicam, New York, is agency.

Renewal contract was signed in Hollywood by Jean Hersholt, representing the MPRF; Ralph Morgan, Screen Actors Guild; Walter Wanger, Producers Assn., Conrad Nagel and representatives of the oil corporation and the agency.

ENGINEERS:

Here's the sure cure for your *Directional Headaches!*

Ready-made Antenna Control Units that meet all F.C.C. requirements



Western Electric Antenna Control Units will solve your directional problems painlessly and permanently!

These equipments are capable of operating at any one pre-determined frequency between 550 and 1600 kc. — are suitable for 2 or more element arrays. Shift between day and night patterns can be made by single push button operation.

Combinations of the 33A (combined line branching and phase shifting unit) and supplementary 34A (phase adjusting unit for outdoor mounting) and 35A (line branching unit for outdoor mounting) are for output powers up to 5 KW. The 33B, 34B and 35B units are for powers up to 50 KW.

If you're suffering from directional headaches, call Graybar quickly for a Western Electric unit. You'll find it's just what the doctor ordered!

Western Electric



DISTRIBUTORS: In U.S.A.: Graybar Electric Co., New York.
In Canada and Newfoundland: Northern Electric Co., Ltd.
In other countries: International Standard Electric Corp.

Intervention Rule Undergoes Shifts

Trend Toward FCC Reversal Of Policy Is Indicated

A TREND toward gradual reversal of its non-intervention procedure in broadcast cases is apparent on the FCC, though several anomalous situations have been created by virtue of the procedure.

One of the strange situations affects KOA, Denver, 50,000-watt operating on the 830 kc. clear channel, which has been excluded from participation in a hearing on the application of WHDH, Boston, for fulltime on that channel. The hearing has been scheduled for Jan. 15 in Washington, having been postponed from Dec. 11 and involves the application of WHDH for 5,000-watt unlimited time on the channel in lieu of its present 1,000-watt limited time operation. Only WEEU, Reading, Pa., which operates daytime on the frequency, has been admitted as an intervenor.

Motions Denied

Commissioner Case, presiding at the motions docket Dec. 5 dismissed without prejudice a petition of the Clear Channel Group to intervene in the hearing on the ground that preservation of clear channels is involved. He also denied the Group's motion to dismiss the WHDH application, and denied a KOA motion to dismiss the application as in violation of existing rules. Previously another presiding commissioner had denied KOA's petition to become a party to the hearing.

At the motions docket Dec. 8 Commissioner Case granted several petitions to intervene. As a matter of fact, all petitions pending that day were granted. In one case, involving the application of WROL, Knoxville, for a change in frequency to the 620 kc. channel occupied by WFLA and WSUN, a presiding commissioner had denied the petitions of the Florida stations to intervene. Subsequently, the WSUN application for intervention, filed on a new basis, was granted. Similar action was taken in the case of WFLA Dec. 8.

More CBS Sustainers From Hollywood Planned

HOLLYWOOD will assume a more important place as origination point of CBS sustaining programs during 1940, according to W. B. Lewis, the network's New York vice-president in charge of programs, who has been on the West Coast for two weeks conferring with Donald W. Thornburgh, vice-president in charge of Pacific Coast operations, and Charles Vanda, western division program director. While no new trend is imminent at this time, he stated that many innovations in broadcasting will be tried out during the summer months. Mr. Lewis is credited with introducing the first quiz program.

He stressed the fact that the present CBS Hollywood production staff is sufficient to carry out program plans under discussion and that no additions or changes in personnel are contemplated. Mr. Lewis declared that radio is now in its biggest year commercially, and indications point to another banner season for 1940-41.



DURING the annual meeting of the American Association baseball clubs in Columbus Dec. 1-2, three visiting sports announcers called on Johnny Neblett, WBNS sportscaster. They all belong to the American Association of Baseball Broadcasters—(l to r) Connie Desmond, WSPD, Toledo; Neblett; Don Hill, WAVE, Louisville; Vic Lund, WIRE, Indianapolis.

KMPC to Be CBS Optional Outlet; Signs Cooperative Compact With KIRO

WHEN KMPC, Los Angeles, begins operating fulltime early in 1940, under its cooperative pact with KIRO, Seattle, it will become an optional outlet of CBS, available to clients of that network as an additional station in the Los Angeles area to KNX, or as an alternative outlet.

This was disclosed coincident with the working out of the KIRO-KMPC agreement for fulltime use of the 710 kc. channel to which each was assigned on a regular basis last month by the FCC. The new agreement likewise has been filed with the FCC.

Operated by the Richards-Fitzpatrick-Patt combination and managed by Leo B. Tyson, veteran Southern California broadcast executive, the new fulltime KMPC will relocate at the former KECA site, subject to FCC approval of the removal. Considerable staff expansion is contemplated by Mr. Tyson in view of the prospective fulltime schedule, together with separation of studios and transmitter. Both studio and transmitter now are located on Wilshire Boulevard.

Under the KIRO-KMPC agreement, dated Dec. 1, the Seattle station will seek 10,000 watts power placing it in a 1-B status, while KMPC will be recognized as equivalent to a Class II station with 5,000 watts or more.

The FCC on Nov. 14 assigned KIRO to 710 kc. with 1,000 watts unlimited time, in lieu of its previous special experimental authorization. KMPC heretofore has been a limited time station on 710 kc., and on the same date was authorized to operate with 5,000 watts daytime and 1,000 watts at night on that frequency. WOR, Newark, is the dominant station on the channel, using 50,000 watts, and will be protected by KIRO through use of a directive antenna.

Promise Cooperation

Consummation of the agreement came following several days of negotiation in Washington among the principals. Leo J. Fitzpatrick, executive vice-president of WJR, WGAR and KMPC, stations principally owned by George A. Richards, and Saul Haas, vice-president and executive of KIRO, signed the

agreement. Others who participated included John F. Patt, vice-president of the Richards-Fitzpatrick stations; R. Morris Pierce, WGAR chief engineer; Duke M. Patrick, counsel for KMPC, and W. Theodore Pierson, counsel for KIRO.

The agreement sets out that the two stations desire to "cooperate with each other to improve service in their respective service areas, and, by use of modern engineering methods, to improve the broadcast quality and coverage of their respective stations." It was agreed that neither station will protest or otherwise object to the action of the FCC in granting the two fulltime applications. KMPC then agreed to file an application for authority to operate with 5,000 watts "or more", unlimited time, employing an antenna system at a site in or near the metropolitan area of Los Angeles in such a manner as will prevent objectionable interference "during nighttime within the 500 uv/m 50%-sky-wave contour of KIRO or during daytime within the 100 uv/m ground-wave contour of KIRO." This degree of protection is identical with that afforded I-B stations under the new engineering stands.

KIRO to File for 10 kw.

KIRO agreed to file and prosecute an application to operate "with power of 10 kw. or more, unlimited time, employing an antenna system, conventional during daytime and directional at night, at a site in or near the metropolitan area of Seattle in such a manner as will prevent such operation from causing objectionable interference within the 2500 uv/m ground-wave contour of KMPC when KMPC."

The contracting parties further concluded each would file initial applications within 90 days, and that neither party "will do any act that will jeopardize the status, or the expeditious prosecution, of the applications filed pursuant to this agreement." It was agreed that KMPC may take appropriate steps to procure authority from the FCC to operate with 5,000 watts day and 1,000 watts night, with a conventional antenna, provided this would not jeopardize the status or impede the expeditious consideration of the higher power applications of the

LANG-WORTH CHECK STOPPED BY MPPA

MUSIC Publishers Protective Assn., which formerly certified and checked the musical compositions contained in the musical library of Lang-Worth Feature Programs, has discontinued this service. BROADCASTING was formally advised Dec. 6 by Harry Fox, MPPA's general manager. Service consisted of examining copyright records for each title issued by the Lang-Worth service and certifying that this musical number was in the public domain and therefore available for use without payment of a fee to ASCAP.

C. O. Langlois explained that the MPPA service was used chiefly as a convenience to save time, as its location in New York enabled Lang-Worth to check and clear numbers by telephone, but said that its loss will entail no real hardship on the company, as they will hereafter examine all titles at the U. S. Copyright Office, where all copyrighted numbers are registered. This registration is the source of the MPPA files, he said, and Lang-Worth has recently checked most of its selections directly with the Copyright Office and made less and less use of the MPPA service. Lang-Worth will probably employ a law clerk at the Library of Congress to make these examinations in the future, it was stated.

Loss of the MPPA certifications that the Lang-Worth numbers are tax-free will not affect the Lloyd's insurance policy carried by the company to protect users of these selections against losses from infringement suits, Mr. Langlois said, citing the clause in the policy which does not mention MPPA but merely requires that the titles be cleared by "a reputable record keeping agency in the industry".

Action of the MPPA is no surprise, he said, but has been expected by Lang-Worth ever since the inauguration of the NAB-Lang-Worth plan, as the MPPA members are also members of ASCAP and would naturally not want to aid the broadcasters in building up a supply of music which may be used in the broadcasting industry's fight against ASCAP's demands.

Carnation on MBS

CARNATION Co., Milwaukee (milk), which has been sponsoring *Arthur Godfrey* on WOR, Newark, for a 39-week period, Monday, Wednesday and Friday, 9-9:15 a. m., on Jan. 3 will add 8 MBS stations (WBAL WKBW WAAB WSAY WSYR WKRC CKLW WGN). Erwin, Wasey & Co., New York, is agency.

two stations, and provided the operation with 1,000 watts at night with a conventional antenna will not cause interference to KIRO beyond the limits established.

Mr. Richards resides in California most of the year and is expected to continue his policy direction of KMPC. Mr. Tyson has been general manager of the station since its acquisition several years ago by the Detroit-Cleveland group. Messrs. Fitzpatrick and Patt plan to go to the Coast shortly to assist Mr. Tyson in launching the new fulltime operation.



Here's One Contest
Your Ice Man Can't Win!

***THIS ONE IS FOR
AD MEN ONLY***

\$500.00 In Cash for the Best Name for Territory Covered by the Primary Area of Stations WMT-KRNT-KSO-WNAX

POOOR ALGERNON! For years he's toted ice on his back, and ideas in his noggin. (We mean the kind of ideas that win prizes.) He's entered every contest, and by saving wrappers has won everything from an auto to enough Pansy-foam soap to handle all Saturday nights from now to his old age pension. He's a hero to his wife — and a headache to the rest of us.

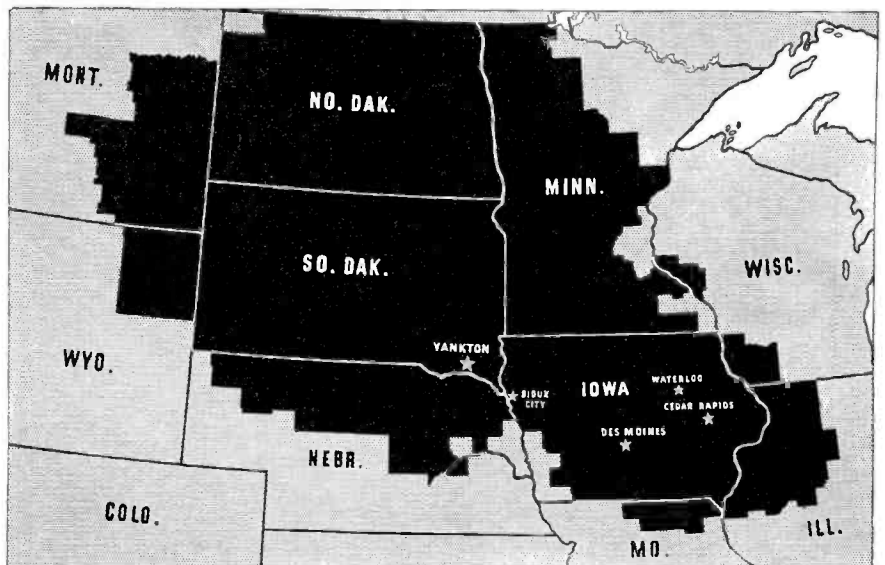
And now comes a contest that's a cinch, with five hundred smackers of fresh folding money as the prize — *and he can't enter!*

Nope, only advertising men or women can participate! Just suggest a descriptive name for the primary area covered by *The Cowles Stations*. The best one takes the \$500.

So just forget your ice man, and start thinking of a name today. We'll send any additional information you want. Just ask for it.

HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letter-head. Submit as many names as you desire.
3. Mail to Contest Editor, *The Cowles Stations*, Register and Tribune Bldg., Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. \$500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of *The Cowles Stations* for advertising or for any purpose they choose.



IMPORTANT FACTS TO HELP YOU SUGGEST A NAME

LIVESTOCK raising is an important factor in the 385 primary counties served by *The Cowles Stations*. One-third of the nation's hogs, one-fourth of the horses, and one-fifth of the farm cattle are found here. Although the farms number but 10.7 per cent of the nation's total, the farmers in the area receive more than 22 per cent of the farm livestock income of the country.

Population in the area is well divided, with a two million urban population, and nearly five million rural.

The 96,000 retail outlets in the district receive an annual gross business of more than \$1,500,000,000 from the 1,500,000 families of the area. *The Cowles Stations*, Des Moines, will gladly send you more complete information if you desire.

Contest Closes December 31, 1939 . . . Mail Entry Now!



Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

Educator Groups to Merge Sessions

Over 1,000 Present at Chicago Conference Held Dec. 6-8

By PAUL BRINES

HIGHLIGHT of the Third Annual School Broadcast Conference held Dec. 6-8 at Chicago's Congress Hotel was the announcement by Leonard Power, assistant chairman of the Federal Radio Education Committee of the U. S. Office of Education, that FREC will likely merge its convention with the Fourth School Broadcast Conference, to be held in Chicago next December. The announcement gives national recognition to the Chicago conference, which is subsidized by dollar registration fees under auspices of the local Board of Education's radio council, of which Harold Kent is director.

The third annual conference was attended by 1,000 educational directors of radio stations, supervisors of radio from various universities and colleges, and school teachers from grade and high schools of 12 States. Prior to the conference, on Dec. 5, both CBS and NBC held network educational conferences at their Chicago headquarters. Having held a conference for 18 of its affiliates in early October [BROADCASTING, Oct. 1], CBS on Dec. 5 entertained educational directors of four more of its affiliates and conducted a roundtable under the direction of Lavinia Schwartz, radio director of CBS-Chicago, and Sterling Fisher, radio director of CBS-New York. Attending the roundtable discussions were Max Karl, WCCO, Minneapolis; Irwin Johnson, WBNS, Columbus; Harriet Edwards, KMOX, St. Louis; Kenneth Graham, KMBC, Kansas City.

NBC Conference

The NBC conference of Dec. 5 was attended by 75 radio educational leaders representing NBC and 35 NBC affiliates, including Mrs. Helen Swabey, an observer from the Canadian Broadcasting Corp. NBC executives attending the conference included Lenox R. Lohr, NBC president; Dr. James Rowland Angell, educational counsellor; Sidney N. Strotz, manager of NBC-Chicago; Franklin Dunham, director of education; Walter G. Preston, supervisor of educational programs; Judith Waller, education director of NBC-Chicago; Jennings Pierce, educational director of NBC-San Francisco.

At the conference, Dr. Angell said, "We are particularly impressed by the increasing disposition of the great industrial and business interests that make use of radio to render a genuine public service by incorporating into their programs material of distinct educational value. We welcome this trend not only because of its intrinsic significance but also because it will help to break down the common impression that all educational material must be dull and that only the bespectacled recluse should be concerned with it. Business is

(Continued on page 52)



OUTSTANDING radio officials attended the NBC Educators Conference in Chicago Dec. 5. Facing camera are (1 to r) R. L. Harlow, Yankee Network vice-president; Lenox R. Lohr, NBC president; Judith Waller, NBC central division educational director; Dr. James Rowland Angell, NBC educational counsellor, and S. E. Fitzsimonds, KFYY, Bismarck, N. D. With backs to camera are Sherman D. Gregory, manager of KDKA, Pittsburgh; Edward Linehan, program manager of KSO-KRNT, Des Moines, and Harry Burke, program manager of WOW, Omaha.

Mutual Radio and Education Problems Are Discussed at California Session

WITH MORE than 400 educators, radio and advertising executives attending, the second annual Institute of Radio was held Dec. 7 at the University of Southern California, Los Angeles. Arranged in cooperation with the University, the one-day session was planned to advance professional radio both for the industry and education.

Eighteen speakers discussed various phases of broadcasting and education at the sectional meetings. Panel discussions constituted the general assembly program [BROADCASTING, Dec. 1]. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Los Angeles, was chairman of the Institute.

Dr. Vierling Kersey, superintendent of Los Angeles City Schools, complimented the broadcasters on the job they are doing, called attention to some of their shortcomings and also urged them to continue efforts in behalf of education. He reminded those present that "radio is a necessity in education today" and declared that "we look to radio for more and new interests."

Dr. Kersey cited the unification given American life by radio. That broadcasts create attitudes in children favoring such virtues as punctuality and cleanliness, Dr. Kersey is satisfied. "Radio democratizes intelligence. Intelligence is still reserved for all too few, but radio is improving the situation."

Explains Code

Donald W. Thornburgh, CBS Pacific Coast vice-president, explained the new NAB code, providing answers to many of the questions brought out during the sessions.

At the section meeting devoted to commercial problems, presided over by Charles Brown, NBC western division sales promotion manager, were three speakers. Sydney Gaylor, sales manager of KHJ, Los Angeles, discussed audience ratings. Sydney Dixon, NBC western division sales manager, Hollywood, had for his topic, "Program Ratings in Terms of Client Sales". An analysis of the new Pacific Coast edition of the Hooper Surveys was given by Gene Duckwall, office manager of Lord & Thomas, Hollywood, who substituted for Jack Smalley, BBDO Hollywood manager, now in New York.

The engineering section, headed

by C. M. Mugler, consulting engineer, Acoustical Engineering Co., Los Angeles, dealt with the technical aspects of radio, including equipment, field stations, studio mixing acoustics and recording. Speakers were George Curren, KFI-KECA, Los Angeles, engineer; Robert Moody, KHJ, technician; Harry Spears, CBS Hollywood, audio supervisor; John Hilliard, transmission engineer, M-G-M Studios; Michael Rettinger, RCA acoustical engineer, and Robert Calland, NBC Hollywood studio engineer.

Current decisions were reviewed in the legal meeting with responsibility for libel, copyright infringement and other examples given and discussed. Louis E. Swarts, Los Angeles attorney, was chairman of this division. Speakers included William R. James, attorney for KFI-KECA; Dr. Sheldon Elliott and Dr. Robert Kingsley, professors of law, University of Southern California; Jacob H. Karp, resident attorney, Paramount Pictures Corp.; Frederick Leuschner, NBC Hollywood counsel; Samuel S. Zagon, Don Lee Broadcasting System counsel.

Writing, production and direction, was under the chairmanship of Russ Johnston, program director of KNX, Hollywood. Irving Reis, writer-director of Paramount Pictures Corp. and founder of the Columbia Workshop, discussed "Radio as a Creative Art". Robert D. An-



INFORMALLY discussing radio and education problems are these participants in the NBC Educators Conference, held Dec. 5 in Chicago. Left to right are Mrs. Harriett Hester, educational director of WLS, Chicago; Sidney N. Strotz, manager of NBC central division; Franklin Dunham, NBC education director; Mrs. Helen Swabey, Canadian Broadcasting Corp.

Radio Freedom Is Vital To Democratic Country, Ridge Tells Conference

THE FUTURE of radio in this country is entirely interwoven in our democratic form of Government, and as long as there is a "free and unfettered radio we will have a free and democratic country," Maj. Edney Ridge, director of WBIG, Greensboro, N. C., Dec. 5 told the Social Standards Conference in Greensboro.



Maj. Ridge

In addressing the Conference, an annual symposium conducted under the auspices of the Greater Greensboro High School, Maj. Ridge cited numerous expressions by men in public life which assured a free American radio. As long as the listener controls radio, it will be free and uncensored, he declared.

Maj. Ridge referred to the radio platform published in the Dec. 1 issue of BROADCASTING as an indication of the industry's position. Falling squarely behind the platform, he mentioned particularly technical advancement of the industry.

Tribute was paid the FCC Engineering Department as one which protects the public from "radio chaos". Little advertised and little heard of outside the industry, he said that were it not for the fine work of the engineers it would be almost impossible for listeners to get clear reception.

draws, formerly of NBC Chicago and writer of several network serials, had as his subject, "The Formula for Writing the Daytime Serial". Writing and producing the special event broadcast was explained by Paul Pierce, CBS Pacific Coast director of continuity.

Dr. A. S. Raubenheimer, Dean, College of Letters, Arts and Sciences, presided over a panel division devoted to "How Radio and Education May Best Serve Each Other." "An Exchange of Viewpoints Between Broadcasters and Listeners" was under the chairmanship of Harrison Hollway, general manager of KFI-KEVA, Los Angeles. Don E. Gilman, NBC western division vice-president, Hollywood, led the panel group discussing "Radio's Position as a Factor in a Democracy."

Now WCCO's 50,000 watt voice is booming out from its new six hundred and forty foot antenna to a 78.5% larger minimum service area . . . to nearly three million radio listeners. Here's unique one-station coverage of the Northwest and the Twin Cities. WCCO, Minneapolis-St. Paul, is owned and operated by CBS; represented by Radio Sales.

50,000 WATTS WHERE IT COUNTS MOST.

YOU ARE APPROACHING THE **TALLEST STRUCTURE** IN MINNESOTA
THE VERTICAL ANTENNA OF **WCCO** COLUMBIA BROADCASTING SYSTEM
810 KILOCYCLES

Copyright Boost In Canada Argued

Stations Hold Proposed Rate Increase Not Justified

THE Canadian Association of Broadcasters and the Canadian Broadcasting Corp. appeared before the Copyright Appeal Board at Ottawa Dec. 7 in regard to the increased rates for 1940 asked by the Canadian Performing Rights Society Limited (Canadian ASCAP). No decision was given by the Board on the plea by the CPRS for a rate of 14 cents per set as against the 8 cents per licensed set levied at present from broadcasters. The CPRS claims that "Canada is the only country in the world where musical authors are underpaid".

In describing the increased rate as unfair, the broadcasters argued that CPRS has never published where its money goes, that most of it goes to music publishers instead of musical authors, and that most of the money goes out of Canada.

CPRS for a number of years has endeavored to have the basic rate of 8 cents per licensed receiver, set by the board in 1935, increased to 14 cents per set, the rate levied in Great Britain, where the parent society of the CPRS is located. Canadian broadcasters, both private owners and the Government corporation, have fought this increase because they have felt that broadcasting in Canada did not warrant such a high rate per set. Last year Canadian broadcasters on the 8 cents per receiver basis paid \$88,336.43 to CPRS. Under the new rates the amount would be \$188,090.28 [BROADCASTING, Dec. 1].

In arguing against the fee of \$16,800 for commercial receivers used in hotels, restaurants, etc., asked by the CPRS from the broadcasters, the latter reminded the Copyright Appeal Board that last year the CPRS had asked \$36,370 for these commercial receivers, and that the board had decided on a token payment of \$1,000, which the broadcasters had paid under protest as they did not feel the CPRS had a right to collect from the broadcasters for such receivers under the Copyright Act.

Representing the CBC as counsel was Brooke Claxton, and representing the CAB were Samuel Rogers, counsel for CAB, and T. Arthur Evans, CAB secretary-treasurer.

B & W Coast Test

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings) in early December auditioned a new half-hour man-on-the-street question and answer idea program which, if accepted, will be fed to NBC Pacific Coast shortly after Jan. 1. Audition transcripts were cut in Hollywood under supervision of Jack Smalley, coast manager of BBDO, agency servicing the account, and forwarded to the tobacco company for consideration. Weekly program would tie in with United Airlines, emanating from Union Air Terminal, Burbank, Cal., and include airport activity chatter, with interpolations of musical numbers. For answers to questions submitted by listeners, airport visitors would be given a free plane trip to Pacific Coast points.



A DECADE of service was celebrated at WHAM, Rochester, this month by General Manager William Fay and the staff threw him a surprise party. Some 30 employes greeted Mr. Fay and presented him with a scroll eulogizing his managership and friendly disposition. Examining the scroll are (l to r) Jack Lee, production manager; Charles Siverson, musical director; Ken Gardner, control room chief; Jack Kennedy, commercial manager; Mr. Fay holding scroll; E. A. Hanover, Stromberg-Carlson vice-president, and John Long, chief engineer.

FRONT LINE PICKUPS FORESEEN

Bill Henry Says Better Lines to Scene of Action

Likely Will Be Installed by Spring

LIVE broadcasts direct from the Western Front to American living rooms will probably be possible by spring, Bill Henry, CBS correspondent with the British expeditionary forces in France, stated in an interview Dec. 7, following his arrival in New York.

First correspondent ever assigned to cover war activities at the front, Henry spent two months in France before returning to America, which he had left last August to preview the 1940 Finnish Olympic Games for CBS and the *Los Angeles Times*. Caught in the crisis in London, he remained there during September before being assigned to the front.

Lines From the Front

At present, he said, the British Army and the Royal Air Force both have direct telephone lines to London, which are used by newspaper correspondents to phone in their stories after they have been passed by the censors at staff headquarters. The quality of transmission on these lines is so bad as to make their use impossible for radio, he stated, but arrangements are under way for a better installation which would carry the voice clearly enough that it could then be short-waved to America for rebroadcast here. It will probably be spring before such lines are ready for use, he added.

Such lines would not only enable the immediate broadcasting of important news, but would also avoid the double censorship now encountered by radio's front line reporters, he said. At present the correspondents write their stories on the spot, have them approved by the staff censors, get a pass enabling them to leave the front and go to Paris to broadcast, and in Paris submit their copy again to the French censors for further approval before they are permitted to go on the air. The French censors are extremely tough, Henry said, although only one of his stories was killed.



Mr. Henry

That was a story of an air encounter between French and German planes which Henry had obtained directly from one of the French aviators involved. When he got to Paris, however, he found that the French censors had not yet been informed of the fight and although it had been a French victory they refused to allow the story to be broadcast, depriving Henry of what would have been a clear "scoop".

Describing conditions in London at the outset of the war, Henry said radio correspondents had a distinct edge on newspapermen at first, although that has been evened up now. There was a lot of confusion in setting up censorship in England, he said, which was not helped by the appointment of army officers with little knowledge of journalism as censors for the press. In radio, however, the censors were BBC staff members, who understood and were sympathetic with the American broadcasters.

Censorship Routine

Contrasting the procedures, Henry said that when he wrote a story for his paper he would file it at a branch telegraph office. From there it would go to the main office and thence to the censor, who after reading it would send it back for transmission to Los Angeles. Henry never knew whether it got through as written, or was cut or killed entirely, he said, and had no way of knowing unless his paper had wired him that no copy had been received.

For a broadcast, however, he went to the BBC studios at the appointed time, periods for CBS and NBC having been set in advance at regular times each day. He would submit his copy to a censor and if changes were necessary would work them out right there. Then he himself would deliver the approved story on the air, with no doubt as to its transmission.

These conditions naturally led to complaints by American newspapermen who thought radio was being favored when they found their papers being continually scooped by the broadcasters because their stories had been delayed by the

Name Walter Thompson War Information Chief

WALTER THOMPSON, Canada's chief censor since the outbreak of war, was appointed on Dec. 8 to be Director of Public Information, to have general supervision and direction of war information. Succeeding him as chief censor is Col. M. A. Pope of the Department of National Defense.

Rumors of an information bureau has been current for some time, with L. W. Brockington, Winnipeg lawyer who recently resigned as chairman of the board of the Canadian Broadcasting Corp., at one time mentioned as possible director. Mr. Thompson's appointment was announced at Ottawa on his return from a vacation in Florida. He is best known in broadcasting circles in Canada and the United States as director of press relations of the Royal Tour in May and June, 1939. He is also director of publicity of the Canadian National Railways.

It is understood Lieut. Col. R. P. Landry, secretary of the CBC, and Comdr. C. P. Edwards, director of air services, Department of Transport, under which comes broadcasting, will remain on the censorship co-ordination committee to look after censorship of broadcasting and all radio communication.

Texaco Continues

TEXAS Co., New York (gasoline), has renewed its weekly *Texaco Star Theatre* on 94 CBS stations for 13 weeks effective Jan. 3, Wed., 9-10 p.m. (EST). There will be no change in the set-up. First half of the program will continue to emanate from Hollywood with Ken Murray as master-of-ceremonies; Frances Langford and Kenny Baker, vocalists; Irene Noblette, comedienne, and David Broekman's orchestra. Jimmy Wallington continues as announcer with Ed Gardner, agency producer. The 30-minute dramatic half of the hour broadcast will continue to originate from New York, squibbed by Burns Mantle, *Daily News* dramatic critic. Transamerican Broadcasting & Television Corp., New York, remains in charge of dramatic production. Agency is Buchanan & Co., New York.

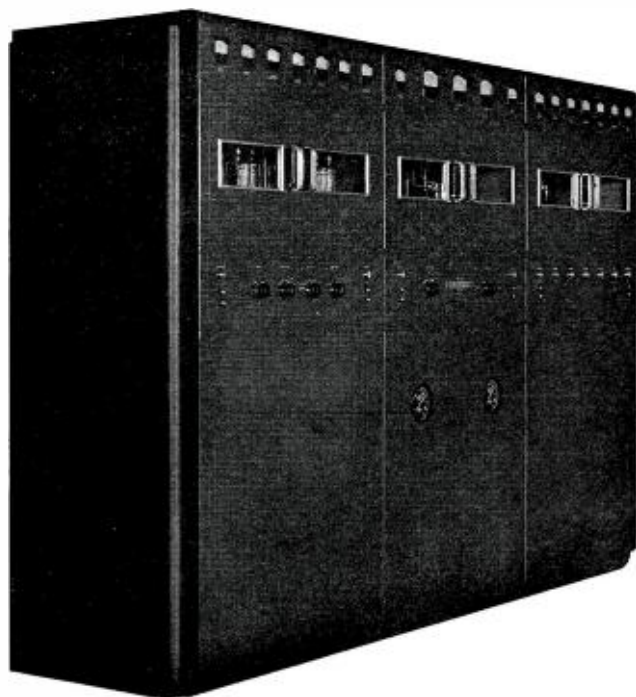
Elliston Joins CBS

HERBERT ELLISTON, financial editor of the *Christian Science Monitor*, has been added to the CBS European staff as correspondent on the Russo-Finnish front. His first broadcast giving an eye-witness account of the war was on Dec. 2 from Helsinki. Mr. Elliston has been foreign correspondent for the *Manchester Guardian* and the *London Observer*, as well as the *Monitor*, and was formerly assistant director of research of the Council on Foreign Relations.

censorship process. At present, Henry reported, the censorship has been speeded up and made more efficient, so the rivalry between the press and radio has greatly diminished.

Returning now to Los Angeles to write a column for the *Times*, Henry expects to get back to France and the war in the spring to cover whatever action may develop by then for his paper's readers and his CBS audience.

WHP chooses COLLINS 5000 watt 21D



Central Pennsylvania's pioneer chain station WHP chooses Collins 21D 5000 Watt Transmitter to do a better job for their listeners. WHP, the most powerful station in Pennsylvania outside of Philadelphia and Pittsburgh, has been shrewd in selecting Collins Equipment.

Disregarding the high operating efficiencies in the 21D, emergency facilities alone assure broadcasters of uninterrupted high fidelity performance. And by uninterrupted we mean JUST THAT.

These are some of the contributing factors to 21D supremacy:

1 Low tube operating cost. (Less than 19 cents per hour.)

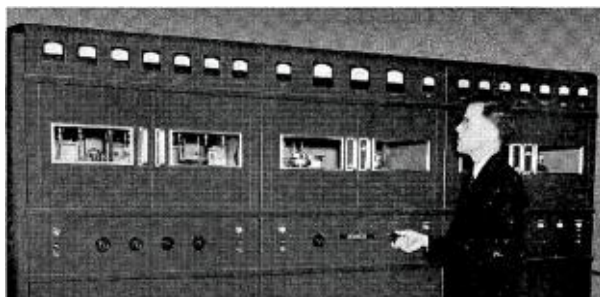
2 Low power consumption. (Average daily for 1 and 5 kw output 15.7 kw.)

3 Excellent audio characteristics. (30-10,000 c.p.s. ± 1 db.)

4 Standby facilities. (Automatic switch-back to 1 kw in case of 5 kw failure.)

5 Complete accessibility. (Easily and quickly removable front and rear enclosures.)

We think the above speaks for itself.



R. S. Duncan, Chief Engineer WHP says of his 21D: "the operation has been very good. Distortion and frequency response still remain better than any other transmitter I have ever seen."

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA NEW YORK, N.Y. 11 WEST 42 STREET



Several to Start Transmitter Sales

GE, Westinghouse and Other Firms Will Enter Field

ENTRY of General Electric and Westinghouse into broadcast transmitter equipment manufacture and sale, by virtue of a new licensing arrangement worked out with RCA effective Jan. 1, has been announced by the two companies. In addition a number of other equipment manufacturers — including Collins Radio Co., Cedar Rapids, Ia., Gates American Corp., Quincy, Ill., and Heintz & Kaufman Ltd., San Francisco — effective Jan. 1 also will manufacture and sell broadcast transmitters and associated equipment under RCA arrangements, although full details have not yet been announced.

Westinghouse will manufacture and sell standard broadcast transmitters and associated equipment, according to Walter C. Evans, general manager of the company's radio operations with headquarters at the Baltimore plant. Heretofore Westinghouse simply has manufactured broadcast transmitters and associated equipment for its own broadcast stations.

F-M Equipment

General Electric will manufacture frequency modulation transmitters in five ratings, along with television transmitters and associated equipment. It has made no announcement concerning standard broadcast equipment. GE announced that after more than three years of intensive research, it will begin marketing of frequency modulation units, based on the system developed by Maj. E. H. Armstrong. No detailed statement was made regarding its television plans but the sales campaign for visual radio likewise is expected to get under way early this year.

General Electric said that frequency modulation, still an experimental ultra-high service, is characterized by exceptionally high fidelity, freedom from distortion, nearly complete freedom from interference and better coverage of primary service areas with reduced operating cost. While based on the Armstrong system, the GE transmitters were said to include several exclusive features such as simplified circuit design, fewer tubes, greatly reduced power consumption and accessibility to all parts without disassembly. The equipment reduces distortion to less than 1½% from 30 to 7500 cycles and less than 3% to 15,000 cycles.

Simultaneously, GE stated that since standard broadcast receivers are unable to receive programs transmitted by F-M, it has announced regular production of a full line of receivers for frequency modulation programs. Several F-M experimenters already have begun distribution of such sets.

Approximate prices on F-M transmitters announced by General Electric are about \$5,000 for 250 watt units; \$9,500 for one kw. transmitter; \$13,000 for 3 kw. transmitters; \$20,000 to \$25,000 for 10 kw. units, and \$75,000 to \$80,000 for 50 kw. units. The approximate prices include one crystal and two sets of tubes. Studio and control room equipment, transmission lines and antenna are not included.

NEW and much smaller RCA video transmitting equipment was demonstrated Dec. 1 to the FCC. Standing at camera in upper left photo is FCC Chairman Fly, with (l to r) Commissioners Brown, Case and Craven watching. At right are Ted Smith, RCA head of television sales, and Harry Sadenwater, in charge of television development engineering. Below at receiver are Ralph R. Beale, RCA patent research director, Chairman Fly, and C. B. Jolliffe, RCA chief engineer of the frequency bureau and former FCC chief engineer. It was the first public showing of the newly-perfected apparatus [BROADCASTING, Dec. 1], with its 3-camera hookup. FCC chieftains watched with interest as the iconoscopes were focused on downtown Washington scenes. Equipment, of which the heaviest portion consists of wire and coaxial cables, is one-tenth the weight of previous transmitters. Newly-perfected RCA tubes permit use of frequencies around 300 megacycles.

54 NEW STATIONS
Authorized in 1939; Total
Rising to 812

HAVING authorized the construction of 54 new broadcasting stations so far this year, of which several are in suspense due to litigation, the FCC discloses in its current records that the total number of stations in operation or authorized for construction as of Dec. 1 was 812. This marks a new high in the number of broadcasting outlets in the United States and its territories and possessions.

When broadcasting first came under regulation at the end of 1921, there were exactly 30 stations. By March 1, 1923, with the Department of Commerce granting licenses to all comers, the total reached 556. It dropped to 530 by Oct. 1, 1924, but jumped to 571 as of June 30, 1925; then dropped to 528 by June 30, 1926. When the Federal Radio Commission took control on Feb. 23, 1927, the figure reached 733.

With stricter control and the reallocation of 1928, there was gradual diminution in the number of stations until Jan. 1, 1934, when a new low of 591 was reached. The summer of 1934 the FCC took over, and thenceforth the total kept climbing as follows (figures are for Jan. 1): 1935, 605; 1936, 632; 1937, 685; 1938, 721; 1939, 764; Dec. 1, 1939, 812.

KNEEL, Brady, Tex., on Nov. 29 was authorized by the FCC to increase from daytime to fulltime on 1500 kc., using 250 watts day and 100 night.

Television News Notes

To Demonstrate Toys

AVIATION toys for the Christmas season and, on the more serious side, a new terrain clearance indicator developed cooperatively by Western Electric Co. and Fairchild Aerial Camera Co. were demonstrated Dec. 2 during the sixth *Wings Over the Nation* telecast on W2XBS, NBC's video station in New York. Series, designed to promote interest in aviation, is presented by NBC through the cooperation of a number of airlines and manufacturers of aviation equipment.

Don Lee's New Unit

NEW RCA mobile television unit, recently acquired by Don Lee Broadcasting System, Los Angeles, will be put into use for the first time Jan. 1 when the annual Pasadena (Cal.) Tournament of Roses pageant is televised over W6XAO. This, according to Thomas S. Lee, president, will mark the first big outdoor event to be given visio treatment. Eddie Albright and Dave Young of the KHJ, Los Angeles staff, will describe the pageant for the television broadcast. Mike Frankovich, grid announcer, and Sam Balter, sports commentator, have been assigned to the Rose Bowl football game which will be released over Mutual-Don Lee network. CBS and NBC will also broadcast the game from Pasadena that day.

CBS Continues Tests

CBS television engineers are returning the network's television transmitter, W2XAB, New York, but they expect to be back on the air with test signals by the first of the year. There is still no official word regarding the date on which actual program transmission will begin, although general opinion has set the time as Feb. 1.

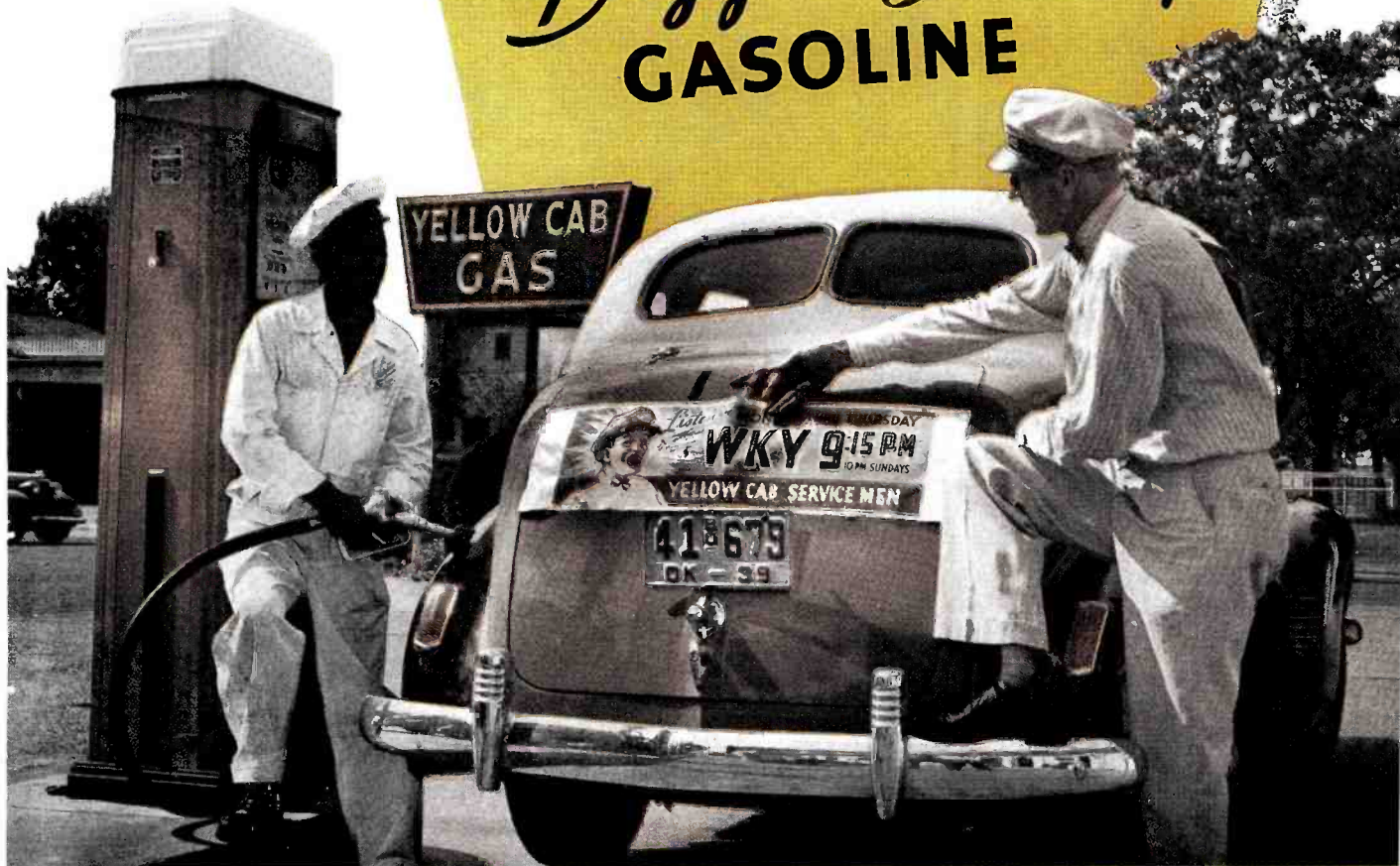
Handbook for Hams

E. L. BRAGDON, radio editor of the *New York Sun*, is the author of "The Television Amateur's Handbook", to be published in the spring of 1940 by Thomas Y. Crowell Co., New York.

More Pepsi-Cola

PEPSI-COLA Co., Long Island City, N. Y. (soft drink), on Dec. 4 added three New York stations to its campaign of spot announcements and participations featuring the Pepsi-Cola theme song now on WOR, WINS, WHN, WNEW and WMCA. New participations are on the half-hour *40 Winks Club* program six times weekly on WEFB, and on *Breakfast in Bedlam*, a 55-minute program six times weekly on WJZ. The company is also sponsoring *Have You Forgotten*, five-minute program of songs six times weekly on WABC. Newell-Emmett Co., New York, handles the account.

OKLAHOMA CITY'S *Biggest Selling* GASOLINE



WKY-ADVERTISED FOR 10 YEARS

• Yellow Cab's first broadcast over WKY was presented in 1930. By early 1939, Yellow Cab had grown to the position of WKY's biggest local sponsor...and curiously enough, Yellow Cab has become the biggest selling gasoline in Oklahoma City.

All this happened in a market that has always been highly competitive...where price wars are the rule rather than the exception. In face of such conditions Yellow Cab is the city's biggest selling gasoline and at top prices for standard grade.

Yet it is more than a coincidence that Yellow Cab's climb to top position among gasolines in its market has accompanied a constantly increasing use of WKY time.

For a cross-section survey among 803 Oklahoma City homes in May, 1939, establishes the fact that seven out of ten of those having radios prefer WKY...that station B is preferred by less than two

out of each ten homes in Oklahoma City.

Listeners in the Oklahoma City market like WKY's vitalized type of programming. They show their appreciation with the kind of applause a sponsor likes to hear.

WKY Oklahoma City

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

www.americanradiohistory.com



SEASON'S

GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

| | | |
|--|----------------------|-----|
| WSB | Atlanta | NBC |
| WFBR | Baltimore | NBC |
| WAAB | Boston | MBS |
| WNAC | Boston | NBC |
| WICC | Bridgeport | NBC |
| WBEN | Buffalo | NBC |
| WGAR | Cleveland | CBS |
| WFAA | Dallas | NBC |
| WBAP | Fort Worth | NBC |
| KVOD | Denver | NBC |
| WJR | Detroit | CBS |
| KPRC | Houston | NBC |
| WFBM | Indianapolis | CBS |
| WDAF | Kansas City | NBC |
| KARK | Little Rock | NBC |
| KFI | Los Angeles | NBC |
| WHAS | Louisville | CBS |
| WLLH | Lowell-Lawrence | MBS |
| WTMJ | Milwaukee | NBC |
| KSTP | Minneapolis-St. Paul | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | NBC |
| WTAR | Norfolk | NBC |
| WFIL | Philadelphia | NBC |
| KGW | Portland, Ore. | NBC |
| KEX | Portland, Ore. | NBC |
| WEAN | Providence | NBC |
| WRTD | Richmond, Va. | NBC |
| KSL | Salt Lake City | CBS |
| WOAI | San Antonio | NBC |
| KOMO | Seattle | NBC |
| KJR | Seattle | NBC |
| KHQ | Spokane | NBC |
| KGA | Spokane | NBC |
| WMAS | Springfield | CBS |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |
| WTAG | Worcester | NBC |
| THE YANKEE NETWORK THE COLONIAL NETWORK TEXAS QUALITY NETWORK MINNESOTA NETWORK | | |

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 INCORPORATED
 NEW YORK • CHICAGO • SAN FRANCISCO
 DETROIT • ST. LOUIS • LOS ANGELES

List of Members In Radio Gallery

Thirty-three Are Included in Congressional Directory

FIRST listing of all members of the Radio Correspondents Galleries of Congress, contained in the *Congressional Directory* now being printed in preparation for the coming session, includes 33 radio reporters, announcers and commentators, representing NBC, CBS, MBS, Yankee Network, Transradio Press Service and two individual stations — WMAL, Washington, and WQXR, New York.

Although the radio gallery idea got its first trial at the last session of Congress, operation with full gallery facilities in the Senate as well as the House of Representatives will begin when the next session convenes early in January. Robert Menaugh, supervisor of the House gallery, also will have charge of the Senate quarters until a supervisor is appointed.

Recent Admissions

The admission to membership of Francis W. Tully Jr., of Yankee Network, soon after formation of the organization, marked the first entry on the Washington scene of a fulltime exclusive representative of a regional network. The recent admission of Dorothy C. Rockwell, of WQXR makes her the first correspondent for an individual station located outside Washington. Miss Rockwell's daily reports are to be used by the station as flashes and news programs as well as background material for the station's newscasters and commentators.

Membership as listed in the forthcoming *Congressional Directory* includes:

CBS—Albert L. Warner, John Charles Daly Jr., Albert Dennis, Ann Gillis, James W. Hurlbut, Stanton Rust Prentiss, William J. Slocum Jr.

MBS—Fulton Lewis Jr., Frank S. Blair Jr., Walter Compton, Madeline Ensign Cronan, Stephen J. McCormick.

NBC—W. R. McAndrews, Charles C. Barry, H. R. Baukhage, Marian P. Gale, E. L. Haaker, Thomas E. Knode, Mary Mason, Fred Shawn, Carleton D. Smith.

Transradio Press Service—Fred W. Morrison, Gertrude V. Chesnut, Rex Goad, Clifford G. McCarthy, Robert E. Lee Moore, Theodore Perry Noun, Wilmot Ragsdale, Macon Reed Jr., Frederic B. Tuttle.

WMAL, Washington—William Enders Coyle.

WQXR, New York—Dorothy C. Rockwell.

Yankee Network (Boston)—Francis W. Tully Jr.

New Larus Series

LARUS & BRO., Richmond, Va., which has been sponsoring a half-hour transcribed program *Manmoth Minstrels* on WRVA, Richmond, throughout November, on Dec. 4 added 12 stations for the program, heard in most cases in the 7:30-8 p. m. period, in the interests of Edgeworth tobacco and Domino cigarettes. Stations are: WFBR KGO WEBR WCSH WJAX WIBM WORC KECA KEX KJR WENR WOR. Warwick & Legler, New York, is the agency.



UNUSUAL Thanksgiving Day broadcast was carried by WROK, Rockford, Ill., when Morey Owens, the *Burns Farm Visitor*, went to the Harold Crandall farm near Rockford and interviewed members of the family as they ate their Thanksgiving turkey. The program started with Mr. Crandall asking the blessing and went on from there with requests to "Please pass the peas" and all the rest of the table talk, Owens, wearing glasses at left, chats across the holiday board with Mr. Crandall, in striped overalls. *Burns Farm Visitor*, sponsored by the Bruns Seed Co., Davenport, Ia., features visits to various farms and agricultural classes and interviews with farmers and their families. WROK uses its mobile transmitter to relay the broadcasts from the country.

Brown's Retirement Rumored; Mention Wheat as Successor

DESPITE LACK of confirmation, it is reported in industry circles that Commissioner Thad H. Brown, oldest member of the FCC and its predecessor Radio Commission in point of continuous service, plans to retire to engage in private law practice in Ohio and Washington.

Commissioner Brown, when asked by BROADCASTING regarding the report, was non-committal and was inclined to brand it as "rumor." He was not disposed to comment one way or the other. Reports trickling into official Washington were that he might leave the Commission by Dec. 31. However, it was pointed out that his present term does not expire until June 30, 1940 and he might decide then simply to withdraw as a candidate for reappointment.

Possible Successor

Conjecture promptly developed in informed circles regarding Commissioner Brown's successor. The first name to crop up was that of Carl I. Wheat, Los Angeles attorney and special counsel of the FCC in the AT&T investigation, concluded last year. A Progressive Republican, Mr. Wheat is best known for his public utility telephone and telegraph work, and is highly regarded in official circles. He was prominently mentioned for a post on the FCC in 1937, when Commissioner Irvin Stewart resigned. Because of the absence of a Westerner on the FCC, it was thought the Administration would be disposed to appoint someone from that region.

Col. Brown, former Secretary of State of Ohio, and prominent in politics in that State during the preceding decade, was appointed general counsel of the old Radio Commission exactly 10 years ago—on Dec. 14, 1929. In March of 1932 he was sworn in as a member of the Radio Commission and served continuously until creation of the FCC two years later. He was one of the two members of the Radio Commission carried over, the other

having been Judge E. O. Sykes, who retired last April.

Commissioner Brown has just completed more than a year of work as Commissioner in charge of a Great Lakes communications survey, and some months ago it was reported he might be disposed to leave the Commission upon completion of that assignment.

Despite the internal conflict within the FCC virtually since its creation, Commissioner Brown has not been drawn into it, particularly insofar as the public prints are concerned. As a matter of fact, he has probably been the least affected among the members of the Commission prior to the advent of Chairman Fly last September. In Administration circles, it is generally felt he would not experience great difficulty in procuring reappointment should he desire.

Mr. Wheat, who is 46, served as telephone rate counsel of the Commission until about a year ago when he returned to California to engage in private practice. He was general counsel of the California Railroad Commission prior to his appointment to the FCC in 1936. The major achievement of the telephone investigation, a \$12,000,000 reduction of AT&T interstate toll rates, was largely credited to him.

Pot of Gold to Coast

LEWIS-HOWE Co., St. Louis (Tums), on Dec. 5 switched the weekly half-hour Horace Heidt's *Pot of Gold* program on 82 NBC-Red stations from New York to Hollywood, Tues., 8:30-9 p. m. (EST). Program will originate from Hollywood for several weeks. Heidt and his troupe having opened at the Coconut Grove, Los Angeles, on Dec. 12 for a 9 weeks or more personal appearance. He will also make a motion picture based on his radio program. Paul Dudley, formerly Hollywood writer-producer of Lord & Thomas, now associated with Music Corp. of America, New York, continues to produce the weekly show. Dave Elton represents NBC. Art Baker is the Hollywood announcer.

Better Procedure Is Sought by Fly

Tells Bar of Plans to Effect Gradual Improvement

PHYSICAL streamlining of the FCC, to accompany evolutionary development of regulation and procedure, is the immediate order of business of that agency, according to Chairman James Lawrence Fly.

Addressing the Federal Communications Bar Assn. Dec. 1 at its annual banquet, the chairman revealed to the radio bar a brand of wit they had not expected. Playing on words, Mr. Fly covered the procedural problems in radio practice and indicated the course the Commission proposed to follow to improve conditions generally. He predicted a more consistent and wholesome body of communications law from the new procedure.

The physical streamlining will occur with the taking on of a courtroom aspect. A horse-shoe shaped bench, he said, will be built at a height of about 18 inches, he said, "which is about all we can stand at the moment." The immediate result will be, he pointed out, that practitioners will not be in the same position of "looking down" on the FCC.

No Kibitzers

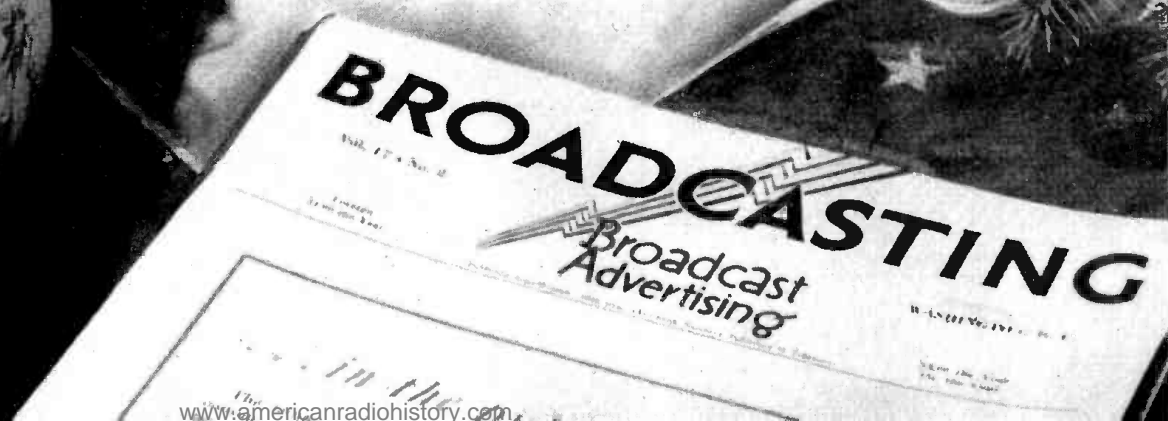
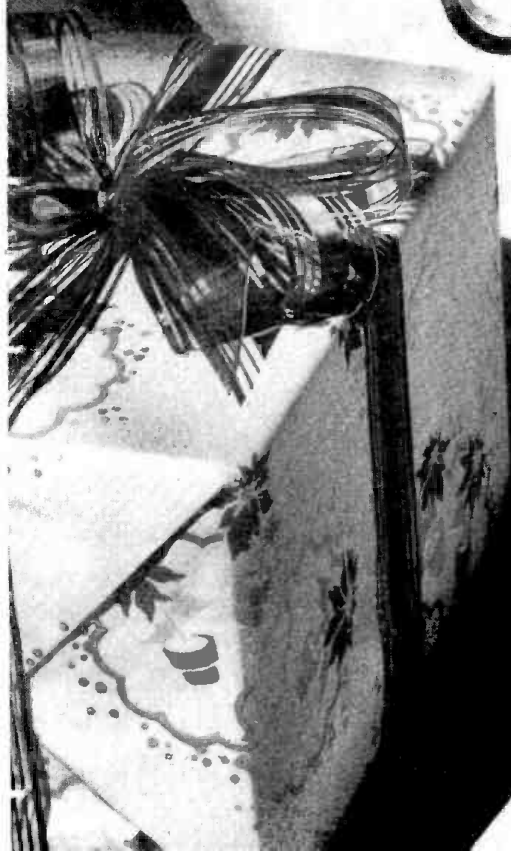
Discussing recently introduced FCC practices, such as the non-intervention procedure, he said the FCC proposes to admit as parties to hearings those who can contribute to the building of a proper and adequate record. Such factors as electrical interference and competition are proper bases, he pointed out, adding, however, that the Commission wanted "no kibitzers".

Asserting that the effort was to have better and more adequate rules, Mr. Fly good-naturedly observed he felt sure that "all of you will grow to love our rules intensely."

Chairman Clarence F. Lea (D-Cal.), of the House Interstate Commerce Committee in which radio legislation originates, told the attorneys that agencies such as the FCC are responsible to Congress itself and function for Congress. But as such, he asserted, such agencies should not be subjected to "threats and intimidations". Asserting that a small minority in Congress sometimes may unduly attempt to influence such agencies, he said Congress itself should not be criticized for the sins of this group. Independent Commissions, he said, should not be responsible to "political considerations". "If they yield, they tend to destroy their own usefulness."

Seen in Rep. Lea's observations was a warning that Congress expected independent commissions to adhere to rules of proper practice, fair hearing, complete records and a definite responsibility of the rights of the industries under regulation, along with a judicial review of questions. He urged commissions generally, but with specific reference to the FCC, to eliminate internal jealousies and feuds. Praising the Interstate Commerce Commission as an agency which has carried out the ideals of independent operation with prestige, Rep. Lea urged other governmental agencies to follow the same course.

To the radio advertising industry
on another year of meritorious
public service
Congratulations and
Season's Greetings



WNEW Granted Intervention Right In License Case

RCA Motion to Drop Station From Case Is Dismissed

RADIO was victorious in the first skirmish in its fight to secure a reversal of the trial court decision giving the manufacturer of phonograph records and in some instances the recording artist as well the right to restrict or control the use of these recordings on the air, when the Circuit Court of Appeals in New York dismissed the motion of RCA to have the appeal of WNEW, New York, dropped from the case. Argument was presented Dec. 4 by David Mackay for RCA and by Col. Joseph M. Hartfield, of White & Case, co-counsel for WNEW with Stuart Sprague, both retained by the NAB.

RCA's contention was that since WNEW had accepted a license issued by RCA on the authority of the decision of the lower court the station had admitted the right of RCA to issue such a license and that any appeal by the station was therefore a moot point and not subject for consideration by the court. Col. Hartfield replied that the station had taken out a license for only one year, while the injunctions of the lower court are permanent and that the station has every right to appeal.

May File Suits

Although attorneys for all parties in the appeal—RCA, WNEW and Paul Whiteman—say that they are doing all they can to speed proceedings, it will probably be March, or February at the earliest, before the case is heard by the appellate court. Meanwhile, RCA put its licensing plan into effect on Dec. 1 and is considering filing a number of infringement suits against continuing to play Victor and Bluebird records without licenses in the near future, without waiting for the court's decision on the appeals.

RCA reports that a number of broadcasters have taken out licenses, but declines to state the number or to identify the stations. A check of New York stations on Dec. 8 revealed that no station in the city, with the exception of WNEW, has taken out an RCA license, including WEFW and WJZ, which are owned by NBC, itself an RCA subsidiary. These stations reported, however, that the subject was under consideration.

Learning that some stations had been doubtful about permitting Victor and Bluebird records to be played on programs advertising these records, sponsored by local music dealers, BROADCASTING asked RCA if provisions could be made to permit such broadcasts. RCA replied that dealers requesting permission to sponsor programs of this nature would be given it, provided that only records approved by RCA be used and that the commercials advertise only Victor and Bluebird records. No blanket permissions were granted, it was stated, but individual dealers will be permitted to broadcast specific programs over specific stations as requested. The only blanket exceptions to its licensing plan, RCA said, are for the broadcasting of its own programs: *Music You*



UNIQUE promotion of KGO-KPO, San Francisco, is this animated *Woman's Magazine of the Air* broadcast in miniature in a window of the downtown Emporium department store. The display, in a Lilliputian studio setting, uses foot-high caricatures of KGO-KPO personalities appearing on the network program. They talk, sing and play musical instruments, their rubber faces and bodies moving in coordination with an electrical recording through an intricate system of springs, wheels and wires. Watchers hear the 10-minute broadcast through a public address system outside the window. The tableau will remain in the Emporium window through the Christmas season, after which it will be sent on the road for appearances in other Western cities.

Want When You Want It and RCA-Victor Musical Varieties.

Calling the RCA phonograph fees, averaging \$167 per month per station, "inequitable and excessive", Harold A. Lafount, president of National Independent Broadcasters and former radio commissioner, Dec. 4 wrote Frank Walker, RCA vice-president in charge of its recording activities, urging further discussion. He said certain other matters had been overlooked in the imposition of the license of importance to independent stations and that he felt obligated to urge that a conference be held in the near future.

Plight of Small Station

Mr. Lafount said that he had been advised by NAB early in November that it expected to persuade RCA to postpone further the effective date of the license until a final decision had been rendered in the court case. He added he was not advised until very late in November that the decision was to the contrary. Declaring that the license proposition helps the larger stations and that should any other large record manufacturer impose a similar license "it would either put the independent station completely out of business or necessitate their securing programs from some other source not now known or available," he said the plight of the smaller station required immediate attention.

It was learned that a copy of the NIB letter had been sent by Mr. Lafount to the Federal Trade Commission to keep it abreast of developments.

Stores Take Book Gifts

LIGGETT DRUG Co. and Bond Clothing Stores, New York, cooperative sponsors of Phil Cook's *Morning Almanac* program on WABC, New York, have announced their stores in Manhattan, New Jersey and Connecticut will accept books contributed to Phil Cook during his annual Christmas book drive through Dec. 23. Other depositories are the *Newark Star-Ledger* office and the Bayside Long Island, National Bank, in addition to CBS headquarters at 485 Madison Ave., New York.

USE OF RADIO Urged by RMA in Message to Receiver Industry

USE of the radio advertising medium to push radio manufacturers' products, particularly in view of the broadcasting industry's cooperation in helping boost receiver sales in the *Radio Christmas* campaign, is advocated by the RMA board of directors, according to a letter to RMA members from Bond Geddes, executive vice-president of the organization.

Recommending action by RMA members for further cooperation in the joint radio promotion campaign of the NAB and RMA, Mr. Geddes stated that the RMA committee in the joint promotion campaign, along with officers and directors, have agreed that manufacturers should assist local stations in soliciting part of the cooperative advertising allowances of distributors and dealers.

To aid this drive it was urged that RMA members supply their distributors with advertising material, such as spot announcements and continuity, similar to the advertising material furnished distributors for newspaper use. It was pointed out that radio advertising could be made particularly effective in pushing replacement sales.

Bill for Baby

ROMA WINE Co., San Francisco, prominent radio advertiser on the West Coast, for the past year has been awarding \$30 to each employee who becomes a father or a mother. On Dec. 1 Art Linkletter, who presides over the company's weekly network show, became a father. He promptly sent a bill to J. B. Cella, president of Roma. The bill was for \$34.50—the extra \$4.50 representing Linkletter's regular 15% commission to his radio agent, Renee Cesana.

NAB Publishes Booklet Designed to Encourage Loyalty by Listeners

HAILED as an effort to re-awaken the "sleeping loyalty" of listeners for American radio, samples of a 16-page rotogravure booklet containing the story of American radio, *Radio's Riches—How You May Bring Them to Your Home*, were mailed to stations Dec. 11 by the NAB. The booklets, designed for mass circulation, are offered stations for distribution to listeners at a price of \$11 per thousand.

In a letter announcing completion of *Radio's Riches*, Edward M. Kirby, NAB director of public relations, commented: "The radio industry has sold millions of people millions of things. And, despite rumors to the contrary, it has sold itself to millions of listeners, even though the majority of listeners perhaps don't know it. After all, people are people, and think mostly in terms of favorite radio personalities and favorite programs when they think of radio. They do not think in terms of the American System of Broadcasting which makes it possible for them to hear these programs on schedule, around the clock, day after day.

"What radio needs to do is to re-awaken this sleeping loyalty of listeners, for American radio is going through one of its most trying periods. There is, at the moment, no need for undue alarm. But for a variety of reasons, there does exist an urgent need for the widest possible understanding of radio by the greatest number of listeners. While ignorance continues, those who wish to attack the industry for selfish reasons, find a juicy opportunity to do so, because of the condition of the uninformed public."

Victoria, Tex. Outlet

SCHEDULED to begin operating on or about Jan. 1, the new KVIC, Victoria, Tex., authorized for construction last July to operate with 100 watts night and 250 day on 1310 kc., will be managed by Charles C. Shea, its chief stockholder. Mr. Shea, an attorney, will also hold the title of commercial manager. The only other major executive thus far appointed is Paul Wolf, chief engineer. Staff will include Elizabeth Clarke and Linsley English, salesmen; Richard Harn and Kay Porter, announcing and production; Kay Porter, engineer. Western Electric equipment is being installed along with a 17-foot Blaw-Knox radiator.

New Texas Station

THE NEW KXOX, Sweetwater, Tex., 250 watts daytime on 1210 kc., went into operation Dec. 3 under the general managership of Russell Bennett, co-publisher with his brother George Bennett of the *Sweetwater Reporter*. The Bennetts are controlling stockholders in the license corporation. J. Allen Brown, recently with WHMA, Anniston, Ala., is commercial, production and promotion manager. George W. Dotson, formerly with WMC, Memphis, is chief engineer; Ken Krug, in charge of studio production; Harold Moon, chief announcer; Ed Carrigan, formerly with KRIC, Beaumont, engineer.

Merry Christmas *and many thousand* Happy New Ears

MORE POWER ON 590 KC TELLS THE STORY

**NOW
5,000 WATTS
FULL TIME
590 KC**

MORE POWER—5,000 watts full time on 590 kilocycles—means many thousands of new listening ears will be happily added to the coverage of this station for the benefit of the advertisers.

Engineers have agreed that 5,000 watts on 590 kilocycles delivers as much actual coverage as 80% of the stations operating on 50,000 watts power. The answer to this apparent paradox is in the inherent carrying power of the WOW frequency of 590 kilocycles.

Complete coverage of the rich Omaha market requires coverage of parts of six states along the Missouri River. No other station, alone, can give this coverage. If you want the Omaha market, you want WOW.

**5,000 Watts Day and Night on
590 KC Covers the Omaha Market**

WOW

John J. Gillin, Jr., Manager . . .
Owned and Operated by the Wood-
men of the World Life Insurance
Society . . . John Blair & Company,
Representatives . . . On the NBC
Red Network . . . Write for Com-
prehensive Surveys and Maps



EDUCATIONAL directors of CBS stations on Dec. 1 attended an all-day conference in New York, under the leadership of Sterling Fisher, CBS director of education. Besides watching a *School of the Air* broadcast, they discussed theory and practice of education by radio, with addresses by network executives and educators. Meantime CBS is negotiating with several U. S. universities to secure adoption of CBS educational broadcast as accredited work to supplement classroom study. Pictured are: Front row (l to r) Ruth Lange; Elizabeth Gledhill, WHEC, Rochester; Mrs. Helen L. Swabey, Canadian Broadcasting Corp.; Mrs. Lavinia Schwartz, CBS, Midwest; Mrs. Melva Chernoff, WCHS, Charleston, W. Va.; Madeline Wilmsen, of Puerto Rico, for Rockefeller Foundation; Mr. Fisher; Leon Levine, CBS asst. educ. director;

Stewart Ayers, script writer for *American School of the Air*. Second row, Michael R. Hanna, WIBX, Utica, N. Y.; Belmont Farley, radio coordinator, National Education Assn.; Carl George, WGAR, Cleveland; David C. Adkins, Boston, director of *New England Town Hall*; Lloyd del Castillo, WEEL, Boston, CBS, New England; William Winter, WBT, Charlotte, N.C., CBS, South; Jack Weldon, WDBJ, Roanoke, Va.; Lloyd Dennis, WJSV, Washington. Third row, Sterling V. Couch, WDRC, Hartford; A. W. Martin, WMAS, Springfield, Mass.; Walter R. Bishop, WRVA, Richmond; Robert Soule, WFBL, Syracuse; John Grolier, WGBI, Scranton; Jack Henry, WBRY, Waterbury, Conn.; Maurice Dolbier, WABI, Bangor, Me.; R. J. Stratton, WDNC, Durham; Herbert Broecker, Columbia U; Harry R. Snyder, McGraw-Hill Book Co.

Colleges Asked by CBS To Recognize Air School

CBS is negotiating with several major universities with a view to the adoption of its educational broadcasts as accredited work to supplement classroom study, with anticipated results comparable to those attained in the secondary school field with the *CBS American School of the Air*, according to Sterling Fisher, CBS director of education, at a recent meeting in New York of CBS educational directors. Under the plan, students listening to and cooperating in the production of such programs as *Of Men & Books*, *Americans at Work*, *People's Platform* and *Bull Session* would be credited for college activities.

Stanford is considering plans to develop special regional programs on the CBS Pacific network of an educational nature, following a conference between Dr. Ray Lyman Wilbur, president of the University; William S. Paley, CBS president, and Mr. Fisher.

Would Equalize Control

TRANSFER of one share of stock in the corporations licensed to operate KOIL, Omaha, and KFAB and KFOR, Lincoln, Neb., is sought in applications just filed with the FCC. The Sidles Co., now owning 50.1% of the stock in each of the companies, would transfer the share to the Star Printing Co., publisher of the *Lincoln Star*, which now holds 24.9%. Its shareholding would thus become 25%. Its sister newspaper company, the State Journal Printing Co., publishing the *Lincoln State Journal*, owns the other 25%. Both newspapers are units of the Lee Syndicate, a newspaper chain, which thus would become co-equal owner with the Sidles Co. in the three stations.

Radio AND Education

TWO one-reel motion pictures about radio, titled "Air Waves" and "Television", have been produced by RCA and are available free for non-theatrical display, according to an announcement by the National Committee on Education by Radio. The pictures are distributed through a number of educational institutions, a list of which may be secured by writing William J. Ganz Co., 19 E. 47th St., New York.

WORL, Boston, on Dec. 9 broadcast what it claims as the first program ever to originate from the auditorium of a local public school with the entire student body participating. The program, originating in the auditorium of Oliver Wendell Holmes School in Dorchester, was a special meeting of the M-1 Safety Squad to take into membership the 1,000 students of that school. The students, ranging from 11 to 15 years, took the pledge in unison and then were given membership cards. Mayor Tobin of Boston and other local and State officials spoke.

DR. RALPH H. OJEMANN, of the Iowa Child Welfare Research Station, State U of Iowa, in the Sept. 16 issue of *School and Society* describes in an article the child study radio program carried on WSUI, Iowa City, and WOAI, Ames, for the last seven years.

OUTSTANDING patterns for successful cooperative public service broadcasting are revealed in a report, titled "Public Service Broadcasting", soon to be issued by the Federal Radio Education Committee. The report, compiled by Dr. Leonard Power, FREC director of research, is based upon a study of public service broadcasting by 12 stations, with an extended review of the activities of WARD, Peoria, in this field.

BILL EVANS, announcer of WTMJ, Milwaukee, will conduct two classes, in public speaking and radio speaking, during the next term for the Wisconsin U Extension Division.

WORKING with parent-teacher organizations, KSTP, St. Paul, has begun organizing city-wide listening groups in an attempt to widen the scope of its educational programs. The experiment is being conducted in connection with the new *What Would You Do?* series based on problems connected with child welfare and aired weekly by the St. Paul Council of Parents and Teachers. Thomas D. Rishworth, KSTP educational director, is providing bibliographies and study questions which are being made available to anyone wishing to establish a listening group. So far more than 20 groups have been set up for the single program.

CHICAGO U on Dec. 23 returns its *Human Adventure* series to CBS, Saturdays, 4-5 p. m., CST. Written under the direction of William Benton, vice-president of Chicago U, and Sherman Dryer, radio director, the program presents dramatizations of the contributions of scientists and research workers to the welfare of mankind.

NBC has published a catalogue of all listeners' aids, supplementary study material and teachers' manuals issued for use in connection with NBC educational and cultural programs. The catalogue may be obtained free from the NBC Information Department, 30 Rockefeller Plaza, New York.

UNIVERSITY Broadcasting Council, Chicago, has started a half-hour Sunday afternoon series on MBS titled *Meditation of Melody* in cooperation with DePaul U. The series features dramatizations of the lives of famous musicians and scientists.

SIX broadcasts designed to show how American people have asked governmental aid will be heard on the CBS *Democracy in Action* series, heard Sundays at 2 p. m.

UNIVERSITY of New Mexico Press, Albuquerque, has published *Short Plays for Stage and Radio*, containing simple plays with careful notes on production, edited by Carless Jones.

WSTP Takes the Air With Fred Bugg Manager

FRED BUGG, formerly general manager of WTMC, Ocala, Fla., has been appointed manager of the new WSTP, St. Petersburg, Fla., which went on the air in latter November with 100 watts night and 250 day on 1370 kc. Sam H. Mann Jr., attorney, controls the licensee corporation. The staff was announced as follows:

Ralph Feather, formerly of WJAX, Jacksonville, program director; Heidt Swearingen, formerly with the advertising department of the *St. Petersburg Times*, commercial manager; Keeta Martin, of WAAT, Jersey City, and WNEV, New York, musical director; Carl Carrier, of WFLA, Tampa, and WSUN, St. Petersburg, chief engineer; Ed Wallis, of WSUN, and Garvin Combs, of National Airlines, operators; Jack Swift, of WSUN and WRUF, Gainesville, chief announcer, and Don Bell, of WHO, Des Moines, WFLA, Tampa and WPTF, Raleigh, N. C., announcer.

Iowa Station Starting

AUTHORIZED for construction last July, the new KVFD, Fort Dodge, Ia., scheduled to begin operation on or about Dec. 15, using 100 watts night and 250 day on 1370 kc. Edward Breen, attorney, member of the State Senate of Iowa and at one time with WHO, Des Moines, who is chief stockholder, will be manager of the station. Charles A. Kennedy, formerly with KYSM, Mankato, Minn., will be commercial manager, and Mel Galliard, formerly with WKBB, Dubuque, Ia., will be program director. RCA equipment and a 310-foot Winchager tower have been installed. UP news service and Standard Radio library have been ordered.

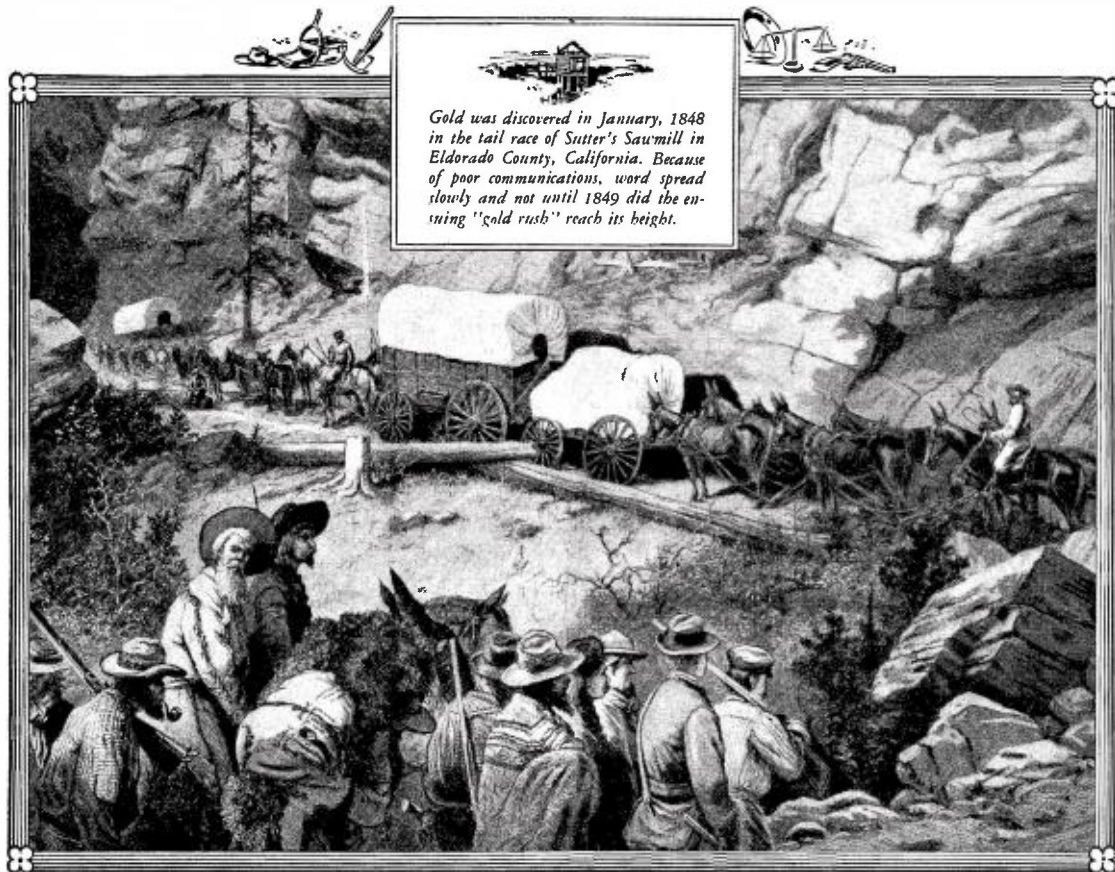
Hawaii Station Plans

DELAYED in construction plans since it was authorized in October 1938, the new KTOH, Lihue, Hawaii, will not begin operating before April 1, 1940, according to C. J. Fern, manager of Garden Island Publishing Co. Ltd., publishing the *Garden Island & Kauai Filipino News*, which will be the licensee firm. Mr. Fern will become general manager of the station, with Dean Stewart as station and commercial manager; William Parsons, program director; Robert Glenn, chief engineer. Collins transmitter and a 130-foot Lehigh tower have been ordered. Staff will include A. Abayalde and S. Hamura as salesmen and announcers, Alfredo Vilorria and Kikue Naito as continuity writers and Raymond Sasaki, engineer.

WSPD Seeks Station

FORT INDUSTRY Co., which operates WSPD, Toledo, and other stations in Ohio and West Virginia, Dec. 4 filed with the FCC an application for a new daytime station in Toledo on 810 kc. with 1,000 watts. The channel is occupied by WCCO, Minneapolis, 50,000 watt clear channel outlet, with WNYC, New York, operating on it as a daytime outlet.

They might have been the "FORTY-EIGHTERS"



Gold was discovered in January, 1848 in the tail race of Sutter's Sawmill in Eldorado County, California. Because of poor communications, word spread slowly and not until 1849 did the ensuing "gold rush" reach its height.

HOW THE FAMILY OF RCA WOULD SPEED UP THE GOLD RUSH

Hardly before the echoes of the first shout of "gold" died out along Sutter's Creek, NBC engineers and announcers would be on the spot with portable broadcasting equipment developed in RCA Laboratories and built by the RCA Manufacturing Company. Out over the two great NBC networks, which provide the broadcasting service of the Radio Corporation of America, would flash the discovery news in a thrilling program featuring a personal interview with James Wilson Marshall, the finder of the first nugget.

Both in America and abroad listeners would turn the volume a little higher on their RCA Victor receivers so that not one precious word would escape them.

Then as the rush started for Eldorado County, police in cities and towns throughout the nation would direct the flow of traffic with 2-way RCA Police Radio Systems. And songs improvised by the gay "Forty-Eighters" to make the going more pleasant would, of course, be recorded on Victor and Bluebird Records and reproduced everywhere by RCA Victrolas.

In lieu of any present discovery of gold, RCA stands ready to serve you in every respect in every field of radio.

Trademarks "RCA Victor" and "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



Radio Corporation of America RADIO CITY, N. Y.

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

L.B. WILSON *Announces*

WCKY

**NEW AND FINEST EQUIPMENT
STUDIOS AND OFFICES**

in the
HOTEL GIBSON
Cincinnati

FIFTY GRAND

S...

S

IPPED
CES...

ON
ti



IN WATTS

WITH cover simulating a school slate, complete with sponge eraser attached by string, NBC's recently published second volume of "How Schools Can Use Radio" presents suggestions and illustrations of how radio can be fitted into the school curriculum. The colorful booklet includes statements emphasizing radio's educational function by David Sarnoff, RCA president and NBC board chairman, and Dr. James Rowland Angell, NBC educational counselor, as well as a brief explanation and listing of the network's educational features. In addition to the programs, the booklet lists supplementary listening aids, suggestions for school radio equipment and a specimen student's worksheet for Dr. Walter Damosch's *Music Appreciation Hour*.

Funds for Toys

DEDICATION on Dec. 4 of the "Doll House" located on the Willard Hotel corner in downtown Washington opened the fifth annual campaign for Christmas toys for needy children conducted by Gordon Hittenmark, *Timekeeper* of WRC, Washington. Speeches by prominent local officials were carried on a special dedicatory program Dec. 4. During the campaign Hittenmark will broadcast his early morning programs direct from the miniature house, which will be attended daily from 6:30 a. m. to 6 p. m. for acceptance of toys and dolls offered by listeners.

Charleston Queries

PHRASING its sales message in question-answer form under the introduction, "Here are a few questions and answers we're thinking of submitting to *Information Please*", WCHS, Charleston, W. Va., recently mailed a printed letter to prospective and present clients. Queries are phrased to answer themselves by suggestion, while the answers are executed with a light touch.

Balloon Reminders

TO BOOST early Christmas buying, the Z-Bar Net, including KGIR, Butte, KPFA, Helena, and KRBM, Bozeman, Mont., publicized Dec. 1 as "Balloon Day" and for the occasion distributed toy balloons imprinted with a shop early message. Distribution was accomplished in cooperation with local stores, which handed out a balloon to each customer during the day.

News Timetable

AS AN inducement to chart mail response and stimulus for the station's ten daily news broadcasts, KNX, Hollywood, is offering a news broadcast timetable to Southern California listeners. Smartly turned out in green and black, the one-fold piece includes a short sales talk on radio's rapidity in transmitting news and the KNX news gathering facilities.

Show on Tour

ROMA WINE Co., San Francisco, sponsors of the *World's Fair Party* with Art Linkletter as master of ceremonies on the quiz program, is touring the show throughout California, broadcasting from a different town each week over MBS. Until the close of the Golden Gate Exposition, *World's Fair Party* originated from the Wine Temple each week.

Merchandising & Promotion

School Aids—News Finder—Bonuses for Sponsors
—Answering the Critics—Weekend Reminders

Contests on KNX

TO FACILITATE the presentation of complete information on all contests and offers being featured on CBS network and KNX, Hollywood local programs, the station has inaugurated a weekly 10-minute period which provides a round-up of such data. The weekly synthesis is a part of the station's twice-daily house-organ program *KNX-tra*, and rules, closing dates and other information on premium offers is presented. This service to clients is in addition to the regular monthly bulletining of the wholesale and retail trade in regard to new contests and offers.

Turn About

IN ADDITION to bonuses for members of the staff, KFRO, Longview, Tex., is planning to present gifts to all advertisers. While in the past gifts went only to clients on the station during every week in the year, this year these clients will receive more pretentious presents, while the non-regulars and prospects will get small gifts.

Playbacks for Dealers

PETER DOELGER BREWING Co., Harrison, N. J., is promoting its 12 weekly programs on WHN, New York, by equipping each salesman with a recording and playback machine to use on dealer calls. Recordings, made by WHN Transcript Service, give excerpts of programs with four-minute commercials.

Campbell's Program

HUGE red and gray mounted posters calling attention to four programs which Campbell Soup Co. is currently sponsoring on CBS, have been placed in all Southern California A & P Markets through joint cooperation of the advertiser's Los Angeles office and the network's Hollywood sales promotion department.

Golden Gate Trailers

KSFO's merchandising department in San Francisco recently completed arrangements with the San Francisco Division of the Golden State theater chain, whereby sound trailers are being run in their theaters promoting KSFO programs and personalities.

Druggists Interested

MAILING of complete information by the KPO-KGO commercial department in San Francisco on drug products advertised on programs heard on the two stations, brought replies from druggists in all sections of Northern California who desired help in linking window displays and other merchandising activities with radio. Headquarters of the Owl Drug Co. in San Francisco made the KPO-KGO Bulletin the subject of a memorandum to sales personnel in their 130 stores.

Offer to Churches

PROCTER & GAMBLE Co., for the first time on the air, is using its cash redemption of coupons with the offer slanted to religious organizations. On its script shows for Oxydol and Ivory Soap, the firm offers a half-cent for each coupon mailed in through a religious organization. The offer closes Jan. 2, 1940, and is being made on *Man I Married, Mary Marlin, Ma Perkins, Trouble with Marriage, What's My Name*.

Bombs and Dollars

KTOK, Oklahoma City, used fireworks bombs and cardboard silver dollars to promote the *Tums Quick-silver* show. The bombs were set off on downtown office buildings, with permission of the local police and fire department, and KTOK staff members standing on other buildings tossed down the cardboard dollars as the bombs exploded.

Advertising Apologist

TO COMBAT a nti-advertising propaganda, *Consumer Information* started Dec. 13 on Yankee Network under auspices of the Advertising Federation of America. The first six programs of the feature, heard Wednesdays, 6:15-6:30 p. m. (EST), feature talks by Philip J. McAteer, vice-president of AFA.

Party Souvenirs

AS SOUVENIRS of its 19th anniversary and transmitter dedication party Nov. 4-5, KDKA, Pittsburgh, sent guests an eight-page offset photo booklet, together with a striking black sun-dial ashtray designed by W. B. McGill, sales promotion manager.

Annual Album

FOR each of the last five years, WLS, Chicago, has sold more than 50,000 copies of its *WLS Family Album* to its listeners at 50 cents per copy. The 60-page album for 1940 has just been published, carrying for the first time in its forward a statement on the American plan of broadcasting by Burrige D. Butler, president of Prairie Farmer-WLS. Mr. Butler's explanation of the American plan contrasts European systems of broadcasting, points out the significance of free radio in America. The *WLS Family Album*, 1940, contains dozens of artist pictures and a complete description of the stations operations. It is dedicated to Miss Grace Cassidy, WLS traffic manager, who was a member of the *Prairie Farmer* staff before WLS went on the air in April, 1924.

Big PA Network

ONE of the largest public address networks ever devised in New Jersey was lined up Dec. 11 by WOR, Newark, for a marketers' league convention held in nine New Jersey cities by Standard Oil Co. of New Jersey. Through the facilities of the p. a. network, employes of the oil company merely went to the city nearest their homes to hear the entire program originating in the company's main offices in Newark and piped on telephone lines to p. a. loudspeakers in hotels in Trenton, Atlantic City, Camden, Morristown, Elizabeth, Asbury Park, Jersey City, Patterson and Newark.

BROCHURES

WIBX, Utica, N. Y.—Booklet on how to spend advertising money.

WBBM, Chicago—20-page brochure "The Measure of a Station" which analyzes the station's local and national spot business with no reference to network billings.

WENR, Chicago—Folder, titled "You Get More For Less", advertising new discounts together with the station's new transmitter. When piece is unfolded, a cardboard transmitter tower pops up from the center of the WENR coverage map.

WING, Dayton, O.—Printed letter, in simulated long-hand, with a personal slant, pushing "Polly's" programs as an advertising medium.

CBS—"The Magic of Radio Transmission" simply tells the story of how a radio program gets from a CBS studio into the listener's living room and how programs are picked up overseas.

WKCY, Cincinnati—Two-color offset folder promoting two early morning programs on the station, featuring pictures of Joe Graham, Al and Lee Bland.

KDAL, Duluth—Client testimonials in a simulated sheet music brochure, under title of popular song, "They Say".

WHO, Des Moines—Map folder analyzing early morning nationwide listening, based on response to a picture offer by the station.

KGIR, Butte, Mont.—Promotion message printed on sheet copper.

KLZ, Denver—Eight-page brochure presenting sponsor-testimonial for the *Three B's* program heard on the station.

NAB—Two NAB Bureau of Radio Advertising brochures with success stories of radio's use by laundries and a jewelry-optical firm.

WOAI, San Antonio—Four-page folder, "a twice told tale", with figures from a Ross Federal survey of San Antonio listening.



TO INTRODUCE the new Stern Brau Beer *Sports Spotlight*, heard nightly at 6:05 p. m. on KTUL, Tulsa, the station hired six boys to carry sandwich board signs and portable radios tuned to KTUL. The boys stayed out all day for two consecutive Saturdays and Thanksgiving, wandering around downtown Tulsa to arouse interest in the program.

5000

MOST POWERFUL:

On November 15, W-I-R-E increased its nighttime power to 5,000 Watts, becoming Indiana's most powerful FULL-TIME station.

NEW STUDIOS:

W-I-R-E will soon announce the formal dedication of new studios and offices on the ninth floor of the Claypool Hotel in downtown Indianapolis. With these new facilities, W-I-R-E will have one of the most modern and complete broadcasting establishments in the Middle West.

THE RIGHT COMBINATION:

Aggressive *Local* programming, intensive coverage of *Local* special events, *Local* community service P L U S a full roster of N.B.C. Red* Network shows are the reasons why Central Indiana keeps tuned to W-I-R-E.

The combination of ranking N.B.C. shows with complete local programming makes it unnecessary for W-I-R-E listeners to turn to out-of-state stations for service.

*W-I-R-E is the only
Basic Red station
in Indiana.

WIRE
Indianapolis

NOW *Look to*

for TELEVISION TRANSMITTERS

G-E TRANSMITTING TUBES

GENERAL ELECTRIC has pioneered the design and production of radio tubes since 1913. Many of the outstanding advancements in the radio industry during this time are directly traceable to vacuum tubes developed in the G-E Research Laboratory.

All new G-E transmitters are equipped with G-E transmitting tubes to assure optimum performance. Be sure you get the most from your present equipment by specifying G-E tubes whenever you need replacements.

A complete listing of standard G-E transmitting tube types for both amateur and commercial applications is now available. Get a copy through your dealer, or write direct to General Electric.

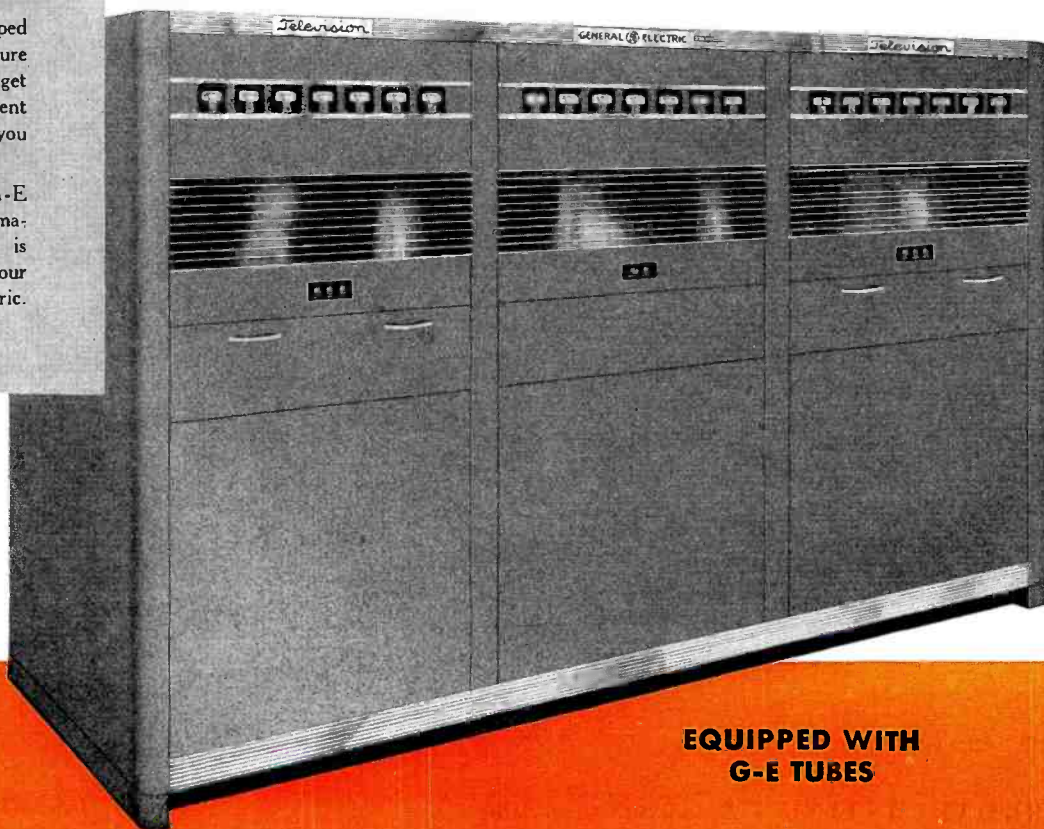
This is the new G-E 1-kw television picture transmitter. On the opposite page, the new G-E 1-kw frequency-modulation transmitter.

GENERAL ELECTRIC—whose Research Laboratory is the home of many basic television developments—now offers television broadcast equipment. Here is a new standard in high-definition picture transmission.

Transmitters, tubes, studio and control-room equipment—all bear the unmistakable mark of G-E radio engineering, of quality that has meant top performance for more than 20 years.

Whether you examine the smart new styling or the most minute detail of technical design, you will find this new apparatus built to give satisfaction every step of the way.

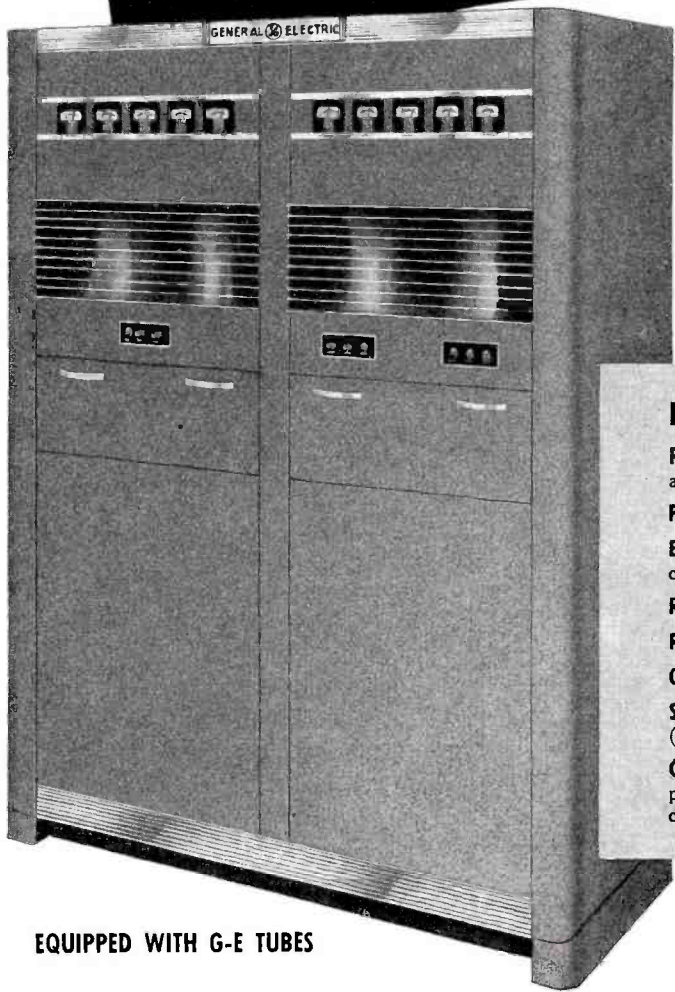
Investigate G-E television through the nearest G-E sales office.



**EQUIPPED WITH
G-E TUBES**

General Electric

for **FREQUENCY-MODULATION TRANSMITTERS**



EQUIPPED WITH G-E TUBES

FREQUENCY MODULATION—radio at its best—is now made available with all its advantages by General Electric's five new frequency-modulation transmitters. Their output ratings range from 250 watts to 50 kilowatts.

Based on the system originated by Major E. H. Armstrong, this outstanding equipment engineered by G.E. hits a new high in high-fidelity broadcasting. *Think of it*—distortion less than 1½ per cent from 30 to 7500 cycles . . . less than 3 per cent up to 15,000 cycles! Almost complete freedom from interference—both natural and man-made—throughout the service area!

The new G-E transmitters are marked not only by superior performance, but by simplicity, dependability, and economy of operation as well. Look into the advantages which frequency-modulation offers for your service area. General Electric will gladly help you do so.

Look to G.E. for These Radio Products, Too

Receivers—standard broadcast, frequency-modulation, television, carryabouts, auto-radio, record-players, radio-phonograph combinations

Pre-tested Receiving Tubes

Emergency Radio—for state and local police, public utility and transit companies, fire departments, ambulances, forest service

Receiver and Tube Checkers

Radio for School Systems

Oscillographs for Television

Supplies—capacitors, instruments, transformers, wire, insulation materials (Mycalex and fused quartz), tube parts, crystals, antennas, studio equipment

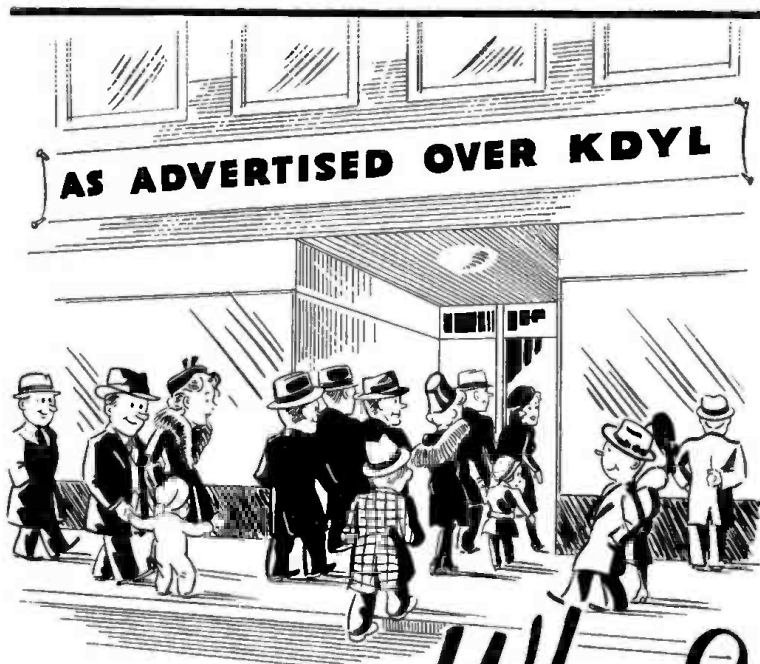
Carrier-current Equipment—for telephone communication over power lines, protective relaying, telemetering, supervisory control, and low-frequency control of street lighting and water heaters

For further information on G-E radio, television, and frequency-modulation equipment, and G-E transmitting tubes, contact the nearest G-E sales office, or write to

General Electric, Radio and Television Department, Schenectady, N. Y.

LOOK TO G.E. IN RADIO, TELEVISION, AND FREQUENCY MODULATION

GENERAL  **ELECTRIC**



WANT TO KNOW

Why?

Again in 1939, KDYL carried more local advertisers than any other local station. Would you like to know why?

It isn't because KDYL has a lower local rate. KDYL's local rate is as high or higher than that of other Salt Lake stations.

It's because KDYL is recognized by local business men as the *result-getting* station — and everybody is interested in results. Audience-holding *showmanship* does it.

The station that has been getting results for advertisers for years, is the station to include in your 1940 sales plans.

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



Education Merge

(Continued from Page 32)

thus taking its place beside the schools and other similar agencies in training youth for life and the service of the nation."

Typical of this new type of program, he said, is *Cavalcade of America* which resumes Jan. 2 on 100 NBC stations under sponsorship of Du Pont. He pointed out that this public service program has gained added authority through the addition of three American authorities to the *Cavalcade* staff: Carl Carmer, Marquis James, and Dr. Frank Monaghan.

Among NBC affiliates at the conference were R. L. Harlow, vice-president of Yankee Network; Homer J. Bliss, WHAM, Rochester; Clarence Moore, KOA, Denver; John W. Tinnea, WKW, St. Louis; Russ Winnie, WTMJ, Milwaukee; Harry Burke, WOW, Omaha; Miles Reed, WCFL, Chicago; T. C. McCray, WTIC, Hartford, Conn.; Ben H. Darrow, WBEN, Buffalo; Harry J. Kaufman, WDAF, Kansas City; S. D. Gregory, KDKA, Clifton Daniel, WCAE, Pittsburgh; Hal Metzger, WTAM, Cleveland; Mrs. Harriet Hester, WLS, Chicago; Dr. Lee Norvelle, WIRE, Indianapolis; Franklin Tooke, WOWO, Ft. Wayne; Edward Linean, KSO-KRNT, Des Moines; Woody Woods, WHO, Des Moines; Joseph Ries, WLW-WSAI, Cincinnati; Thomas D. Rishworth, KSTP, St. Paul; F. E. Fitzsimonds, KFYZ, Bismarck; William Webb and Earl Mullin, NBC-New York and Russell Gohring, WSPD, Toledo; Franklin Tooke, WOWO, Ft. Wayne; Frank Mullen, vice-president of RCA, New York.

To Publish Analysis

The three-day schedule of the School Broadcast Conference as listed in BROADCASTING, Dec. 1, was followed without exception. Edward M. Kirby, NAB director of public relations, spoke Dec. 7 at a dinner party given for the 40 members of the executive council. Mr. Kirby explained the NAB program code in the light of educational broadcasts. Leonard Power, assistant chairman of the Federal Radio Education Committee of the U. S. Office of Education, spoke to the advisory committee on "Research Activities of the FREC." He told of his recent swing around the country during which he called on 50 of the 346 universities and colleges that now have radio departments. He praised broadcasters for the time given and the privileges extended to college workshops in educational radio.

Mr. Power added that five analyses of educational radio will soon be published by his office and distributed to all U. S. stations and 5,000 educational leaders throughout the country. At the close of his speech he suggested that FREC might join the Chicago School Broadcast Conference next December, as well as the Columbus conference next May. The advisory committee of the Conference voted approval of this plan.

Radio Demonstrations

Many radio demonstrations were held during the three-day conference with pupils and teachers from



WHEN the 30 members of the WLS *Prairie Farmer* bowling league warm up for weekly sessions, hecklers are all over the place. Harold Safford, WLS program director (left) and T. L. Rowe, WLS chief engineer (center) are not only telling George Cook, WLS treasurer, how to hold the bowling ball but keep yelling "foul".

Chicago schools participating. On Dec. 8, CBS originated its *American School of the Air* program from the conference hall. Exhibitors at the conference included: RCA Mfg. Co.; Presto Recording Co.; CBS; MBS; Office of Education, Washington, D. C.; Service Center for Modern Languages Teachers, Tufts College, Boston; Radio Council of Chicago Public Schools; WGN; WLS; WBBM.

Another broadcast from the conference was *Let's Tell a Story*, a weekly educational program aired on WJJD, Chicago. Al Hollander, educational director of WJJD, was in charge of the program's presentation at the conference. WLS, Chicago, also broadcast its weekly educational series titled *Young Chicago Sings*. George Losey, WLS producer, directed the 120-voice high school girls' chorus.

Other radio educators attending the conference were: Robert E. Allen, Indiana U.; L. A. Astell, Illinois U.; Homer J. Bliss, WHAM, Rochester; W. D. Boutwell, Office of Education, Washington; Pearl B. Broxam, Iowa U.; Mildred C. Chabern, Purdue U.; B. H. Darrow, WBEN, Buffalo; Robert S. Emerson, New York U.; Belmont Farley, National Education Assn., Washington; Kenneth L. Graham, KMBC, Kansas City; Wilfred Guenther, WLW, Cincinnati; Vern Hansen, WGN, Chicago; H. C. Harshbarger, Iowa U.; Harriet H. Hester, WLS, Chicago; Luella Hoskins and George Jennings, Chicago Radio Council; W. B. Levenson, WBOE, Cleveland; Carl Menser, WSUI, Iowa U.; Allen Miller, University Broadcasting Council, Chicago; C. C. Moore, KOA, Denver; Charles A. Robinson, National Committee on Education by Radio, New York; John Shurtleff, Radio Workshop, Cleveland; B. J. Sullivan, RCA-Mfg. Co., Chicago; Parker Wheatley, Northwestern U.; C. A. Wheeler, WRUL, Tufts College, Boston; Howard S. Wilcox, Indiana U.; Raymond Wilson, Zenith Radio Co., Chicago; J. F. Wright, Illinois U.; Frederick Wyatt, Ohio State U.; Blanche Young, radio director of Indianapolis Schools, Indianapolis.

Crashing THE FRONT PAGE!



OLD-FASHIONED GIRL



SAVOY SWING



ECONOMY KITCHEN



WOMAN'S HOUR

SPECIAL EVENTS



DAWN PATROL



SAFETY PATROL

1057 lines of FRONT PAGE NEWS for WKRC in 1939!
All in Cincinnati newspapers! All local program stories!

WKRC rates page one in Cincinnati because it is NEWS to the thousands of responsive listeners it continues to hold through presentations of the *Timely*, the *Unusual* and the *Dramatic*!

WKRC's effectiveness as a "result getter" is proved by the record of sales successes its dynamic local originations produce!

And NOW, WKRC has the *plus* value of Times-Star ownership, management and good will . . . convincing evidence that more than ever you need WKRC's clear, top-of-the-dial signal to do your complete selling job in a rich Cincinnati coverage area of 134 Ohio, Kentucky and Indiana counties.

Now Owned and
Operated by the
CINCINNATI
TIMES-STAR

WKRC

5000 Watts Day
1000 Watts Night
550 KILOCYCLES

Cincinnati's Basic Station for The Mutual Broadcasting System

National Representative • WEED & COMPANY • New York • Chicago • Detroit • San Francisco

BROADCASTING • Broadcast Advertising

December 15, 1939 • Page 53

WORLD

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...THE S

* And the *engineers* of these same stations prefer vertical quality over lateral, 12 to 1.

Other interesting preferences were revealed . . . a 3½ to 1 preference for World *reproduction of speech*; a 12 to 1 preference for World pressings because of durability factors; and a 4 to 1 preference for World's shipping and delivery service on pressings.

Here's what World's Western Electric vertical-cut Wide Range recording means—quoting an advertiser: "Your flawless recording gives our program a brilliance, a naturalness which makes the listener forget he is hearing a broadcast . . . he is pecking in on the real scenes being enacted."

WORLD BROADCAST

ADS

9 TO 1 PREFERENCE OF RADIO STATIONS



WORLD, always proud of its designation as producer of highest quality transcriptions, now offers further concrete evidence of its leadership. In an important recent survey, all the leading independent network stations were queried regarding their transcription preferences.

119 station managers out of 132 having both vertical and lateral equipment, voted for World vertical-cut Wide Range recording for faithful reproduction of music . . . a 9 to 1 preference for vertical versus lateral recording.*

These broadcasting men are vitally concerned in giving the advertiser the result he expects . . . big audiences and broad coverage. Perfect sound transmission is the answer. And the most life-like mirror of sound that science knows today is a World vertical-cut Wide Range transcription.

— ADVERTISERS' BLUE BOOK —

Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service Stations. Enjoying exclusive local rights to the greatest repertory of music ever recorded for radio, these stations build programs in endless variety for national, regional or local advertisers.

| | | |
|---|--|--|
| ALABAMA WHMA Anniston WMOB Mobile | MINNESOTA KATE Albert Lea KVOX Moorhead KRCC Rochester KSTP St. Paul, Minneapolis | KTRH Houston KRLH Midland KPDN Pampa KPAC Port Arthur KTSA San Antonio |
| ARIZONA KOY Phoenix | MISSISSIPPI WFOR Hattiesburg WAML Laurel WSKB McComb WQBC Vicksburg | UTAH KEUB Price KDYL Salt Lake City |
| ARKANSAS KELD El Dorado KARK Little Rock KUDA Siloam Springs | MISSOURI KWOS Jefferson City KMBC Kansas City KWOC Poplar Bluff KWK St. Louis | VERMONT WCAX Burlington |
| CALIFORNIA KPMC Bakersfield KIEM Eureka KIER Long Beach KHJ Los Angeles KLX Oakland KGB San Diego KFRC San Francisco KDB Santa Barbara KSRO Santa Rosa KGDH Stockton KHUB Watsonville | MONTANA KGCC Wolf Point | WEST VIRGINIA WHIS Bluefield WCHS Charleston WBLK Clarksburg WPAR Parkersburg |
| COLORADO KFEL Denver KFXJ Grand Junction KGMF Pueblo | NEBRASKA KFAB-KFOR Lincoln KOIL Omaha | WEST VIRGINIA WHIS Bluefield WCHS Charleston WBLK Clarksburg WPAR Parkersburg |
| CONNECTICUT WTIC Hartford WELI New Haven | NEVADA KOH Reno | WISCONSIN WEAU Eau Claire WHBY-WTAQ Green Bay WKHB La Crosse WIBA Madison WISN Milwaukee WSAU Wausau |
| DIST. OF COLUMBIA WJSV Washington | NEW MEXICO KGGM Albuquerque KICA Clovis KVSF Santa Fe | WISCONSIN WEAU Eau Claire WHBY-WTAQ Green Bay WKHB La Crosse WIBA Madison WISN Milwaukee WSAU Wausau |
| FLORIDA WRUF Gainesville WQAM Miami WDBO Orlando WTSP St. Petersburg WJNO West Palm Beach | NEW YORK WGR-WKBW Buffalo WESG Elmira WKNY Kingston WOR New York City (Newark) | HAWAII KHCB Hilo KGMB Honolulu |
| GEORGIA WGPC Albany WATL Atlanta WRDW Augusta WRBL Columbus WMAZ Macon WTGC Savannah WAYX Waycross | NORTH CAROLINA WCNC Elizabeth City WBIG Greensboro WEED Rocky Mount WSTP Salisbury | ALBERTA CFAC Calgary CJCA Edmonton |
| IDaho KIDO Boise KRLC Lewiston | NORTH DAKOTA KDLR Devils Lake KRMC Jamestown KLPM Minot | BRITISH COLUMBIA CKWX Vancouver |
| ILLINOIS WGN Chicago WDAN Danville WSOY Decatur WTAD Quincy WCBS Springfield | OHIO WJW Akron WHBC Canton WGAR Cleveland WKBN Youngstown WBNS Columbus WSAI Cincinnati | MANITOBA CFAR Flin Flon CJRC Winnipeg |
| INDIANA WTRC Elkhart WGBF-WEOA Evansville WIRE Indianapolis WLBC Muncie | OKLAHOMA KCRC Enid KBIX Muskogee KOMA Oklahoma City KVOO Tulsa | NEW BRUNSWICK CKCW Moncton CHSJ Saint John |
| IOWA WMT Cedar Rapids WOC Davenport KMA Shenandoah | PENNSYLVANIA WCBA-WSAN Allentown WFBG Altoona WLEU Erie WKBO Harrisburg WCAU Philadelphia WIP Philadelphia WCAE Pittsburgh | ONTARIO CKPC Brantford CKOC Hamilton CKCA Kenora CBO Ottawa CKSD Sudbury CKCL Toronto CKLW Windsor |
| KANSAS KFBI Abilene KWBG Hutchinson | OREGON KFJI Klamath Falls KOIN Portland KUIN Crants Pass | QUEBEC CKAC Montreal CKCV Quebec CHLN Three Rivers |
| KENTUCKY WLAF Lexington WPAD Paducah WHOP Hopkinsville | TEXAS KRCR Amarillo KRIC Beaumont KGKO Dallas-Ft. Worth WBPAP Dallas-Ft. Worth | SASKATCHEWAN CKBI Prince Albert CJRM Regina CJGX Yorkton |
| LOUISIANA WJBO Baton Rouge KWKH Shreveport | RHODE ISLAND WJAR Providence | FOREIGN AUSTRALIA 5DN Adelaide 4BC Brisbane 3KZ Melbourne 2GB Sydney |
| MAINE WLZ Bangor | SOUTH CAROLINA WAIM Anderson WCSC Charleston | NEW ZEALAND 1ZB Auckland 2ZB Wellington 3ZB Christchurch 4ZB Dunedin |
| MARYLAND WBAL Baltimore WTBO Cumberland WFMD Frederick | TENNESSEE WOPJ Bristol WDDD Chattanooga WREC Memphis WLAC Nashville | MEXICO XEW Mexico City |
| MASSACHUSETTS WCOP Boston WEEI Boston WTAG Worcester | TEXAS KRCR Amarillo KRIC Beaumont KGKO Dallas-Ft. Worth WBPAP Dallas-Ft. Worth | SOUTH AFRICA South African Broadcasting Corp. Cape Town Durban Crahamstown Johannesburg |
| MICHIGAN WHDF Calumet WJR Detroit WOMJ Marquette | | VENEZUELA VYSRA-VVSR Caracas |

ASTING SYSTEM

BROADCASTING

and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
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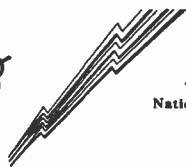
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENTral 4115 ● PAUL BRINES

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OUR PLATFORM

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

Frankenstein

THE resourceful businessman contemplates the future. He watches trends, and buttresses his position accordingly. Radio, perhaps more than most other pursuits, is sensitive to trends. It is particularly influenced by public whim and fancy.

We have discoursed before on the dismal sameness of daytime network programs, variously called soap operas, washboard dramas and sob-sister serials. The time-customer is loath to change because of top ratings of these programs. But there have been signs of listener dissatisfaction.

The most significant trend, evident to most broadcasters, is the sharp increase in radio-phonograph combination sales. In no few cases the purchasers have frankly stated they wanted more diversification—particularly during daytime. Radio itself has helped build this embryonic Frankenstein by plugging record sales on the "music-you-want-when-you-want-it" basis.

This unmistakably indicates industry neglect in balancing its program menu. The more combination sets in homes, the greater the danger of defection from radio-listener ranks. In the long run it might even affect advertisers, though obviously radio circulation is constantly on the increase.

Gradual infiltration of diversified programs during the daytime, more nearly approaching night schedules, is necessary.

Will AFM Strike

A STRIKE of musicians on Jan. 17, at this writing appears inevitable. Network stations, through Independent Radio Network Affiliates have made a proposition for continued employment of union musicians. This has been flatly rejected by the international board of American Federation of Musicians. The next move, says AFM, is up to the broadcasters; otherwise there will be a strike.

Broadcasters should condition themselves for the impending emergency. Things, of course, can happen in the month that remains. But IRNA has dropped its role of negotiator because of non-support of affiliates. As things stand now, rank and file broadcasters, outraged over the untenable position of AFM, appear to be willing to let the issue go by default.

The public will not stand for stoppage of broadcast service. The Government is not likely to sit back and let the "public interest" go by the boards. The Department of Justice in recent weeks has done something more than sit on the sidelines in cases where labor has coerced and intimidated. Broadcasters, in spite of the unfairness of the agreement signed two years ago, certainly have shown a willingness to sit across the table and negotiate. But AFM evidently scorns anything save complete capitulation to its wholly excessive demands.

The outlook is dark. Yet the broadcasters have gone the limit with the international board of AFM. They cannot be bled white. Perhaps AFM, or at least a substantial number of its autonomous locals, will see the light before that Jan. 17 deadline. Be that as it may, broadcasters nevertheless should cushion themselves and their clients for the shock.

Contrast: Radio Version

THE HOLIDAY season approaches. Abroad, totalitarian governments have plunged Europe into ruthless warfare. Government radio spreads the gospel of hatred and destruction. Innocents in neutral countries listen for the signals that will plunge them into the cataclysm. Compare that to America in this season. War news, to be sure, but uncensored and uncolored. Campaigns for the needy, Community Chest drives, clothes and food for the less fortunate, shoes and dollies for the kiddies, even solicitations for refugees in those beleaguered nations. There was never a more gratifying and yet horrifying example of radio's force for good and for evil.

Futile Fracas

LOSS OF TIME and money through the conduct of hearings on irresponsible applications has long been a justifiable complaint of station licensees. It is not only the money of the taxpayer, who foots the bill for all governmental operations, but also of the station licensee who must hire lawyers and engineers and take time out to defend himself against cases which in many instances are futile for the applicants. There are applications wholly trivial and frivolous; others founded on vindictiveness against existing licensees; still others arising from financial incompetence. Yet all have gone to hearing because the FCC did not have sufficient preliminary information.

Although he has been at the FCC only a few months, Chairman James Lawrence Fly appears to have detected this evil. He thinks more study should be given to new applicants to determine their financial responsibility, citizenship, character and other necessary prerequisites.

The FCC would like to have an Investigation Division [see page 24] to undertake this work. If it gets a substantially increased appropriation, it probably will create such a unit. Presumably each applicant would be thoroughly investigated by such a field force, rather than rely upon statements made only in the application forms.

Certainly there could come naught but approval from the industry if such an operation were established. Yet we cannot help but perceive in it the latent danger of something more than an investigational unit dealing only with qualifications of applicants and kindred matters. There would be the usual bureaucratic temptation to go beyond those limits; perhaps into programs and other operations which under the law cannot concern the FCC. While the thought is abhorrent, there might even be a sort of espionage system—for which there already has been precedent. We recall several instances in which inspectors in the field have reported program matters and deliberately attacked station operations much to the later chagrin of the FCC.

Thus we think the industry would welcome any move by the Government to nip frivolous and futile hearings. But we hope that if and when it undertakes the field investigational system, it keeps its minions within legal bounds.

Pea Shooting

WE WERE both amazed and amused to note a *Good Housekeeping* display ad the other day which essayed to defy all other media—radio, newspapers and billboard—to do the job of that single sheet. It was a feeble, ill-timed, pea-shooter type of attack, in an effort where even the heaviest artillery of that medium wouldn't work.

Irrespective of that, it ill behooves any medium, let alone a single publication, to indulge in sniping and sharpshooting of that kind. It only tends to start up the opposition. And, to use the vernacular, the bully, whose own house might not be kept in good order, usually winds up with a sock in the puss.



WILLIAM COATES BORRETT

"MAJOR BORRETT is not in just now," they'll tell you if you inquire for the managing director of CHNS, Halifax, Nova Scotia. For William Coates Borrett is once more in the Army, the first of Canada's broadcast station managers to join the Canadian Active Service Force, the day after Canada declared war on Germany.

Bill Borrett is known in radio circles throughout Canada and much of the Atlantic seaboard in the United States. He is known not only for his job with CHNS, but also as a director of long standing on the board of the Canadian Assn. of Broadcasters. He is known in amateur radio circles throughout the world because of his own station, VE1DD, closed since the war started, and for his work with the International Amateur Radio Union, to whose first convention in Paris he went as Canadian delegate in 1925.

It was during the last war that Bill Borrett, then serving overseas, became interested in radio. On demobilization in 1919 the wireless germ had bitten him hard and as soon as possible he got together a spark coil and necessary apparatus. In a few years a tube transmitter replaced the noisy "rock crusher", and it was not long till he was the second Canadian to have worked all continents by shortwave. Then came the formation of the International Amateur Radio Union, and on his return from Paris came the operation of a commercial broadcaster, CHNS, which was then owned by the Northern Electric, Canadian subsidiary of Western Electric.

Bill Borrett took over the 100-watt CHNS as manager. He had only to operate it two or three days a week for a few hours a day. But he saw opportunities. Within two years his staff had grown to four, the station was on the air daily, and when in 1928 the Northern Electric closed down its station, selling the equipment to a western Canadian broadcaster, Bill Borrett and the *Halifax Herald* opened a new 500-watt station in the then

just completed Lord Nelson Hotel.

So successful was the new station, that in the midst of the depression—in 1933 to be exact—the 500-watt transmitter was replaced with a 1,000-watt station at Bedford, ten miles outside Halifax. Today CHNS is on the air 16½ hours daily, has a staff of 17 people, has a remote control truck, shortwave transmitter CHNX, portable transmitter, and all the other equipment of an up-to-date broadcasting station.

Because of his shortwave contacts through his amateur station, Major Borrett was one of the first to see the value of rebroadcasts of European stations. Since the beginning of rebroadcasting, CHNS has been on the job, and now claims to have done this work longer on a regular daily basis than any other station in North America. As recognition for his services in rebroadcasting the British Broadcasting Corp. programs for many years, Maj. Borrett was selected to speak for the three Atlantic Coast provinces on the first British Empire Broadcast on Christmas Day, 1932.

With formation of the Canadian Radio Commission and later the Canadian Broadcasting Corp., Bill Borrett had his sphere of activity widened. While first and always keeping in mind the welfare of his own station, he gave the new Government organization every reasonable cooperation, and, in fact, even allowed speakers to use the facilities of his station to tell the Maritime radio audience why a Government system should be installed in Canada, believing that by such an attitude commercial stations would make friends and not enemies of officials who had their duties to perform, and that a more thorough understanding of the radio situation was in the public interest.

Until the CRC had its own production studios in Halifax he produced their Halifax broadcasts and, according to an article written by Lt. Col. Steel, a former commissioner, was the originator of the idea which gave the original CRC

JOHN H. NORTON, Jr., manager of NBC Blue network division of station relations, has been named assistant to William Hedges, NBC vice-president in charge of the station department, in addition to his other duties.

FRED A. McCABE, formerly in the Atlanta office of United Press who recently was transferred to New York, has been placed in charge of all advertising and promotion for UP.

E. P. H. JAMES, NBC advertising and sales promotion manager, on Dec. 11 discussed "Radio Advertising" before the Advertising and Selling Course of the Advertising Club of New York.

LEWIS ALLEN WEISS, general manager of Don Lee Broadcasting System, Los Angeles, was recently made Field Senate of Delta Theta Phi, professional legal fraternity of Southern California in recognition of his activities on behalf of radio jurisprudence.

MILT HILL, formerly continuity editor of WHK-WCLE, Cleveland, has replaced John Vorpe as publicity director.

DUDLEY ROLLINSON, a member of sales staff of NBC-Chicago for the last five years, has been transferred to the sales staff of NBC-New York. Before joining NBC, Mr. Rollinson was associated with Blackett-Sample-Hummert Inc., Chicago. Late in November, Rollinson's clients gave him a farewell party.

A. LYNN BRANNEN, formerly of WGAI, Athens, Ga., and WKEU, Griffin, Ala., has joined WHMA, Anniston, Ala., as commercial manager, succeeding J. Allen Brown, who resigned to become commercial manager of KXOX, Sweetwater, Tex.

JACK HARDER has joined WAYX, Waycross, Ga., as commercial manager.

one of their most useful services and popular programs in the field of Government broadcasting in Canada, the *Northern Messenger Service*, a weekly late broadcast for the special benefit of the Royal Canadian Mounted Police and trappers in the Canadian Northland.

Since Maj. Gladstone Murray became general manager of the CBC at Ottawa, Bill Borrett and the CBC officials have cooperated on many occasions in bringing broadcasts from Nova Scotia to the network, and he strongly believes that both the Government system and the local commercial stations have a definite place in the pattern of Canadian broadcasting.

Bill Borrett has been an Army man practically all his life. He was born at Dartmouth, N. S., just outside Halifax, on April 21, 1894, the son of Maj. and Mrs. W. J. Borrett of the Royal Garrison Artillery. His boyhood was spent in army centers at Halifax; in the West Indian islands of Bermuda, Barbadoes and St. Lucia; at Woolwich, England; Cardiff, Wales; and Gibraltar. He even went to Royal Army schools before taking high school graduation for entrance to Oxford University. When he was 19 he came back to Dartmouth, and joined the Canadian non-permanent militia. Just before the 1914 war started, he had earned a

GRIFFITH B. THOMPSON, sales manager of KYW, Philadelphia, has been named assistant general manager of the station by Leslie W. Joy, general manager. He will act as manager during the absence of Mr. Joy, who is recovering at his home from an illness.

PERCY L. DEUTSCH, president of World Broadcasting System, is wintering in Phoenix, Ariz., after having recovered from a siege of pneumonia.

KEITH KIGGINS, director of NBC-Blue, has been named chairman of the radio committee for the Department of New York of the American Legion.

RALPH L. POWER, United States representative of Macquarie Broadcasting Network, Sydney, returned to Los Angeles in early December from a four-month business trip to Australia and New Zealand.

ALBERT E. (Hoot) GIBSON, of the Eastburn-Siegel Advertising Agency, Atlanta, on Dec. 12 joined WSM, Nashville, as director of promotion, merchandising and continuity. A graduate of Georgia Tech, he once managed the Golden Tornado football team.

CHARLES EATOUGH, formerly with the *Rocky Mountain News*, and Arthur J. Weaver, of a Denver packing company, have joined the sales department of KLZ, Denver. They replace Frederick C. Mueller Jr., now with General Outdoor Advertising in Kansas City, and Brian Elliott, now an account executive with the Robertson Agency, Denver.

HORATIO LOCKE, formerly sales manager of the Pine Balm Co., Monticello, Ill., has joined the sales promotion department of WOR, Newark.

ROBERT SMITH, salesman of WDAY, Fargo, N. D., married Mary Hector in mid-November.

HENRY M. JACKSON, San Francisco sales manager for CBS, has installed a radio transmitter on his yacht. The call letters are WCPW.

WILBUR EICKELBERG, general sales manager of Don Lee Broadcasting System, Los Angeles, has returned to his desk after an appendicitis operation.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected vice-president of the Oklahoma City Kiwanis Club.

commission, and saw services from the outbreak of war at the Halifax fortress and later overseas with Imperial forces.

For diversion, besides his amateur radio, he takes an interest in amateur photography and cartooning. And for exercise you can often see his tall, lean, straight, military form on courses of the Ashburn and Gorsebrook golf clubs outside Halifax. He used to play football, lost one toe as a result, and until, as he says, he got "too fat and lazy and found golf more comfortable," he rowed stroke with a Halifax club crew.

Maj. Borrett in 1917 married Muriel Hazen Bauld, of Halifax, who was a nursing sister in the Canadian Army Medical Corps at the time.

Since the last war he has not lost contact with the Army. Besides his operation of one of Canada's most important stations, he has kept actively interested in the Canadian militia. Thus it was no surprise to his fellow broadcasters to hear that the day after war was declared Maj. Borrett was once more wearing his uniform, this time in an administrative capacity with the headquarters staff of the Canadian Active Service Force at Halifax, where he finds time to keep an eye on CHNS.

BEHIND the MIKE

BURT BLACKWELL, chief announcer of WAVE, Louisville, a contestant in the weekly CBS talent hunt program, *Gateway to Hollywood*, sponsored by Wm. Wrigley Jr. Co., Chicago (chewing gum), will appear on the Dec. 17 broadcast, playing opposite Mary Boland, film actress, in a comedy skit. Ruth Landwehr, women's program director of WTOL, Toledo, also is a contestant on the program. Ned Le Fevre, announcer of WFBI, Indianapolis, was a contestant on the Dec. 10 broadcast which featured Chester Morris and Phyllis Brooks.

ARTHUR CHAPMAN Jr., former newspaperman in New York and Pittsburgh and more recently in publicity work for Jones & Laughlin Steel Corp., Westinghouse Electric and the New York World's Fair, has joined the press department of NBC in New York as assistant to Charles Pekor, trade news editor.

GERALD HOLLARD, of NBC script department in New York, is writing a weekly news letter on the New York stage for the *Chicago Daily News*.

JIMMIE WILLSON, program manager of WWL, New Orleans, has been selected as interlocutor for Loyola U's annual Freshman Minstrel Show.

MORRIS HICK, chief announcer of WIRE, Indianapolis, has taken six months leave to assist at WKBH, La-Crosse, Wis.

CRANE WILBUR, formerly a writer-director of Warner Bros. Studios, Hollywood, has joined the CBS *Big Town* program, sponsored by Lever Bros., as script editor.

ROBERT DEHAVEN, production manager of WTCN, Minneapolis, has returned to his desk following injuries suffered Dec. 6 in an auto accident. Mr. DeHaven was en route to the School Broadcast Conference in Chicago when the accident occurred.

KEN AITKEN has been appointed program manager of KDB, Santa Barbara, Cal., replacing Robert Boyd, transferred to the technical staff.

NORMAN H. BRINSLEY has been appointed program director of WKBB, Dubuque, Ia.

FRANCES MYERS, formerly of WEBC, Duluth, has joined the office staff of KOY, Phoenix.

DAVE BROWN, new to radio, has joined KFAC, Los Angeles, as account executive.

ED CURTIN, formerly news editor of NBC's press department, has been named director of public relations for the Greater New York Committee for the Celebration of the President's Birthday Ball, to handle all local radio and press publicity.

ROLAND HAMEL of the publicity department of WHN, New York, recently became the father of a baby boy.

BOB TROUT, CBS ace announcer, recently served as narrator for the Boy Scouts of America first motion picture, a two-reeler, in color, showing scout activities.

JIMMY McCULLA, announcer of KSO-KRNT, Des Moines, recently married Maryann McFerrer. Don Havens, of the accounting department, married Frances Dull on Thanksgiving Day.

TOM REYNOLDS, formerly chief announcer of KPAB, Laredo, Tex., has joined the announcing staff of KBST, Big Spring, Tex.

Proper Finnish

THERE'LL be no pronunciation errors if WJBK, Detroit, can help it. Chief Announcer Charles Sterritt called in three Chinese students for accurate pronunciation training during the Japanese-Chinese conflict. With two Polish hours daily on the station, the Polish names were no trick at all. And now Edward Barkkarie, WJBK engineer, has been routed out for help on the present Finnish news. Barkkarie's parents came from Vasa, Finland, and he knows the right and wrong of Finnish names and places.

GUNNAR BACK, formerly program director of WJNO, West Palm Beach, Fla., has joined the announcing staff of WJSV, Washington, replacing Warren Sweeney, who is now with CBS in New York.

GEORGE PROVOL, production manager, and John Woolf, announcer of KDYL, Salt Lake City, recently underwent appendectomies. Fred Horwitz, of the KDYL sales department, and his family sustained minor injuries and bruises when their car was sideswiped by a truck recently.

DICK HETRICK, formerly with KSN, San Francisco, has joined KROW, Oakland, Cal., as newscaster, replacing Don Avery, who resigned due to illness.

JOSEPH M. SEIFERTH Jr., formerly of WSMB and WBNO, New Orleans, has become advertising manager of *Shelter*, public housing magazine, published in New York.

NORTHRUP DAWSON, formerly of the script show production department of Benton & Bowles, has joined WCCO, Minneapolis, as assistant production manager.

DOUGLAS B. GRANT, program director of WMT, Cedar Rapids, Ia., is the father of a boy born Dec. 3.

DON LEWIS, recently voted "best looking" announcer of WWL, New Orleans, has been selected as a clothing model for spare time work by Motion Picture Adv. Co., local producer of commercial movie shorts.

RICH HALL of the CBS Hollywood music clearance department has closed a deal with Mills Publishing Co., that city, for publication of his song, "Once Upon a Moment".

PAUL LAW, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of KFRU, Columbia, Mo., replacing Ernie Rea, who has joined WHAS, Louisville.

JUANITA MITCHELL has been added to the continuity staff of KVOO, Tulsa, Okla.

FENWICK JOB, formerly of the announcing staff of WHLS, Port Huron, Mich., has joined the production staff of CKOC, Hamilton, Ont. Norman Choate has been added to the CKOC announcing staff.

BOB GARRED, newscaster at KSFO, San Francisco, recently was transferred to the Hollywood studios of CBS.

ROBERT TRENDLER, chorus master of the music department of WGN, Chicago, married Annette Bretzlaff, WGN singer, on Dec. 4.

EDDIE ANDRUS, announcer of WTAR, Norfolk, has been appointed public relations officer of the Reserve Officers Association, Department of Virginia, in which he is a lieutenant.

FRED BRIGGS, member of the announcing staff at KYA, San Francisco, has been appointed m.c. for the *Early Birds* program.

Meet the LADIES



MARGARET FOSS

NEW home economist and director of women's shows at WDAY, Fargo, N. D., is Margaret Foss (Peggy to her pals), a North Dakota U graduate. Journalistic training at college comes in handy as she turns out continuity for homemaking programs. Her radio background includes service at KFJM, Grand Forks, N. D. Her newest WDAY show is *At Home With Margaret Foss*, offering recipes, news of women, club announcements and similar information.

Finished

WAYNE MACK, chief announcer of WGAR, Cleveland, recently received a criticism from a woman who wanted to set him right on his pronunciation of Finnish names. What the lady did not know was that Mack's real name is Vaino Mackinen, that his nationality is Finnish, and that in his youth he acted on the Finnish stage.

WILLARD POTT, formerly with George Olsen's band, has been named musical director of WHK-WCLE, Cleveland. Don Hyde has joined the announcing staff, and John Barnes and Elma Kendall the office staff of WHK-WCLE.

HELEN MORGAN, of the radio staff of the Leon Livingston Adv. Agency, San Francisco and before that an NBC actress, now appears three times weekly on the NBC Pacific Coast matinee show, *Bennie Walker's Woman's Magazine of the Air*, as woman's commentator.

FRED P. PFAHLER Jr. has been named program manager and Bill Smart promotion manager of WTOG, Savannah, Ga.

CHARLES STARK, CBS commentator on the *Odd Side of the News* program, was selected recently from a field of 50 contestants for the French Fellowship Award of the Barbizon School of Languages.

AL HUNTER of the KFRC, San Francisco news bureau, recently became the father of a girl.

SAM HAYES, Hollywood commentator on the NBC-Pacific Red network program, *Sperry Breakfast News*, sponsored by Sperry Flour Co., has been assigned the announcer role in the 20th-Century Fox film, "He Married His Wife." This is Hayes' 91st picture assignment.

JIM McNAMEE, of KYW, Philadelphia, has announced his engagement to Jeanne Jackson.

PATRICK HALVORSON, formerly of WHO, Des Moines, has joined the announcing staff of WSKB, McComb, Mississippi.

WILFORD NICHOLSON, formerly of WBBB, Selma, Ala., has joined WAXX, Waycross, Ga., as announcer-engineer.

LEE COOLEY, KHJ, Los Angeles, announcer-producer, has resigned that post to join the New York cast of the CBS *Time To Time* program, sponsored by Ethyl Gasoline. Besides handling commercial announcements, he will act as foil for Tony Martin on the weekly program, taking over Jan. 1.

LEO CLEARY is the Hollywood writer-producer of the thrice-weekly quarter hour NBC-Pacific Blue program, *Tippo the Clown*. He also portrays every character in the serial.

REGINALD SHARLAND, Hollywood co-writer and actor in the radio serial, *Watanabe & Archie*, married Herta Lynd, film and stage actress, in Santa Barbara, Cal., Dec. 2.

FRANKLIN LEWIS, sports editor of WGAR, Cleveland, has resigned as of Dec. 9 to return to the sports department of the *Cleveland Press*, with which he was associated before joining WGAR 2½ years ago. On Dec. 8 Lewis married Virginia Palmer.

HARLAN HAINES, formerly of WHEC, Canton, O., has joined WPAY, Portsmouth, O., as continuity editor. Robert Horn, WPAY newscaster, is the father of a girl born recently. Gwen and Orville Fields, continuity writer and salesman of WPAY since the station was founded in 1935, have joined the new WMAN, Mansfield, O.

JOHN CONRAD, graduate of the NBC Chicago announcers school, has joined the announcing staff of KTSM, El Paso, Tex.

LORENE NEYSTROM, radio editor of the *Chicago Herald-American*, suffered a fractured hip Dec. 4 when the car in which she was riding was side-swiped by a truck.

FRANK McGIVERN, formerly of WGN, Chicago, has joined the announcing staff of WJBC, Bloomington, Ill.

GALEN FROMME, formerly of WEEU and WRAW, Reading, Pa., has joined the announcing staff of WBAL, Baltimore.

Lionel J. W. Benison

LIONEL J. W. BENISON, 53, president of the Benison Co., Montreal advertising agency with branch offices at Toronto and Vancouver, died Dec. 4 at Montreal after a short illness. Mr. Benison was born in Dublin, Ireland, and came to Montreal 33 years ago, entering the old Scroggie department store of which he subsequently became advertising manager. He operated his own agency for a short time, then joined the present firm of McConnell, Eastman & Co. as vice-president and manager of the Montreal office. In 1934 he started his own agency again. He is survived by his wife and six children, his father, two brothers and six sisters.

GEORGE ROSENBERG, Hollywood talent agent, has joined Columbia Management of California, that city, to handle radio and picture personalities.

send this
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| CLASS OF SERVICE DESIRED | |
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| DOMESTIC | FOREIGN |
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| DAY LETTER | DEFERRED CABLE |
| NIGHT MESSAGE | NIGHT CABLE LETTER |
| SHIP RADIOGRAM | RADIOGRAM |

PATRONS SHOULD CHECK CLASS OF SERVICE DESIRED. OTHERWISE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE COMMUNICATION

Postal Telegraph
 THE INTERNATIONAL SYSTEM

Commercial Cables



All America Cables

Mackay Radio

| |
|-------------------|
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| CHECK |
| TIME FILED |
| STANDARD TIME |

Send the following message, subject to the terms on back hereof, which are hereby agreed to

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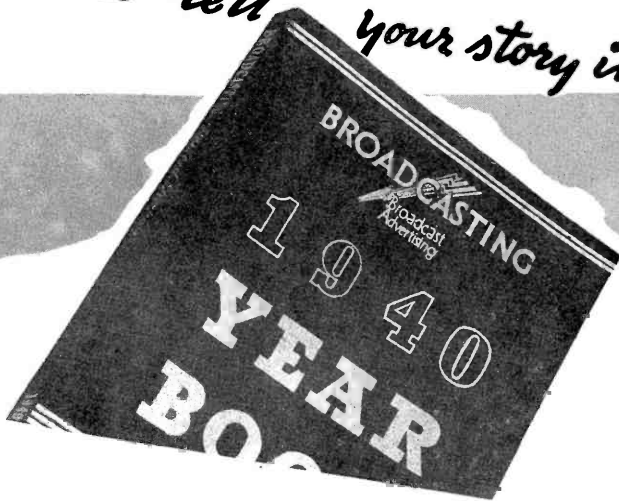
DEC. 15, 1939.

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WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1940 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

There is still time--tell your story in



- ★ Full page \$192
 - Half page \$108
 - Quarter page \$ 60
- frequency discounts apply*



Sure, *NBC* look "Hollywood"

"Colossal" indeed is the Red's regular listening audience—day or night, male or female. It's by far the biggest in the business. "Stupendous" too, is the number of families who "listen most" to the Red. Nevertheless, they're facts proved by radio's most complete circulation study—the only one ever made which covers *both halves* of the radio audience!

With your own future profits in mind, consider two facts. First, among the many Red Network boosters are the beauty aid makers, who preferred the Red by a two-dollars-to-one margin over any other network during the first nine months of this year. Second, 79 national advertisers last year ap-

propriated more money for the Red Network than for any other single advertising medium in the world—over \$31,000,000!

This, we believe, is conclusive evidence of the confidence advertisers have in the Red Network's ability to sell goods. A confidence substantiated

by facts unearthed in the only network survey ever made which covered not only the usual radio research territories, but the "Other Half" of the national radio audience as well—the previously "uncharted" areas where 51% of all U. S. radio-owning families are located!

New Light on Radio

The revelations in the "Other Half" story prove many things of greatest importance to advertisers. Facts are brought to the fore which no profit-minded advertiser can ignore.



*Women-wise advertisers of cosmetics and shampoos know what the Red can do. That is why they invested \$1,204,000 in the Red Network during the first nine months of 1939—more than twice as much as in any other.

Red Network figures —but they're facts!

Puzzling time-buying knots are unraveled. Proof is given that *a CAB rating on the Red means a greater nationwide audience for a program than the same rating on another network.*

In short, a completely new conception of comparative network circulations and values has been born! As one agency executive put it "At last I understand how radio works, and why the Red Network produces extra results for my clients!"

Missing Extra Sales?

We believe that when you hear *all of*

this astonishing story, you'll agree that there are reasons aplenty for the high regard in which the Red is held by present advertisers. You'll *know* why it is the country's No. 1 advertising medium . . . why, ever since network broadcasting began, it has aired the majority of the leading day- and

night-time programs. The Red's *extra* national coverage means *extra* sales for you.

You are invited to join the Red's long list of distinguished, profit-wise customers!

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

NBC *Red* NETWORK

The network *most* people listen to *most*

Studio Notes

THROUGH its *Jungle Journal* program on WPEN, the Philadelphia Zoo has been recognized for its educational work by the American Philo-sophical Society. Special listings of the Zoo program on WPEN now appear in the monthly publication of the Society.

WOL, Washington, on Dec. 11 observed its 15th anniversary. Although no special birthday program was presented, the event was publicized by station breaks throughout the day calling attention to the anniversary.

RECENT renewal contracts with SESAC have been signed by CBS, NBC, Texas State Network, McClatchy Group, Don Lee Network, Colonial and Yankee Networks, and WLW, Cincinnati.

KNX, Hollywood, recently claimed a scoop of nearly five hours over other Los Angeles county stations as well as local newspapers. When the United Press flash, "Russians Bomb Helsing-fors Airfield", came over the KNX teletype at 1:02 a. m., Nov. 30, two minutes after the station had signed off, Pete Pringle, news bureau chief, got into action. With assistance of Tom Hanlon, CBS Hollywood night supervisor, he phoned the transmitter 20 miles away. They had the station back on the air in two minutes. Using the four-word bulletin as a lead, Pringle ad libbed a five-minute commentary, giving background of the Russ-Finn dispute.

WHEN CKLW, Windsor, Ont., recently had its annual Sunday night party in aid of the Canadian Red Cross, 3,000 had to be turned away from the Capitol Theatre where the show was staged. The theatre, which seats 2,000, was jammed with 2,900, who started to fill it early in the afternoon, although the show did not start until 8:30 p. m.

Pete Flops

WHEN Youngstown College recently acquired a penguin, yeclpt "Pete", for a football mascot, WFMJ in Youngstown, O., planned a special radio interview with the bird to introduce him to the community. Bought for \$150, largely furnished by the Mahoning Natural Resources Council, and insured for his full purchase price, Pete promised to be an interesting subject for a radio interview. Brought to the studio, however, he turned out to be silent as a clam. He cavorted gaily all over the floor, making hairpin turns around piano legs and other vertical impedimenta, but not once during the program would he give voice to a quack or whatever sound a penguin makes, if any.



WHEN Johnny Morris Jr., diminutive callboy of Phillip Morris Cigarette fame, paused briefly in Lawrence, Kan., recently, he was the guest of the local WREN on a special five-minute program. Kansas radio fans flocked to the studio to hear the famous "Call for Philip Morris" as given by the expert Johnny, who also autographed hundreds of packages of cigarettes and posed for photographers. Smiling in real life as he does on the poster at his side, Johnny stands at left beside the WREN microphone while Verl Bratton, WREN manager, and John Bondeson (right), promotion director, stare.

RISE of 49.43% in national accounts on WMCA, New York, this year over 1938 was indicated in a report of new business recently released by Donald Shaw, WMCA executive vice-president in charge of operations. The overall rise in dollar volume of WMCA business is 22.96%, the report stated. New 1939 advertisers include: Axton-Fisher Tobacco Co., Warren Norge Co., Farnsworth Radio Co., Bushwick-McPhilbin Corp. (Spartan radios), Ex-Lax Mfg. Co., California Syrup of Figs, Louis Philippe, Immac, Philips Milk of Magnesia, Bi-So-Dol, Anacin Co., Watkins Multisified Oil, and Dr. Lyons toothpowder.

MORE than 100 high school coaches, principals and football fans attended the recent dinner at the Terre Haute House honoring the All-Wabash Valley high school football team elected by high school coaches in conjunction with Luke Walton, sports commentator of WBOW, Terre Haute. Spenkers of the evening, introduced by W. W. Behrman, WBOW general manager, included John Hefty, president of the Terre Haute Chamber of Commerce; Lou Brock, Purdue football player; Maynard Wheeler, president of the Wabash Valley Purdue Club, and Tennyson Edwards, president of the Indiana University Club. Walton presented the players selected on the All-Wabash Valley team.

KVAK, Atchison, Kan., on Dec. 3 started a series of weekly remote broadcasts from the local St. Benedict's Abbey presenting the Abbey's a capella choir in sacred music in conjunction with the observance of Solemn Mass.

WLS, Chicago, was host to 80 advertising men and agency account executives at a luncheon Dec. 5 in Chicago's Union League Club. Natural color motion pictures of the Illinois and Indiana State cornhusking contests were shown.

WSYR, Syracuse, recently carried a unique "battlefield" broadcast, sending its mobile unit into the midst of special training maneuvers of the 108th Infantry, New York National Guard. For the broadcast commanding officers staged a combat revolving about the mobile unit so the WSYR special events staff, including E. R. Vadeboncoeur and Bill Kothrum, could describe the offensive and defensive maneuvers.

EIGHTH annual International Children's Christmas broadcast, in which the sons and daughters of foreign diplomats in Washington send Christmas greetings to their respective lands in their native tongues, will be heard on NBC, Dec. 20 from 5 to 5:45 p. m. The program also will be shortwaved throughout the world. It is expected more than 30 countries will be represented in the broadcast, which is to originate from the Washington Hotel, and will feature the U. S. Marine Band, directed by Capt. Taylor Branson.

WOL, Washington, cooperating with the local Loew's Theatres and the D. C. Playgrounds, is organizing a Christmas Cheer Club to facilitate the collection of toys and clothing for distribution to the city's needy children. Boxes have been placed in the lobbies of three Loew theatres in downtown Washington, where contributions may be deposited, and WOL is pushing the idea with spot announcements on the programs of Art Brown, Tony Wakeman and Walter Compton.

KFEL, Denver, will hold its 16th annual *Good Fellow Club Christmas Auction*, at which merchandise donated by local merchants is auctioned to the highest bidders and proceeds used to buy Christmas baskets for needy families, in mid-December, with three auctions scheduled for Dec. 14, 16 and 19. Under supervision of General Manager Gene O'Fallon, of KFEL, Harry Rosenthal and Ed Freeman, veteran auctioneers, will conduct the auction broadcast.

WGAR, Cleveland, in cooperation with the Cleveland Public Library, is sponsoring a campaign to secure books for shut-ins. Manager John Patt, who originated the idea, has enlisted the support of local women's clubs and welfare agencies. In addition to announcements and other special broadcasts, the drive will be climaxed by a two-hour show featuring local celebrities. Each book distributed will contain a special printed bookplate crediting WGAR and Sidney Andorn, special events director and supervisor of the campaign.

PYRAMID (Ky.) ISN'T ONE OF THE SEVEN WONDERS!

There's really nothing very wonderful about Pyramid, (Ky.). It's just another Kentucky hamlet which WAVE (Ky.) is not greatly interested in reaching. On the other hand, WAVE does cover the Louisville Trading Area — the largest concentration of buying power in the State! WAVE is the big favorite in this area because it is the only N. B. C. outlet within 100 miles of Louisville. Add this to our up-to-date Newsroom and choice local programs, and you will see why we command the attention of Kentucky's 1,070,918 best consumers. Write for our data book and get all the facts!

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N. B. C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

THE NORTHWEST'S LEADING RADIO STATION

KSTP

MINNEAPOLIS & ST. PAUL, MINN.

Soon
50,000 WATTS
N B C BASIC RED NETWORK

EDGAR FELIX, director of *Radio Coverage Reports*, 7 W. 44th St., New York, has reported that his organization recently has received many inquiries from agency time-buyers on the effect of recently granted changes in facilities for regional and local stations all over the country. The areas in which field crews measure for *Radio Coverage Reports* are governed principally by the dates of the important changes in facilities and modified by seasonal conditions. Orders from stations for *Radio Coverage Letters*, describing their service areas and competitive conditions, continue their upswing. Mr. Felix said, the number prepared in the second quarter of 1939 equalling the total for 1938. Close to 100 stations now are served by these uniform standardized statements of coverage, prepared by *Radio Coverage Reports*, he estimated.

KVOO, Tulsa, Okla., is enlarging its music library and re-cataloging its music, under supervision of Bert Baker, music librarian.

WRITTEN by and devoted to KFDD, Amarillo, the *Amarillo Times* has added a daily "Radio Roundup" column which includes daily program highlights, personal notes and items of general interest to radio listeners.

BUSINESS prospects in Canada radio look better than ever, despite Canada's active participation in the European war, Fin Hollinger, commercial director of CJLS, Yarmouth, N. S., reported upon his return from a business tour to Toronto and Montreal for the station.

ANNUAL campaign for funds to buy shoes for Washington's underprivileged youngsters, sponsored jointly by WJSV and the *Washington Daily News*, started early in December. Listeners and readers are urged to send in a dollar to be used in buying shoes—through large lot purchasing arrangements with local department stores, each dollar pays for one pair. On Dec. 2 WJSV carried an all-night request program, conducted by Arch McDonald, during which listeners requesting numbers pledged themselves to forward a dollar forthwith.

FIRST attempt to furnish state-wide coverage of a sporting event in Georgia succeeded late in November when the four-station Georgia Broadcasting System carried the Georgia-Anabama football game under sponsorship of Nehi Corp. (Royal Crown and Nehi beverages). Stations in the network include WATL, Atlanta; WGPC, Albany; WGAU, Athens; and WRBL, Columbus, which originated the grid broadcast. Pleased with the results, the sponsor is reported to be planning several similar state-wide broadcasts of games next season.

DAVID LOWE, conductor of the daily motion picture review program *The Sound Track* on WNEW, New York, on Dec. 4 started a regular five-minute review program of all New York theatrical premieres with a description of Maurice Evans' "Hamlet".

KOMA, Oklahoma City, late in November, originated a two-part 66-minute broadcast of the celebration in Bartlesville, Okla., of the 66th birthday of Frank Phillips, Oklahoma oil tycoon and business leader, which was carried over a 44-station hookup created especially for the occasion. A KOMA special events crew including Manager Neal Barrett, Announcer Bob Duren and Engineer Orville Mills, along with Jack MacElroy, of KTUL, Tulsa, handled two separate pickups from Bartlesville, one heard from 2:30-3 p.m. and the other from 3:30-4:06 p.m. The 44 stations in the special hookup included KOMA and KTUL; KGNC, Amarillo; KWFT, Wichita Falls, Tex.; KOAM, Pittsburg, Kan.; KGBX, Springfield, Mo., and stations of the Texas State Network and Oklahoma Network.

KDYL, Salt Lake City, is including among its Christmas features promotion for the Junior Chamber of Commerce's home-lighting contest, for which the KDYL mobile unit visits homes entered in the contest for descriptions of the decorations and lighting effects. Climaxing the contest, KDYL will present winners in each division on a special program from the KDYL Radio Playhouse. Arrangements are supervised by Ames K. Bagley, Junior Chamber secretary, and Dave Simmons, KDYL special events chief.

TO SECURE monthly reports on its programs and service in the Tidewater area, WTAR, Norfolk, Va., is completing arrangements with 35 local business and professional men to form an advisory program board.

KVOO, Tulsa, Okla., has started its annual *Poor Children's Christmas* campaign, during which spot announcements and special programs are used to secure used or broken toys that can be repaired and distributed to needy youngsters of the community.

K. K. HACKATHORN, sales manager of WCLE, Cleveland, has announced a 15% increase in the station's rates, effective as of Dec. 1.

KTSA, San Antonio, is conducting a drive for used books to be distributed to shut-ins during the Christmas season. The campaign is conducted by Charles C. Shaw, KTSA news editor, in connection with his thrice-weekly *An Editor Views the News*. More than 400 books were contributed in the first four days of the program.

WITH conclusion of the first year of *Dawn Patrol*, all-night program heard on WIP, Philadelphia, the station has revealed some statistics on its first 12 months of operation: 26,520 telegrams and 81,428 pieces of mail; 27,768 musical selections played, and Fred Wood, conductor of the program, receives more telegrams than any other individual in Philadelphia.

WOR, Newark, will give its annual party for children of its employees on Dec. 16 with Bob Emery as m.c. of the quarter-hour program broadcast from the party and music by Louise Wilcher.

"ONLY KSFO WAS THERE" ... one of a series



WHAT-
Luncheon at 9:30PM?

For CHRISTMAS
TREE'S SAKE!

- Fame is often a burden.
- San Francisco, famed for her yearly outdoor Christmas trees, each year is burdened with the job of bettering the previous year's display. Public support and enthusiasm are urgent.
- San Francisco's Outdoor Christmas Tree Association sought out civic-minded KSFO. A big pep-luncheon with radio and screen stars, MC'd by Leo Carrillo, was planned. Would KSFO broadcast it?
- Right there, KSFO showmanship went to work. The luncheon was broadcast... but not at noon when the men-folks who trim outdoor trees were at work. The program was recorded and then, with plenty of ballyhoo, broadcast in a 9:30 p.m. spot.
- The Association says that it was a swell idea... and that San Francisco's outdoor trees will be more gorgeous than ever this year.
- But the point, after all, is that it's this sort of civic spirit, plus Columbia's great features and local showmanship, that keeps KSFO at the peak of popularity in Northern California.



PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

WBAL
means business
in Baltimore



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNAX, Yankton; KRNT, KSO, Des Moines; WMT, Waterloo
 sp—studio programs
 t—transcriptions
 sa—spot announcements
 ta—transcription announcements

Crown Cork & Seal Co., Baltimore, sa series, thru Benjamin Eshleman Co., Philadelphia (WMT, KSO).
 Pennsylvania Salt Mfg. Co., Philadelphia, sa series, thru Sherman K. Ellis & Co., N. Y. (KRNT, WMT, WNAX).
 American Cranberry Exchange, New York (Eatmor), sa series, thru BBDO, New York (KSO, WMT).
 Thomas J. Lipton, Hoboken (tea), 10 sa weekly, thru Young & Rubicam, N. Y. (WMT, KRNT, WNAX).
 G. E. Conkey Co., Cleveland (feed), daily sa, thru Rogers & Smith, Chicago (KRNT).
 Reid, Murdoch & Co., Chicago (Monarch food), 12 sa weekly, thru Rogers & Smith, Chicago (KRNT, WMT).
 Griffin Mfg. Co., Brooklyn, daily sa thru Birmingham, Castleman & Pierce, N. Y. (WMT, WNAX).
 Morton Salt Co., Chicago, sp series, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee (KRNT, WMT, WNAX).
 Katz Drug Co., Kansas City, 5 sp weekly, direct (KSO).

WOR, Newark
 Knapp-Monarch Co., St. Louis (household appliances), 3 sp weekly, thru Cramer-Krasselt Co., Milwaukee.
 Richfield Oil Corp., New York, weekly sp, thru Sherman K. Ellis & Co., N. Y.
 Modern Industrial Bank, New York, weekly sp, thru Metropolitan Adv. Co., N. Y.
 New Jersey Bell Telephone Co., Newark, sp Dec. 22, direct.
 Olson Rug Co., Chicago, 3 sp weekly, thru Presba, Fellers & Presba, Chicago.

WHO, Des Moines
 Hoxie Fruit Co., Des Moines, 6 sp weekly, thru R. J. Potts & Co., Kansas City.
 Folger Coffee Co., Kansas City, 260 t, thru Lord & Thomas, N. Y.
 Peter Paul Inc., Naugatuck, Conn. (10-Crown gum), 12 sa and ta weekly, thru Platt-Forbes, N. Y.
 McCannon & Co., Winona, Minn. (home products), 2 sp weekly, thru McCord Co., Minneapolis.
 Woodman Accident Insurance Co., Lincoln, 3 t weekly, thru Presba, Fellers & Presba, Chicago.

KGO, San Francisco
 Ry-Lock Co. San Francisco (Venetian blinds) weekly sa, thru Gerth-Knollin Adv. Agency, San Francisco.
 Pinex Co., Fort Wayne, Ind. (Pinex cough remedies), 12 sa weekly, thru Russell M. Seeds Co., Chicago.
 Larus & Bro. Co., Richmond, Va. (Domino Cigarettes) weekly t, thru Warwick & Legler Inc., New York.

WARD, Brooklyn, N. Y.
 K. Arakelian, New York (Mission Bell wines), weekly sp, direct.
 Agash Refining Corp., Brooklyn (Italian Cook Salad Oil), weekly sp, thru Crown Advertising Agency, Brooklyn.
 Aaron Stein Furniture Co., New York, 2 sp weekly, 13 weeks, direct.

WNEW, New York
 "George White's Scandals", New York (Broadway show), 12 sa weekly, thru Blaine-Thompson Co., N. Y.
 Jersey Bread Co., Paterson, N. J., (Hollywood bread), 5 sp weekly, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.
 Adam Hat Stores, New York, 25 sa weekly, 4 weeks, thru Glicksman Adv. Co., N. Y.
 Sachs Furniture Co., Newark, weekly sp, 26 weeks, thru Albert H. Hebert, Newark.
 Sabert Music Studios, New York (home study music courses), 5 sp weekly, 52 weeks, thru Frank Kiernan Agency, N. Y.

CFCE, Montreal
 Fruitatives Ltd., Toronto, (Fruitatives), 5 ta weekly, thru Lord & Thomas, Toronto.
 S. H. Ewing Ltd., Montreal (seeds), 5 sa, weekly, thru United Radio, Montreal.
 Reliable Toy Co. Toronto (dolls), sp weekly, thru Ronalds Adv. Agency, Toronto.
 Salada Tea Co., of Canada, Montreal (tea), sp weekly, thru Thornton Purkis, Toronto.
 White Laboratories, New York, (proprietary), 5 ta weekly, thru Baker Adv. Ltd., Toronto.
 National Drug & Chemical Co., Montreal (proprietary), 3 t weekly, thru A. McKim Ltd., Toronto.

KOMA, Oklahoma City
 Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 ta, thru Benton & Bowles, Chicago.
 Household Magazine, Topeka, 6 sp, thru Presba, Fellers & Presba, Chicago.
 Northwestern Yeast Co., Chicago (Maca), 65 sa, thru Hays MacFarland Co., Chicago.

WABC, New York
 Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 3 sp weekly, thru Joseph Katz Co., Baltimore.
 Paton Corp., New York (Yuban coffee), 3 sp weekly, thru Campbell-Ewald Co. of New York.

WMCA, New York
 King David Memorial Park. Putnam Valley, N. Y. (cemetery), 6 sp weekly, 13 weeks, thru Austin & Spector, N. Y.

KROW, Oakland, Cal.
 Goodrich Silvertown Stores, Oakland (tires), 3 sa weekly, direct.
 Buffums Cheese Co., Oakland, 3 sp, weekly, direct.

WHN, New York
 Wax Museum, New York, daily sa, 52 weeks, direct.

KNX, Hollywood
 Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 sp weekly, thru Long Adv. Service, San Francisco.
 Pillsbury Flour Mills Co., Minneapolis (flour), 6 sp weekly, thru Hutchinson Adv. Co., Minneapolis.
 Los Angeles Brewing Co., Los Angeles (Luxury beer), 3 sp weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.
 Helms Bakeries, Culver City, Cal. 3 sp weekly thru Martin Allen Adv., Los Angeles.
 John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham), 4 sp weekly, thru Henri Hurst & McDonald, Chicago.
 Cluett, Peabody & Co., New York (Sanforized), 6 sp weekly, thru Young & Rubicam, N. Y.
 Swift & Co., Los Angeles (All Sweet Margarine), 7 sa weekly, thru Glasser Adv. Agency, Los Angeles.
 Parrott & Co., Los Angeles (Speedimix pie crust), 6 sp weekly, thru Barton A. Stebbins Adv., Los Angeles.
 Coast Federal Savings & Loan Assn., Los Angeles (banking service) 6 sp weekly, thru Robert F. Dennis Adv., Los Angeles.
 Thrifty Drug Stores, Los Angeles (chain), 6 sa weekly, thru Milton Weinberg Co., Los Angeles.

KHJ, Los Angeles
 Scheu Products Co., Los Angeles (orchard heaters), 2 sa weekly, thru Heintz, Pickering & Co., Los Angeles.
 Dr. W. J. Ross & Co., Los Alamitos, Cal. (soap & dog food), 5 sp weekly, thru Ray Adv. Agency, Los Angeles.
 Sears Roebuck & Co., Los Angeles (dept. store), 16 ta, thru Mayers Co., Los Angeles.
 Household Magazine, Topeka, Kan. 6 sp, thru Presba, Fellers & Presba, Chicago.
 Crowell Pub. Co., New York (Woman's Home Companion), weekly sp, thru McCann-Erickson, N. Y.

KPO, San Francisco
 The Purex Corp., South Gate, Calif. (bleacher) 2 sa weekly, thru Lord & Thomas, Los Angeles.
 Thomas J. Lipton, Hoboken (tea), 10 sa weekly, thru Young & Rubicam, N. Y.
 Pacquin Inc., New York (hand cream), 140 sa, thru Wm. Esty & Co., N. Y.
 Wood Briquettes Inc., Oakland (Prest-o-logs) 3 sa weekly, thru Emil Reinhardt Agency, Oakland.
 Cook Products Corp., San Francisco (salad dressing) 4 sa, thru Rufus Rhoades & Co., San Francisco.

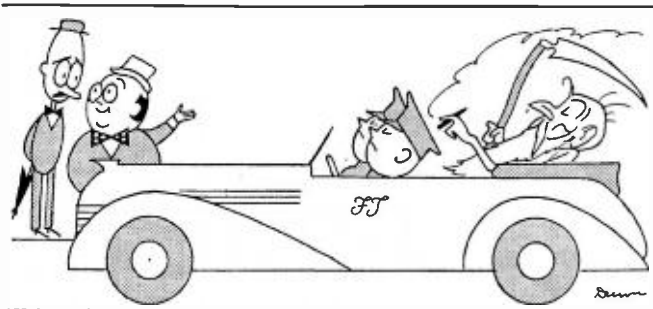
KFI, Los Angeles
 Beaumont Laboratories, St. Louis (cold tablets), 80 sa and 82 ta, thru H. W. Kastor & Sons Adv. Co., Chicago.
 L. A. Sausage Co., Los Angeles (meats), 3 sp weekly, thru Darwin H. Clark Adv., Los Angeles.
 Thrifty Drug Stores, Los Angeles (chain), 50 sa, thru Milton Weinberg Adv. Co., Los Angeles.
 Golden Peacock Inc., Paris, Tenn. (cosmetics), 65 ta, thru H. W. Kastor & Sons Adv. Co., Chicago.
 Thomas Leeming & Co., New York (cosmetics & Baume Beuge), 140 sa, thru Wm. Esty & Co., N. Y.
 National Funding Corp., Los Angeles (finance), 5 sp weekly, thru Smith & Bull, Los Angeles.
 Procter & Gamble Co., Cincinnati (Dash), 5 t weekly, thru Fedler & Ryan Inc., N. Y.
 Railway Express Agency, New York (shipping), 16 sa, thru Caples Co., N. Y.
 Ford Dealer Adv. Fund, Los Angeles (autos), 100 ta, thru McCann-Erickson, Los Angeles.

WKRC, Cincinnati
 Wander Co., Chicago (Ovaltine), 2 sa weekly, thru Blackett-Sample-Hummert, Chicago.
 Consolidated Drug Trade Products, Chicago, 6 t weekly, thru Benson & Dall, Chicago.
 Northwestern Yeast Co., Chicago (Maca), 5 sp weekly, thru Hays MacFarland Co., Chicago.
 Reid, Murdoch Co., Chicago (monarch food), 6 sa weekly, thru Rogers & Smith, Chicago.
 Standard Oil Co. of Ohio, Cleveland (Sohio), 24 sp weekly, thru McCann-Erickson, Cleveland.
 Burger Brewing Co., Cincinnati, 6 t weekly, thru Midland Agency, Cincinnati.
 Red Top Brewing Co., Cincinnati, weekly sp, thru Jesse M. Joseph, Cincinnati.
 Hecker Products Corp., New York (Presto cake flour), 5 sa weekly, thru Erwin Wasey & Co., N. Y.

WTMJ, Milwaukee
 Bulova Watch Company, New York, 366 sa, thru Biow Company, N. Y.
 Carter Products, New York (Arrid), 78 ta, thru Small & Seiffer, N. Y.
 Thomas J. Lipton, Hoboken (tea) 30 sa, thru Young & Rubicam, N. Y.
 Luden's, Reading, Pa., 60 sa, thru J. M. Mathes, N. Y.
 Railway Express Agency, New York, 16 sa, thru Caples Co., N. Y.
 Northwestern Mutual Life Insurance Co., Milwaukee, 6 sp, thru Mattonson, Fogarty, Jordan, Madison, Wis.
 Keen-Rick Mfg. Co., Chicago, 23 sa, direct.

KSFO, San Francisco
 Standard Beverages, Oakland (Par-T-Pak) 3 sa weekly, thru Emil Reinhardt Agency, Oakland.
 Wood Briquettes, Oakland, Calif. (Prest-o-logs) 5 sa weekly, thru Emil Reinhardt Agency, Oakland.
 National Funding Corp., Los Angeles (loans) 5 sp weekly thru Smith & Bull, Los Angeles.
 Purex Corp. South Gate, Calif. (Purex), 12 sa, sp, weekly thru Lord & Thomas, Los Angeles.

KECA, Los Angeles
 Larus & Bro., Richmond, Va. (Domino cigarettes & Edgewood tobacco), weekly t, thru Warwick & Legler, N. Y.
 Knudsen Creamery Co., Los Angeles (dairy products), 2 sp weekly, thru Heintz, Pickering & Co., Los Angeles.
 Union Pacific Stages of Cal., Los Angeles (transportation), 5 sp weekly, thru Beaumont & Hohman, Los Angeles.
 Thrifty Drug Stores, Los Angeles (chain), 52 sa and ta, thru Milton Weinberg Adv. Co., Los Angeles.



"He's retired in Washington since they put the 'Timekeeper' on WRC."
 Pd. Adv.



WABC, today, is New York's most familiar commodity: *more thoroughly distributed among New York homes than any other product you can name!*

*We've prepared a special study of New York radio stations and audiences.
Write to the Columbia Broadcasting System, 485 Madison Ave., N. Y.*

WABC 50,000 WATTS • 860 KILOCYCLES

Owned and operated by the Columbia Broadcasting System.
WABC is the key station of the world's largest radio network

Radio Advertisers

GRAHAM GLADWIN Radio Productions recently was organized in Fresno, Cal., to provide individual account servicing for clients for the San Joaquin Valley in both spot transcriptions and live productions. Since its inception the company has brought 12 new accounts to stations in California—KMJ, KARM, KYOS and KTKC—largely spot business. They include: Walter Hyde Hardware, Victor Equipment Co., Stone's Suit House, Tyners Health Systems, Kerr Rug Co., Koller-Liberty Laundry, Hockett-Cowan Music Co., Beckman Furs, States Grill, P. B. Martin Shoe Co. and Louis Shoetorium.

EMIL BRISACHER & Staff, San Francisco, handling *I Want a Divorce* on 71 NBC-Red stations, has announced three additions to the cooperative sponsors: Haserot Co., Cleveland; Schnull & Co., Indianapolis; California Conserving Company, Honolulu. In addition General Grocer Corp., St. Louis, has added Little Rock and Memphis stations, and Lee & Cady, Detroit, has added WKZO, Kalamazoo.

WADHAMS OIL Co., Milwaukee, is sponsoring broadcasts of all Wisconsin U basketball games on WTMJ, Milwaukee. Russ Winnie, WTMJ sportscaster, will handle the broadcasts, which started Dec. 9 and will include a doubleheader New Year's Eve from Milwaukee Auditorium with Wisconsin playing Nebraska and Marquette opposing Iowa. Scott-Telander Adv. Agency, Milwaukee, handles the account.

MADISON TOBACCO Co., Louisville (Grad cigarettes), on Dec. 2 sponsored the broadcast of the annual Washington U-St. Louis U football game on KMOX, St. Louis. The game, which climaxed the St. Louis football season, was handled by France Laux and Cy Casper.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), a consistent user of radio, is sponsoring the thrice-weekly quarter-hour sports program, *The Inside Track*, on KFVB, Hollywood. Program features Sid Ziff, former *Los Angeles Herald-Express* sports editor, as commentator. Contract is for 13 weeks, having started Dec. 9. Firm, for its Luxury beer, is also sponsoring a thrice-weekly five-minute program, *Sports Round-Up*, with Tom Hanlon, on KNN, Hollywood. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

Weber Record

WEBER Jewelry Co., St. Louis, feels it has set a radio advertising record—it has used every St. Louis station at one time or another, and since July, 1927, it has never been off the air. The firm claims that, as far as it can learn, it is the only retail store in the United States using radio continuously, every weekday and Sunday, through that many years. The Weber account is handled by Mrs. Mary Corbett, pioneer in radio, with the Ridgway Adv. Co., St. Louis.

TEXTILE PRODUCTS Co., Dallas, is sponsoring the participating *Barbara Brent* program three days a week on WFAA, Dallas. Rogers & Smith Adv. Agency, Dallas, handles the account.

H. F. RITCHIE Co. Products has purchased a total of 100 hours time on CHAB, Moose Jaw, Sask., through United Radio Advertising, Toronto.

DONALD D. DAVIS, president of General Mills, Minneapolis, on Nov. 30 announced the election of E. L. Schujahn, manager of grocery products operations at Buffalo, as vice-president of the Eastern division of General Mills and Washburn Crosby Co. He also announced election of E. H. Martin, manager of grocery products operations at Chicago, as a vice-president of the Central division, and Fenby Bausman, manager of the New York export office, as a vice-president of the Eastern division.

PHILLIP GILLIG, former executive vice-president in charge of the radio and major appliance department of Ludwig Baumann stores, New York, has joined Emerson Radio & Phonograph Corp., New York, as sales promotion manager.

W. T. GRANT Department Store, Fort Worth, is sponsoring 52 daytime half-hour shows direct from the store on KGKO, Fort Worth. The program, *Grant's Household Quiz*, features Scooter Tonahill as m.c. interviewing customers and store employees. Bruce Howard handles the remote control equipment from the store.

LINTON'S RESTAURANTS, Philadelphia, operating a chain of 25 restaurants in the city, is sponsoring the thrice-weekly quarter-hour dramatic program, *True Detective Mysteries*, Mon., Wed., Fri., 8:30-8:45 p.m., on WIP, Philadelphia. Scripts are furnished by *True Detective Mysteries* magazine, and the live talent shows are produced and directed by G. Edward Wallis. WIP dramatic director, in WIP studios. Series was placed by Jerome B. Gray & Co., Philadelphia.

JORDAN MARSH Co., Boston department store, on Dec. 4 started *Jordan Marsh Hour*, 8-9 a.m. weekday mornings, on WBZ-WBZA, Boston-Springfield. The program, which features music, news and shopping information, is written and directed by John C. Dowd Inc., Boston advertising agency.

MORRIS PLAN BANK of New York, on Dec. 12 started a twice-weekly program of news observations on current events by John B. Kennedy, noted author and commentator, on WOR, Newark, Tuesday and Thursday, 7:15-7:30 p. m. Guest-stars are also featured on the programs. Gotham Adv. Co., New York, is the agency.

SUPREME BAKERY Co., Los Angeles (Town Talk Bread), frequent user of Southern California radio, through W. E. Long Co., Chicago, on Dec. 11 started for 52 weeks, a five-weekly quarter-hour program, *Town Talk Teletunes*, on KNN, Hollywood. Program features Jack Owens, baritone, in telephone request selections from listeners. He also announces the program as well as accompanies himself at the piano. Firm is also using 35 spot announcements weekly on that station and in addition on Dec. 11 started sponsoring a five-weekly quarter-hour program featuring Jay Burnett as *The Song Fellow* on KFI, Los Angeles. Contract is also for 52 weeks.

JOHN MORRELL & Co., Ottumwa (E-Z Cut Ham), consistent user of radio time, through Henri, Hurst & McDonald, Chicago, is sponsoring twice-weekly participation in *Norma Young's Happy Homes* program on KHJ, Los Angeles. Contract is for 13 weeks, having started Dec. 7. Firm is also sponsoring the thrice-weekly quarter-hour program, *Mr. Hamp Goes to Town*, on KNN, Hollywood, having renewed for 13 weeks, effective Dec. 6.

VAN DE KAMP'S Holland-Dutch Bakers, Los Angeles (chain), through California Adv. Agency, that city, is sponsoring a thrice-weekly quarter-hour program, *Parents Forum*, on KFAC. Contract is 13 weeks, having started Nov. 21. Program is tied-in with *Parents Magazine*, New York, which answers all questions on child training. Kay Kirkwood is commentator. John Kennedy handles the commercials.

DEALER'S CHOICE



Nathan Lebedeker

BASIC CBS

Representatives:

PAUL H. RAYMER CO.

New York Chicago Detroit
San Francisco

*SEVENTH OF
A SERIES

Mr. Nathan Lebedeker, Manager of "Stephen's", one of Rochester's larger women's apparel houses, prescribes a good Sunday program over WHEC as a sure cure for a Rochester "Blue Monday".

Mr. Lebedeker speaks from experience. Stephen's have carried a half-hour program over WHEC, Sundays at noon, *CONTINUOUSLY* for the past four and one-half years,—used WHEC *EXCLUSIVELY* to build Monday business. And big Mondays have helped in a big way to make Stephen's the big and progressive store that it is today.

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

WHEC ROCHESTER



BIG birthday cake, commemorating the 1,000th broadcast of Clellan Card's *Almanac of the Air* for Northrup King & Co. on WCCO, Minneapolis, was presented Dec. 1 by WCCO General Manager Earl H. Gammons (left) to Vice-president Linden King (right), of Northrup King. In the center giving wrapt attention to the candle-lighting ceremony is Card, who has conducted the regular early morning quarter-hour of general horse-play for the last three years. The anniversary was observed with a special program in the WCCO studio auditorium, at which 450 Northrup King executives and employees were guests.

CROSLEY DISTRIBUTING Corp., New York, from Dec. 11 until Christmas will sponsor three quarter-hours weekly of Martin Block's *Make Believe Ballroom* program on WNEW, New York, to promote Christmas sales of Crosley radios. Last use of radio by the company was a campaign this fall on WJZ, New York, of programs giving football scores and news following leading games. J. M. Mathes, New York, is the agency.

MODERN INDUSTRIAL BANK, New York, on Dec. 11 started Johannes Steel's news commentary program on WMCA, New York, Mondays through Fridays, 7:45-8 p.m. Metropolitan Adv. Agency, New York, is agency.

FLORIDA CITRUS EXCHANGE, Tampa, which recently started four-weekly participations on the *Pure Food Hour* on WOR, Newark, for Florigold oranges, is using one-minute spot announcements six times weekly on KYW, Philadelphia, and WSYR, Syracuse. Erwin, Wasey & Co., New York, handles the account.

KYW, Philadelphia, has signed *Singin' Sam*, formerly heard on the networks, for a new five nights weekly series sponsored by the local Coca Cola Bottling Co., placed through Feigenbaum Adv. Agency, Philadelphia. He started Dec. 11 and is heard at 6:45 p. m.

A SELLING CREED Laird Cites Fundamentals of —Merchandising—

MERCHANDISING creed stressing the importance of sound facts and correct interpretations of fact was outlined Dec. 6 by J. Kenneth Laird, account executive of Young & Rubicam, at a meeting of the Cincinnati Advertisers' Club. Among "Opportunity Patterns" to help plan a fact-finding expedition and interpret the facts after they are found, he listed:

1. Find the elements of success in your field; combine them in a new way.
2. Don't fight a strong trend; climb aboard and ride it.
3. Locate the narrows and build a fort.
4. Find out what's blocking your product; blast it out.
5. Find out why your present users buy your product; use the same story to get new users.

SCHEU PRODUCTS Co., Los Angeles (orchard heaters), seasonal users of radio, in a 12-week campaign which ends Feb. 18, is using two spot announcements weekly on three Southern California stations, KHJ KVOE KDB. Agency is Heintz, Pickering & Co., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (American Family flakes), on Jan. 1 starts *Painted Dreams*, five weekly 15-minute dramatic show, on WGN, Chicago, for 52 weeks. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

White King Soap Plans Pacific Coast Expansion

LOS ANGELES SOAP Co., Los Angeles, currently sponsoring Phil Stewart's thrice-weekly quarter-hour philosophical program, *Dealer in Dreams*, on KNX, Hollywood, for Scotch Soap, will extend coverage of the broadcast to include 7 CBS Pacific Coast stations (KNX KFSO KARM KVI KOIN KIRO KFPY), and exploit White King Soap instead of the former product. Contract is for 52 weeks and broadcasts will be increased to five weekly, Monday thru Friday, 5:15-5:30 p. m. (PST).

The firm, currently sponsoring the weekly half-hour *Spelling Bee-Liner* with Tom Breneman on KNX, for its Sierra Pine Toilet Soap, on Jan. 7 will also expand coverage of that program to include the same 7 CBS Pacific Coast stations, Sunday, 2-2:30 p. m. Contract is also for 52 weeks. An extensive merchandising and promotion campaign will be launched in conjunction with both shows. Details are now being worked out by Raymond R. Morgan Co., Hollywood agency servicing the account. Los Angeles Soap Co., for its various products plans to continue the use of spot announcements in western states not covered by these programs.

IRNA PHILLIPS, author of four headline NBC script shows, has completed advance scripts through Jan. 15 and is vacationing on the West Coast. Miss Phillips writes *Guiding Light*, *Woman in White*, *Road of Life*, *Right to Happiness*.

NO!

No commitments from national advertisers, please, until after December 25th!

WBIG believes that its duty lies first with its regional and local wholesale and retail outlets at this time, in assisting them in clearing their shelves during the greatest Christmas trade in the history of this region, the richest and most populous area in the South.

So, in order that we may give good radio service, in addition to the necessary aid to commerce, WBIG will accept no new commitments except from local and regional advertisers, until after the holidays.

After all, the wholesale and retail outlets deserve all the special service that can be rendered and we are reciprocating the friendly service that they have rendered WBIG so faithfully . . . for many years!

So, just put WBIG on your list for your advertising drive for the coming year . . . and we wish for you and yours

A Merry Christmas
and
Happy New Year!



5000 Watts Day
1000 Watts Night

WBIG

in Greensboro, N.C.

Edney Ridge, Director
George P. Hollingbery Co.
National Representatives

CFCF

MONTREAL



first
IN
**CANADA'S
RICHEST
MARKET**

Entertainment: . . . Programming:
. . . news and sporting events—
these are some of the reasons
why CFCF is the most listened-to
station in Canada's metropolis.
That is why, year after year, National
advertisers are quick to
renew contracts.

CFCF and Short Wave CFCX
owned and operated by
**CANADIAN
MARCONI
COMPANY**

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC affiliate

CFCF

dominates a
**BI-LINGUAL
AUDIENCE**
of over
1,000,000

Agency Files Suit

SUIT for \$63,778 was filed Nov. 28 in New York Supreme Court by Austin & Spector Co., New York, against Eastern Wine Corp., a former client, which recently appointed H. C. Morris & Co., New York, its new agency. Austin & Spector claims its services were engaged Feb. 1, 1938, to handle advertising for Chateau Martin wines, and that, after placing announcements on three stations, it was discharged Oct. 1, 1939, when it owed the stations for time, together with commissions and other costs, a total of \$63,778. The wine company has denied the charges, but asks, if payment is required, that the money be turned over to the stations, not to the agency. The answer also claims that it is customary when an agency is discharged, the 15% commission should be paid to the new agency, which the stations refuse to do.

Australia Restricts Discs

A CABLE Dec. 11 from the Macquarie Network, Sydney, Australia, to Ralph L. Power, its American representative, states that drastic war monetary control legislation places transcription pressings and stampers from dollar countries on the prohibited list, but importation is permitted of mother matrices in proportion to the transcription purposes for the year ended last June. Thus American producers must supply matrices in lieu of pressings. Australian importers of American transcriptions must apply immediately for licenses in Canberra, Australian capital. These are the only terms under which the Government will permit future trade, the only deviation being permission for free sample discs. The prohibition does not apply to goods already ordered and paid for, providing they arrive in Sydney before Feb. 29.



Covering the only area in Montana in which there is any concentration of population
Gene Ferguson & Co., Representative

This picture reproduced on copper will be sent you on request.

Mail Display

NEW sales technique has been developed by Dan Dwyer, of WSYR, Syracuse, N. Y. Peddling a participating program to a prospective additional sponsor recently, Dwyer carried with him into the prospect's office a basket-full of fan mail for the program. Purely by accident the basket was spilled and letters scattered all over the room. Everybody in the office started retrieving letters and immediately began noticing remote postmarks and other evidence of the feature's wide reception. The accidental spill did such an effective job of emphasizing the fan mail that now, whenever Dwyer brings such items to a prospect's office, he always manages to trip and spill them.

Piano Course Spots

SEE-NOTE PUBLISHING Co., Hollywood (piano self-instruction), new to radio, in a two-week test campaign which ended Dec. 15, used a thrice-weekly quarter-hour program featuring the George Antheil system of piano study, on WHBL, Sheboygan, Wis. Following the Christmas holiday, the firm plans a series of similar programs on a group of 10 or more midwestern stations, placing through L. C. Cole Adv. Agency, Hollywood. List is now being made up.

New Program Service

ERICK DON PAM, vice-president and general manager of Ayers-Prescott, New York, has resigned to become president of his own company, American Radio Newsreel Inc., with offices in the RCA Bldg., New York, and studios in the General Electric Bldg. Mr. Pam will take with him the twice-weekly quarter-hour recorded interviews program *American Radio Newsreel*, formerly produced by Ayers-Prescott [BROADCASTING, Dec. 1]. The company will act also as a managerial agency and will offer script services and packaged network shows. S. Kirby Ayers, vice-president and treasurer, will take over all radio production of Ayers-Prescott, fulfilling Mr. Pam's former duties.

WWNC

ASHEVILLE, N. C.

Full Time CBS A affiliate 1,000 Watts

Tobacco Money!

Holiday Money!

Asheville's big burley Tobacco market opening early in December. Industry in high gear. Pay rolls mounting. Holiday spending unleashed. So "air" your sales message over WWNC—only blanket radio coverage of this busy area. And hurry!



E. A. BYWORTH, president of Associated Broadcasting Co. Ltd., Toronto and Montreal, has resigned to take over the Toronto Associated Broadcasting Co., complete with staff and offices, which will operate as Commercial Broadcasting Services Ltd. Officials in the new company are Mr. Byworth, president; J. C. Tobin, former transcription director with ABC, vice-president. Commercial Broadcasting Services offers live and transcribed shows, custom recording, audience participating and quiz shows, time placement and other services.

WALTER P. DOWNS, formerly radio executive of MacLaren Adv. Co., Montreal, has formed under his own name a producing firm with Marcel and Roger Baulu in charge of the French department. The new organization also represents Associated Music Publishers of New York and Kasper-Gordon of Boston. Offices are maintained at 2313 St. Catherine St., W., Montreal.

AS OF Nov. 15, 3,101 selections were included in a listing of NBC *Theaurus* transcriptions. Classified by types of music, this included 891 dance selections, 256 vocal and 93 instrumental solos in the popular music section; 440 instrumental group selections, 112 instrumental and 666 vocal solos in the concert music section; 161 symphonic selections; 381 hillbilly music selections, and 101 scene-setting and sound selections.

STANDARD RADIO announces the following new subscribers to and renewals of its Standard Library Service: WELL, Battle Creek, Mich.; KFVD, Ft. Dodge, Ia.; KORN, Fremont, Neb.; KGER, Long Beach, Cal.; WKY, Oklahoma City; WIRE, Indianapolis; WKRC, Cincinnati; WLAW, Lawrence, Kan.; KWAL, Wallace, Ida.; WLBL, Stevens Point, Wis.; WBRK, Pittsfield, Mass.; KAND, Corsicana, Tex.; WHBQ, Memphis.

NEW subscribers to Charles Michelson's *Speedy-Q* sound effects library are Columbia University, New York, and stations WCKY, Cincinnati; WBN, Buffalo; WWNC, New Britain, Conn., and WOPI, Bristol, Tenn.

LEWIS Recording Studios Inc. recently was formed with headquarters at 1040 Geary St., San Francisco, and with Samuel Lewis, who formerly conducted his own advertising agency in that city, as president. Other officers of the company include Maurice Gungsky, vice-president; Sam Moore, vice-president, and Ida S. Baer, secretary.

EARNSHAW RADIO Productions and Earnshaw-Young Inc., Los Angeles transcription and program producers, have moved their offices to 1151 S. Broadway. Firms have appointed the Walter Biddick Co., Los Angeles, as exclusive sales agents.

KPO and KGO, San Francisco, and KKLX, Oakland, Cal., have subscribed to the new transcription service of Davis & Schwieger.

CHARLES MICHELSON, New York electrical transcription company, will move to 67 W. 44th St. about Jan. 1.

KMOX, St. Louis, for the fifth consecutive year is carrying on a campaign against the smoke evil in that city. Each Sunday evening Harry W. Flannery, special events commentator, interviews authorities to bring out the best methods of burning coal with an eye on smoke abatement, giving an opportunity to experts to express intelligent and experienced opinion on the problem.



WHEN members of the Chicago Women's Advertising Club recently expressed a desire to learn just how a radio broadcast is developed and sold, NBC turned the *Girl Alone* show into a guinea pig for the club, and presented the complete story of the broadcast from its inception to its present status as a leading daytime commercial broadcast. Left to right are: H. C. Kopf, sales manager of NBC, Chicago; Pat Murphy, *Girl Alone* star; Helen Vance, president, Chicago Women's Advertising Club; Fayette Krum, author of *Girl Alone*; Paul McCluer, asst. sales manager, NBC; Sidney N. Strotz, general manager, central division, NBC; Betty Winkler, *Girl Alone* star; William Weddell, sales counselor, NBC; Emmons C. Carlson, adv. & sales promotion manager, NBC.

Agencies

H. CHARLES SIECK Inc., Los Angeles advertising agency, has established a new department specializing in food accounts, according to H. Charles Sieck, head of the firm, who simultaneously announced appointment of John Dungee as account executive and director of that division. Agency has also added Howard L. Tullis as account executive.

THURSTON G. MCGUFFICK, for several years space buyer and media analyst of McCann-Erickson, San Francisco, has been named sales development manager for Pacific Outdoor Adv. Co., Los Angeles. He will be succeeded at the McCann-Erickson office by John A. Nelson, who will be assisted by Phipps Rasmussen on spot radio, Chester J. Doyle on newspapers, and Al C. Nelson on outdoor and car card advertising.

ROS METZGER, radio director of Ruthrauff & Ryan, Chicago, recently composed and published the song "One Cigarette For Two". The popular tune was introduced by Dorothy Lamour on a recent *Chase & Sanborn Hour* program. Ager, Yellen & Bornstein, New York, is the publisher.

RICHARD COMPTON, president of Compton Adv., New York, is director of the advertising division of the 33d annual Christmas Seal Sale campaign now in progress.

ADDISON SMITH, a member of the Hollywood staff of Benton & Bowles, has been transferred to the radio production department of the agency's New York office.

WILLIAM B. DOVER has severed his association with the Orsatti Agency, Beverly Hills, Cal., talent service, and has gone to New York to establish his own business, handling talent and material adaptable to Hollywood. He will also handle radio for Hollywood talent and writers, as well as represent West Coast agencies who currently have no New York representative.

WESTERN ADV. Co., San Diego, Cal. agency, has established Los Angeles offices at 650 S. Grand Ave., with Harriet W. Kelly in charge as manager. Royal B. Lee, president of the firm, is now in New York establishing an eastern branch office.

I. C. COLE ADV. AGENCY, San Francisco, has established Southern California offices at 1651 Cosmo St., Hollywood, with Irene Wigton in charge as manager.

F. G. MULLINS, former vice-president of the Pacific National Adv. Agency, Seattle, has resigned to become manager of the Seattle office of Ruthrauff & Ryan, replacing Fred Duerr, who has been transferred to the agency's San Francisco office.

SAM WINGFIELD, former president of his own publicity agency, Wingfield Associates, New York, has joined the publicity department of J. M. Mathes, New York, to handle all publicity on *Information Please*. NBC program sponsored by Canada Dry Ginger Ale. Mr. Wingfield was previously with Kenyon & Eckhardt, New York, and handled radio publicity for the Canada Dry account when it was handled by N. W. Ayer & Son, New York, and sponsored *Jack Benny* on NBC.

Form New Agency

MAUBERT ST. GEORGES, formerly of N. W. Ayer & Son, Geare-Marston, and Erwin Wasey & Co., and Stanley J. Keyes Jr., also of Erwin, Wasey & Co., have formed a new agency, St. Georges & Keyes, at 250 Park Ave., New York. Telephone is Plaza 3-6920. The agency, of which Mr. St. Georges is president and Mr. Keyes vice-president, will specialize in dealer promotion of nationally distributed merchandise as well as general advertising copy.

A. B. MUELLER, formerly advertising manager of The Paraffine Co., San Francisco, and first president of Industrial Marketers of Northern California, has been appointed sales manager of Facts Consolidated, San Francisco research firm.

LOU WERTHEIMER, formerly an executive of 20th-Century Fox Film Corp., has joined the Hollywood talent agency operated by Walter Kane. Under the new setup, the firm will be known as Kane-Wertheimer Agency Corp., with offices continuing at 8485 Sunset Blvd.

SCHWIMMER & SCOTT, Chicago agency, has given employees who have been with the agency a year a Christmas bonus of a month's salary, with a substantial bonus for all employees who recently joined the agency.

EMIL MOGUL, former executive secretary of Austin & Spector, New York, is forming his own advertising agency in New York, to be known as the Emil Mogul Co. No offices have been leased as yet, and details on personnel or accounts will not be released until late in December.

EGMONT SONDERLING, general manager of United Broadcasting Co., Chicago, is the father of a boy born Dec. 1.

New Chicago Agency

FRANK R. STEEL & Associates, new Chicago agency, has opened offices at 360 N. Michigan Ave., and will specialize in radio accounts. Among the new agency's accounts are Princess Pat Ltd., Chicago; Oshkosh Trunks Inc., Oshkosh, Wis.; and these Chicago accounts: Venus Foundation Garments Inc., Lucille Young Co. (cosmetics), S. Dresner & Son Inc. Of the accounts, Princess Pat is the only one now using radio, but the others are considering its use, according to Mr. Steel. For the last six years, Mr. Steel has been vice-president and radio director of McJunkin Adv. Co., Chicago, and has handled a number of important radio accounts. Prior to joining McJunkin, he was vice-president and radio director of Critchfield & Co., Chicago agency, which position he held from 1928-33. Mr. Steel, a native of California, is a graduate of California U and received his M.A. degree from Harvard in 1911.

A ROSTER SURVEY ..

will show you which sustaining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station operation.

THE HOOPER-HOLMES BUREAU, INC.

108 MAIDEN LANE, NEW YORK

But We Know

Don't We, Doc!

•
W
W
V
A
•

OUR "Doc" is just an intelligentsia-ridiculed hill-billy, who can tear the lid off the question box that is on the hunt for the "FAN LOYALTY CLUE". A college psychologist is so much Greek to our "Doc", but man alive, what a sock he's got when it comes to box tops!

RATING? Sure, he's got it—"Fan Loyalty" takes care of where he stands, because that's what he's got aplenty!

HOW DOES HE GET IT? Hits 'em where they live! That's the way every Mother's son at WWVA does business.

If you want the clue to "Fan Loyalty", turn your light our way!

5,000 WATTS AT WHEELING, WEST VA.

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

JOHN BLAIR CO — National Representatives

SEASON'S GREETINGS!

WNEW
NEW YORK

To you — who have helped make 1939 our biggest year — the merriest of Merry Christmases and the most prosperous of New Years!

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

Canadians to Meet

THE SIXTH annual convention of the Canadian Assn. of Broadcasters will be held at the Mount Royal Hotel, Montreal, Jan. 22-24, according to T. Arthur Evans, CAB secretary-treasurer. No agenda has as yet been lined up, but among subjects to be discussed will be the Canadian copyright situation, network problems, and most likely special problems relative to the war. Harry Sedgwick, CFRB, Toronto, president of the CAB, will preside.

RECENT subscribers to United Press News Service are stations KVOO, Tulsa; KTRH, Houston; WMPB, Memphis; KXOX, Sweetwater, Tex.; WTBO, Cumberland, Md.



WBX
5000 WATTS
DAYS

Coming events cast their shadows.

No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.

Now operating **WBX NEW YORK**
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language



HOW TO EAT and grow thin!

Portland baker uses KEX to build sales...

MORE THAN EVER Davidson's Spun Bread is a "buy-word" in the Portland retail trading area. Not content with holding its market with a quality loaf, Davidson's advertising counsel is working constantly to achieve increased sales.

Principal factor in the sales campaign is Oregonian radio station KEX. Over the air waves and into thousands of homes goes the *Patty Jean* program on diet and exercise and how to eat and grow thin on three good meals a day. Needless to say, Davidson's Spun Bread figures prominently in all menus.

"We are pleased with the mail we are getting from our *Patty Jean* program on KEX", says E. F. Davidson, president of the bakery.

"Thousands of women in the Northwest are listening to *Patty Jean* daily . . . exercising . . . losing excess pounds . . . and eating Davidson's Spun Bread."

MORAL: Build sales and profits in the rich Oregon market with The Oregonian's radio stations KEX and KGW.

| | | |
|--|---|-------------------------------------|
| KGW | RADIO STATIONS OF THE OREGONIAN | KEX |
| 820 KC 5000 WATTS DAYS 1000 WATTS NIGHTS | PORTLAND • OREGON | 1180 KC 5000 WATTS CONTINUOUS |
| NBC RED | National Representatives—EDWARD PETRY & CO. INC. | NBC BLUE |
| New York | Chicago Detroit St. Louis San Francisco Los Angeles | |

Reps

LOU STERLING, head of Lou Sterling & Associates, North Hollywood, Cal., advertising agency, who is also associated with the new XERB, Lower California, Mexico, has gone to Chicago to appoint a United States sales representative for the station.

NED COSTELLO, of the New York office of the Katz Agency Inc., has been transferred to the firm's Chicago office.

WSVA, Harrisonburg, Va., has appointed Joseph Hershey McGillvra as its exclusive national representative, replacing Sears & Ayer.

HAROLD HIGGINS, head of the Chicago office of WOR, Newark, is the father of a baby boy, Harold Frank, born Dec. 2.

GEORGE P. HOLLINGBERY Co., national representative firm, announces the exclusive representation of WIRE, Indianapolis, effective Jan. 1. WHK-WCLE, Cleveland, and WHKC, Columbus, O., has reapointed Radio Advertising Corp. as national representative for another year, effective Jan. 1.

Harvester's Tour

INTERNATIONAL HARVESTER Co., Chicago, will sponsor more than 40 personal appearances this winter of a group of WOWO, Fort Wayne, Ind., artists featured on the *Hoosier Hop*, originated by WOWO for NBC. The personal appearance schedule includes various cities within a radius of 100 miles of Fort Wayne. The company is circulating the WOWO area with 50,000 mailings to homes, publicizing each local show.



DEER hunters stopped at WHBL, Sheboygan, Wis., the other day to exhibit the spoils. Howard Wilson, head of Howard H. Wilson Co., national representatives, bagged the deer. Left to right are Harlan Oakes, of the Wilson Chicago office; Mr. Wilson, Ed Cuniff, manager of WHBL; Mrs. Wilson and Horace Hagedorn, head of the New York office of Howard H. Wilson Co.

Hearing Set for Dec. 18 On WSAL Revocation

FORMAL hearing on revocation proceedings against WSAL, Salisbury, Md., based on charges of purported lack of financial responsibility and transfer of license without authority, was ordered by the FCC to begin Dec. 18 in Washington. The licensee is Frank M. Stearns. Glenn D. Gillett, consulting engineer, also was named a party, in view of financial interest in the station.

Hearing on the renewal of license of WBAX, Wilkes-Barre, Pa., was ordered for Jan. 16 under a tentative calendar. The station license is held by John H. Stenger Jr. but litigation developed over ownership and operation of the outlet. The hearing was ordered on the matter of control, with Mr. Gillett also a party.

AGENCY Appointments

STUART & Son, Baltimore (Golden Crown corn syrup) to Courland D. Ferguson Inc., Baltimore. Using transcribed announcements of WBAL, Baltimore. May extend radio into its Southeastern territory.

AMMON LABORATORIES, St. Paul (mouth wash), to Harold S. Chamberlain & Associates, St. Paul. Using radio and newspapers.

DOG & CAT Food Products, New York (dog and cat food), to H. W. Fairfax Adv. Agency, New York. Using radio and newspapers.

FAIRYFOOT PRODUCTS Co., Chicago (foot remedies), to Simmonds & Simmonds, Chicago.

GROCERY STORE PRODUCTS Co., New York (Foulds & Golden Age products), to Sherman K. Ellis & Co., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics), to Frank R. Steel & Associates, Chicago.

SAWYER BISCUIT Co., Chicago, to Neisser-Meyerhoff Agency, Chicago.

FLORY MILLING Co., Bangor, Pa., to Wildrick & Miller, New York. Probably will use local spot radio for branch mills in Pennsylvania and New Jersey.

LEISY BREWING Co., Cleveland, to BBDO, Cleveland.

AAAA's New Volume

VOLUME VIII-b of *Market & Newspaper Statistics* has just been released by the American Assn. of Advertising Agencies. It deals with 87 cities with population in excess of 100,000 in the United States and Canada in which newspapers were audited to March 31 and June 30, 1939. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income tax returns, audited newspaper circulations, lineage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC Audit Reports which deal with circulation inducements. Volume VIII-a, covering 58 cities in which newspapers were audited to Sept. 30 and Dec. 31, 1938, was issued last June.

Title Suit Dropped

SUIT of Beth Brown, author, seeking an injunction to restrain the broadcasts of the Bristol-Myers Co. *For Men Only* program for Vitalis was discontinued in New York Supreme Court Dec. 4. Miss Brown filed suit against NBC, Pedlar & Ryan, Bristol-Myers Co. and the Crosley Corp., claiming she had created the title for a novel and had exclusive rights to it.



FROM NOW 'TIL CHRISTMAS
ONE ON EVERY LETTER

She's helping others to health! And you can too . . . if you resolve right now to mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives.

Since 1907, the annual sale of Christmas Seals has helped to support the campaign to eradicate tuberculosis in the United States.

During these years of concentrated effort, the death rate from tuberculosis has been cut three-quarters! Yet, tuberculosis still kills more people between the ages of 15 and 45 than any other disease. No home is safe from tuberculosis until all homes are safe.

The National, State and Local Tuberculosis Associations in the United States



BUY CHRISTMAS SEALS



Specializing in
RECORDED
Spot Announcements
for
LOCAL Advertisers

We Supply
**SCRIPT • CAST
SOUND EFFECTS**

Walter Patrick Kelly
RKO Bldg • Radio City • New York

Bacon Named by BBC; Avery to Join Chicago Free & Peters Office

WITH resignation of Lew Avery as director of sales of WGR and WKBW, Buffalo, to join the Chicago office of Free & Peters, national station representatives, announcement was made by I. R. Lounsbury, executive vice-president of Buffalo Broadcasting Corp.



Mr. Bacon



Mr. Avery

of the appointment of John A. Bacon to the sales post. Both appointments are effective Jan. 1.

Mr. Avery for the last six years has headed the sales department of the Buffalo stations and is well known in industry and agency circles. He was chairman of the NAB Sales Managers' Division last year and was an important factor in the founding of the group. Free & Peters includes the BBC outlets among the stations it represents.

Mr. Bacon until recently was national advertising manager of the *Buffalo Times*, Scripps-Howard paper which post he held for seven years. During the preceding three years he was national advertising representative in New York for the Scripps-Howard Newspapers. He has been active in both Chamber of Commerce and Greater Buffalo Advertising Club activities and is well known in both national and local advertising circles.

Mr. Avery began in radio in 1917 when he became a station designer, announcer, engineer, manager and owner. In April of that year—three years before the advent of broadcasting as such—he went on the air with a half-kilowatt open-core transmitter with Leyden Jar condensers and a rotary spark gap. The station was closed under Federal Government orders. In 1926 he became an announcer and production man for WGY, Schenectady, and in 1928 joined the Mohawk-Hudson Power Corp. as assistant advertising director. Early in 1930 he joined BBDO, New York, and was assigned to radio on all local accounts between Albany and Detroit. He joined WGR-WKBW in 1932 as manager of planning and service and became director of sales in January, 1933.

Utilities Use Air

THE utility gas companies of metropolitan New York on Dec. 4 started a 13-week series of quarter-hour musical programs, *Home Harmonies*, on WMCA, New York. The program, featuring Ted Steele on the Novachord, is heard Sundays, 5:45-6 p.m., and Monday through Friday, 6:30-6:45 p.m. Sponsored by The Group of Eight Gas Utilities Companies, the account was placed through BBDO. Companies listed in the sponsoring association are Brooklyn Borough Gas Co., Brooklyn Union Gas Co., Consolidated Edison Co., Kings County Lighting Co., Long Island Lighting Co., New York & Richmond Gas Co., Public Service Co. of New Jersey, and Westchester Lighting Co.

FCC Show Cause Order Is Challenged By WINN Pending Ruling on WGRC

AUTHORITY of the FCC to issue an "order to show cause" why its construction permit should not be recalled, was questioned by the Kentucky Broadcasting Co. of Louisville in its response filed Dec. 5 with the Commission. On Nov. 20 the FCC had cited the corporation, which tentatively has been assigned the call letters WINN, on the ground that it is not financially qualified to operate the proposed station, based on its own contentions.

William A. Porter, Washington attorney for the proposed new 100-watter, pointed out that after the construction permit had been granted last May, WGRC, New Albany, Ind., across the river from Louisville, had appealed from the decision and the appeal now is pending. He contended that exclusive jurisdiction of the entire matter was thereby lodged in the U. S. Court of Appeals for the District of Columbia and that the Commission is without jurisdiction to issue a show cause order or take any other action affecting the status of the construction permit until there is a final adjudication.

Going Ahead

Issuance of the show cause order established another precedent in the revised legal procedure of the FCC. It grew out of the contention by the prospective station, headed by D. E. (Plug) Kendrick, general manager of KITE, Kansas City, that the FCC, in granting fulltime to WGRC, had set up a competitive situation which "would result in such severe loss of operating revenue" to the proposed station as to "impair the service which it could render." [BROADCASTING, Dec. 1].

In his response, Mr. Porter produced affidavits from principals in Kentucky Broadcasting Co., including himself as counsel, designed to show that the corporation was actively proceeding with installation of the new station and that it would suffer severe financial loss if the construction permit were revoked or otherwise set aside. Moreover, he contended that the allegations made in WINN's petition for rehearing of the WGRC grant could not be construed as an admission or evidence of facts prejudicial to the rights of the Kendrick group. It was held that issuance of a license covering the construction permit for the operation of the new station is simply a "ministerial act" and that he believed the company as the holder of a construction permit may exercise "such substantive rights and such procedural remedies as are available to the licensee of a radio station."

Because the construction permit was issued to WINN prior to the granting of the WGRC application for fulltime on 1370 kc., the Kentucky corporation stated it believed it had the right to petition the Commission to exercise the same remedies against WGRC which the latter had been permitted to exercise against his company "so that the matter would remain in status quo until such time" as the Court of Appeals has rendered its decision on the appeal of WGRC.

It was contended that WINN, in its petition for rehearing, in no way meant to abandon the construction permit and operation of the new station and that since the construction permit was issued, the corporation had contracted for material, equipment and supplies amounting to \$6,254.90 together with a site and location in the Tyler Hotel. In addition, it has spent another \$6,808 in prosecuting its application and for other expenses, all of which would be a complete loss should the Commission recall and revoke the permit.

It was brought out there is \$12,000 in cash deposited in a Louisville bank aside from the two negotiable promissory notes executed by Mr. Kendrick, each amounting to \$6,500, which would mean that upon demand the corporation would have \$25,000 in cash. In addition, it was stated Mr. Kendrick had agreed and bound himself to lend the corporation another \$25,000 if and when called upon.

Mr. Porter mentioned that he had handled the Kentucky Broadcasting Corp. application from its inception and that the company had left the manner and method of prosecuting the application to his judgment and discretion. He said he was directed by the corporation to take whatever steps he deemed necessary to protect its interests and consequently had protested the Commission's action in granting the WGRC fulltime application. The FCC was asked to vacate and set aside its show cause order.

FINCH

Facsimile

The new money maker for broadcasters

Let us show you the potential earning power of Finch Facsimile — the system that prints news of the world while it happens.

Radio engineers and executives are invited to write for particulars or to inspect Finch Facsimile Station W2XBF in daily operation at 1819 Broadway.

Finch Telecommunications, Inc.
Passaic, N. J.

Aircraft Laboratory,
Bendix, N. J.

New York Sales Office:
1819 Broadway
(Tel. Circle 6-8080)

FIGURE EIGHT

EIGHT reasons why IBC increases Sales at low cost in the Italo-American Market!

1. Specializes in One foreign language, namely, Italian.
2. Reaches "separate and distinct" market.
3. Population of approximately 1,500,000 in the New York—Metropolitan District.
4. Spends over a Billion Dollars annually.
5. Italo-American families larger than any other nationality.
6. Programs of tested popularity.
7. Exercises definite influence in daily life and buying habits of Italo-Americans.
8. Merchandising — Dealer cooperation.

WQV THE INTERNATIONAL **WBIL**
NEW YORK BROADCASTING CORP. NEW YORK
1000 WATTS NEW YORK 5000 WATTS

BASKETBALL "package" on WIRE, Indianapolis, including a comprehensive layout of prediction, commentary and play-by-play broadcasts, has been bought by Railroadmen's Federal Savings & Loan Assn. The contract includes *Basketball Express*, furnishing scores Wednesdays and Fridays, 10:15-10:30 p. m.; special programs of scores on Indiana high school sectional tournaments and play-by-play broadcasts from regional, semi-final and final state contests, handled by Vic Lund. The broadcasts run from Nov. 29 through March.

Purely PROGRAMS

Wildlife Week

TO STIR interest in National Wildlife Restoration Week, March 17-23, the National Wildlife Federation is offering free a series of 13 transcribed dramatizations dealing with conservation and restoration of wildlife and natural resources. The series includes 12 quarter-hour and one half-hour concluding show. Scripts for the series were prepared under supervision of Bill McCormick, with production in charge of Stephen McCormick and Frank Blair, and special music and arrangements by Arthur Brown, all of WOL, Washington. The transcribed series is an outgrowth of the weekly *Wildlife* programs originated in Washington by WOL for MBS for the last 18 months.

* * *

Party for Wives

BUILT around a party that starts in the studio a half-hour before the broadcast, WMAL, Washington, has started the new monthly half-hour, *Affiliated Wives, Incorporated*. Although only wives are admitted to full membership, single women are taken into the parties on probation. At the party-broadcast refreshments are served and two home economists act as advisers on each program. Visitors bring along questions which are answered by other women in the group.



THE STAFF of WWJ, Detroit, dressed these dolls for the Detroit Goodfellow's organization, which supplies Christmas baskets. Doll among dolls is Beth Emery, guest relations secretary.

Youth at Liberty

BOYS and girls of high school and junior college age seeking employment are given an opportunity to tell of their hopes, aims and ambitions on the weekly half-hour program, *Here Comes Youth*, which is sponsored by the California Type-writer Exchange, Los Angeles, on KFAC, that city. Sob stuff is barred. Participants respond to a series of questions pertaining to the particular job sought. Ted Williams, conducting the program, invites prospective employers to phone the station if they have a job to fit the need. Program is endorsed by social service and civic organizations.

Lotto Songs

CASH prizes, ranging from \$25 to \$100, are offered listeners winning the *Songo* game sponsored on WIP, Philadelphia, by Nevins Stores. Calling at a Nevins store listeners pick up a "lotto" card with names of popular songs printed in the squares. On the program 18 to 20 songs are played. The first listener recognizing the songs whose names fill in a continuous line on the lotto chart and calling the station wins one of the varying cash awards. The \$100 prize is given for a slogan in addition to the filled line. Account was placed by Philip Klein Agency, Philadelphia.

Fun at Auction

MANY offers of cash for satisfaction of unpredictable demands, i.e., \$4 for a look at the marriage license of anyone in the audience, or \$2 for a set of knitting needles, are the backbone of *Crazy Auction*, sponsored on WTMV, East St. Louis, by Zerweck Jewelry Co. The half-hour show, held Friday evenings from the stage of the local Majestic Theatre, features Bill Davis as the Crazy Auctioneer and Fred Moegle as commercial manager.

Local Announcements

SO MANY requests were received by WIBC, Indianapolis, for free civic announcements that the station has built a program specifically for gratis spots. The show, *Community Corner*, is broadcast twice-weekly, Monday and Thursday, 2:15-2:30 p.m. The announcements are made against a background of transcribed music.

Musical Breaks

STATION breaks in verse and music are being developed by WOL, Washington, to relieve the droning monotony of station identification. Sung to snatches of original tunes come such gems as: "How is this for a station yell? Washington! Washington! WOL!" (for Tony Wakeman's *Sportspage of the Air*) or "Next comes the news, we're here to tell. First in Washington is WOL!"

The Religious Side

PROTESTANT, Catholic and Jewish churches of the Twin Cities are cooperating with KSTP, St. Paul, in the weekly *Religion Looks at Life* program. On each of the Sunday programs a priest, a rabbi and a Protestant minister participate in an informal discussion of some current topic. The programs are conducted without script or rehearsal. St. Paul and Minneapolis clerics are presented on alternate weeks.

Posies at Night

CONDUCTED by a woman commentator pseudonymed Martha Gale, also the name of a line of women's dresses, *A Bouquet to You*, sponsored on WJLS, Beckley, W. Va., by Rahall's dress shop presents a bouquet five nights weekly to some lady selected from the store customer list. The flowers are delivered while the program is in progress.

WDRG
"THE ADVERTISING TEST STATION
IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

To All
of You—A
Merry Xmas,
A Happy and
Prosperous
New Year

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

**50,000
WATTS**

**AT YOUR
SERVICE**

Now you can take advantage of KWKH's 50,000 watts power to reach more people within 150 miles of Shreveport than live in the entire state of Louisiana . . . power that will provide the millions of people within the Shreveport trade area with clear, powerful reception of your sales message.



COLUMBIA
BROADCASTING
SYSTEM

KWKH

REPRESENTED BY
THE BRANHAM
CO.

A Shreveport Times Station
SHREVEPORT, LOUISIANA

WE HAVE THE
"GO"
SIGNAL
Ready in About
Two Weeks
5000 WATTS
NIGHT
Already
5000 WATTS
DAY

KTUL
TULSA'S
Friendly
CBS STATION
Free & Peters, Rep.

Santa Answers

A DAILY quarter-hour program, *Calling the North Pole*, audience participation Christmas series directed to youngsters, is sponsored by a local department store on KTKC, Visalia, Cal. Two studios are used. Program is designed to make the youngsters in the studio audience believe they are witnessing a shortwave contact with the North Pole and Santa Claus. From the second hidden studio he answers all questions put to him by the children. His voice is brought to them through the speaker. The series will culminate with a Christmas Party at the store, when Santa Claus greets the children in person.

* * *

Double or Nothing

NEW type of quiz program has been originated on WOL, Washington, by Walter Compton. Contestants on the weekly show are fed questions, with cash award for each correct answer. The contestant then is offered additional prize money for information pertinent to the answer, if supplied within a minute. The additional award varies with the amount of information supplied. After "running their bill up" during the one-minute period, Compton dares the contestant to a "double or nothing" question, contestant receiving nothing if he fails, twice as much if he gives the correct answer.

* * *

Religious and Civic

TWO PUBLIC service programs are currently broadcast on WELI, New Haven, to keep local listeners posted on the activities of various organizations in the greater New Haven area. One, *Church Billboard*, is devoted to news and notices of religious organizations and their affiliated societies, and is heard thrice-weekly at 8 a. m., while the other, titled *The Club Forum*, and sponsored twice-weekly by Ogden and Schlick, local jewelry firm, features news of all other clubs and associations. Programs are produced by Robert Howell of WELI.

* * *

Youthful Quizzers

KELLOGG Co. of Canada, London, Ont. (cereal) on Dec. 2 started a boys and girls interview half-hour program Saturday mornings on CFRB, Toronto. A number of different people are brought to the studio for the boys and girls to interview. Typical was one Saturday morning trio of interviewees, an organ grinder, a model airplane maker, a leading rugby player. J. Walter Thompson Co., Toronto, placed the account.

* * *

People's Choice

LISTENERS vote on some question of current interest each week to supply the framework for the *Poll of the People* feature heard five days weekly on the *Early Bird* program sponsored by Meadolake Foods on WFAA, Dallas. Listeners are given a question each day, vote by postcard, and hear the results of their voting on the program.

* * *

Biblical Quiz

WITH a handsome New Testament Bible as prize, church members compete in answering questions based on Biblical excerpts on *Bible Question Box*, sponsored on WIRE, Indianapolis, by Meigs Publishing Co., publishers of religious music and other church supplies.



HUNCHED with excitement over nimble fingers and flying needles stands Dave Driscoll, special events ace of WOR, Newark, as he describes a recent crocheting speed contest. One featured contestant was Alan Courtney (seated center), conductor of WOR's *Housewives' Delight* program, who put up a good fight but did not win against such established experts as Mrs. E. N. Noble, national crochet champion (right), and John Miller, men's champ, and Mrs. Lavinia Cervone, New York City speed crochet champion (not shown in picture). Al Josephy, of the WOR special features staff, is standing directly behind Courtney.

Keystone Dawn

ALL KINDS of farm news and information are furnished listeners of *Sunrise Roundup*, heard six days weekly from 6:30-7 a. m. on WHP, Harrisburg, Pa. The program, presented in cooperation with the State Department of Agriculture, is personally supervised by John H. Light, secretary of the Department, and is announced, written and produced by Russ Brinkley. Against a musical background, the program furnishes market and shipping reports and a five-minute talk by a Department of Agriculture official or a farm specialist from Pennsylvania State College.

Music by Schools

SPONSORED by a local music store, *Daveau Music Hour* on WDAY, Fargo, N. D., presents transcribed half-hour shows featuring high school bands and orchestras of neighboring towns. The special events staff visits the various schools, transcribing the special concerts by the individual organizations.

Out of the Limelight

TYPES of Americans who have contributed much toward making this nation great, although never winning wide acclaim, are the subject of the series of twice weekly quarter-hour programs, titled *Unsung Americans*, on MBS, conducted by Dr. Frank Kingdon, president of the University of Newark.

Religious Reporter

KEITH KERBY, KSFO, San Francisco, recently launched a new Sunday program, *Religious News Reporter*. The program contains a contest feature. The first contest offers a prize for the best essay on "Why I Am Thankful for Religious Liberty".

From Actual Sites

THE original scenes of famous orations which marked great moments in history are the basis of the new *Echoes of History* series, presented on alternate Wednesdays on NBC-Blue under auspices of General Federation of Women's Clubs.

Live Auction

ACTION at an auction reached an all-time peak during a recent remote carried by KGHL, Billings, Mont., featuring a jeweler's close-out. So well did the auctioneer sell his merchandise that a listener called long distance to say he wanted to buy a watch. As the live bidders in the store sought a watch, the long distance bidder had his offers relayed by a KGHL announcer who happened to answer the phone. After three watches, the telephone bidder won out. The sponsor, the Gansle Jewelry Co., has quadrupled its radio advertising.

Orchids For Ladies

LUXURY of an orchid is afforded some feminine listener each week through a stunt engineered by Jean Fay in connection with her thrice-weekly program on KYA, San Francisco. Each week Miss Fay awards a big orchid to the woman submitting the best suggestion for a radio idea.

Name the Killer

BOWER Co., Phoenix (printers and stationers), sponsoring the thrice-weekly quarter-hour transcribed dramatic program, *We the Jury* on KOY, that city, offers prizes from its stock to the first persons who phone in the correct answer to the question, "Who Did It?" after each broadcast.

Holiday Song Gifts

DAILY until Christmas, Arizona Network listeners are invited to phone in "song gifts" to friends. Al Becker, KOY, Phoenix, staff organizer, who is featuring yuletide songs and Christmas carols on a special daily broadcast, fulfills all requests, announcing who the gift song is from and to whom dedicated.

* * *

"Uncle Don" Nationwide

CHILDREN'S program on WOR, Newark, conducted by "Uncle Don", on Dec. 5 started on a coast-to-coast MBS network, Tuesdays, Thursdays and Saturdays, 5:30-5:45 p. m. The program is also heard cooperatively sponsored on WOR Monday through Saturday, 6-6:30 p. m., and is sponsored on five MBS stations by Maltex Co., on the same schedule.

LANG-WORTH
planned programs

**LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD**

**LANG-WORTH
FEATURE PROGRAMS**
420 Madison Ave.
New York

? IT'S NO MYSTERY ?

"The Case of Greater Advertising Results" clears up all the clues to the Greater Cleveland Market. It's the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan

Send for your copy

Supply is limited

▲

WHK & WCLE *Cleveland*
THE UNITED BROADCASTING COMPANY

375

solid hours

of play-by-play

SPORTS

on KMBC within the past year!

All miked by

WALT LOCHMAN

The Middle West's biggest radio draw!



Backed by BUILD UP on KMBC . . newspaper ads . . taxicab tire covers . . personal appearances.

It's a HOT BUY—this tremendous tailor-made audience for the two five-minute KMBC Sportscasts with Walt Lochman now available 6:10 pm and 9:40 pm.

Ask Free & Peters

KMBC
OF KANSAS CITY
The Program Building and Testing Station

Equipment

RCA MFG. Co., Camden, has announced the following sales of RCA transmitter equipment: WBIL, New York, and WMCA, New York, 5-DX 5,000-watt transmitter; WCAR, Pontiac, Mich., 1-G 1,000-watt transmitter; WMOG, Brunswick, Ga., WARM, Scranton, Pa., and WLB, Bowling Green, Ky., 250-K 250-watt transmitters, and KVCV, Redding, Cal., 100-EM modulator unit.

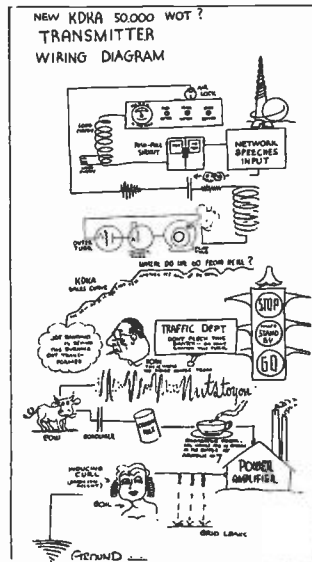
HARRY J. SOMMERER, associated with RCA-Victor for 30 years in various positions and recently assistant to Robert Shannon, executive vice-president of RCA Mfg. Co., has been appointed manager of manufacturing for the company's plants located at Harrison, N. J., Hollywood, Indianapolis and Camden, where he will make his headquarters.

H. P. LITCHFIELD, branch manager of Graybar Electric Co., Newark, N. J., has been named general commercial sales manager in the general executive offices, effective Dec. 18. Mr. Litchfield joined the supply department of Western Electric Co. (now Graybar) in 1915, and was named Newark branch manager in 1925.

DR. CLINE M. KOON has joined Universal Microphone Co., Inglewood, Cal. to undertake a survey of recorders and play-back equipment in schools and colleges and is now on a tour of the 11 Western States. Dr. Koon for several years was assistant director of the Ohio School of the Air and later senior specialist in radio and visual education with the U. S. Office of Education.

WLS, Chicago, has installed Zeon fluorescent tubing in its studio D, replacing the former flush type lighting reflectors with high wattage consumption. The functional lighting installation is claimed to eliminate shadows from scripts while they are being read.

THREE RCA-Victor instantaneous disc recording units, installed in a specially equipped truck, will be used on a two-year expedition to Africa sponsored by the World Travel Club of Rochester, Minn., for the recording of African music, folk lore and customs. David Griffin, president of the Club and head of the expedition, plans to synchronize sound recordings of the scenes he photographs with motion picture cameras for later use in American schools and on lecture platforms. The expedition will also record messages from American and English missionaries to their home churches.



SCHEMING a schematic drawing of a 50,000 "wot" transmitter, or a sales promotion man's impression of an engineer's impression of a wiring diagram. This is the masterpiece of W. B. McGill, KDKA sales promotion manager and former commercial artist, drawn in connection with KDKA's recent dedication of its new transmitter.

WITH the granting of 5 kw. night to KMBC, Kansas City, making that station 5 kw. fulltime, Arthur B. Church, president, announced that construction of a 540-foot Blaw-Knox uniform cross-section antenna will begin as soon as delivery can be made, and that the station hopes to be operating with the new power about Feb. 1. More land east of the present transmitter site has been acquired to extend the ground system. Contracts totaling \$30,000 for the improvements have been let.

RCA transmitter and studio equipment and a 180-foot Wincharger tower have been ordered for the new WHUB, Cookeville, Tenn., 250 watts on 1370 kc., which M. L. Medley, licensee, reports will start operating about Feb. 15, 1940. James Turner has been chosen manager and Charles R. Duke chief engineer, but the rest of the staff has not yet been selected.

MONITORS ORDERED FOR ALL STATIONS

ALL LICENSEES of broadcast stations, other than standard, were notified Dec. 4 of the requirement which became effective last Sept. 15 that all such stations be equipped with frequency monitors, to prevent excessive deviation. In a notice to relay, international, high-frequency, non-commercial educational, facsimile, television, and developmental broadcast stations, FCC Secretary T. J. Slowie brought out that Section 4.2 of the rules governing broadcast services other than standard broadcasts specifies installation of frequency monitors having an accuracy sufficient to determine that the operating frequency is within one-half of the allowed tolerance.

Declaring that this section became effective Sept. 15, Mr. Slowie said any station not now having the required monitor "shall not operate until such monitor is obtained and placed in operation." The notice emphasized that a frequency monitor is required and that a frequency meter is not acceptable. Monitors designed for amplitude modulation, he said, may be used in conjunction with stations employing frequency modulation, with the understanding that these monitors will only give an indication of the center frequency on no modulation. Pointing out that monitors are ordinarily calibrated at the laboratory of the manufacturer, the notice specified, however, that maintenance of the constancy of calibration is the responsibility of the licensee. Licensees must be prepared to demonstrate to an FCC representative the frequency monitor has the required accuracy.

It was pointed out that licensees operating two or more stations at the same location coming within the purview of the rule may operate one monitor if arrangements are made to switch the monitor from one transmitter to another by a simple operation and no adjustments are required on each frequency. Relay stations must provide the necessary means for determining that the frequency of the station is within the allowed tolerance, the notice states. The measuring equipment used may be located at the relay station, at a center location or the receiving location.

C
M
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Covers 90% of the population of the PROVINCE OF QUEBEC

CANADA'S BUSIEST STATION

IN

CANADA'S MOST UNIQUE MARKET

THE COLUMBIA STATION IN MONTREAL

U. S. & TORONTO, CANADA, JOE. H. MCGILLVRA—MONTREAL, PHIL LALONDE

Management Changes Made at KMMJ, KANS

CHANGES in the management of KMMJ, Grand Island, Neb., and KANS, Wichita, were announced Dec. 13 by Don Searle and Herb Hollister, co-owners of the stations. Jack Todd, for the last few months manager of KMMJ and before that assistant manager of the Wichita station, was transferred back to Wichita as general manager of the NBC outlet, having completed the reorganization of the KMMJ staff. He succeeds Herb Hollister, who on Jan. 1 takes over the vice-presidency and general management of KFBL, Abilene, which holds an authorization to remove to Wichita [BROADCASTING, Dec. 1]. Mr. Hollister will also supervise the direction of KANS. Messrs. Hollister and Searle constitute a partnership owning KANS.

Ted Matthews, former general manager of WNAX, Yankton, S. D., and more recently national sales director of WKZO, Kalamazoo, was named general manager of KMMJ, succeeding Mr. Todd. Mr. Searle is president and principal owner of KMMJ, with Mr. Hollister holding a minority interest.

New Thesaurus Subscribers
ELEVEN new stations have signed in the last four weeks for *NBC Thesaurus* library service: WMAN, Mansfield, Ohio; WENY, Elmira; WMEF, Plattsburg; WTBO, Cumberland, Md.; WHBU, Anderson, Ind.; KHBG, Okmulgee, Okla.; WCAR, Pontiac; WBHP, Huntsville, Ala.; KTSM, El Paso; WROL, Knoxville, and KWAL, Wallace, Ida.



*SECOND annual clinic of Central States Broadcasting System (KFAB-KOIL-KFOR) was held Dec. 3 in the system's Lincoln studios. The half-day session was started last year by Don Searle, CSBS general manager. Jud Woods, Lincoln manager, and his staff were hosts. Procedure included a general meeting of all staff members in which the year's activities were reviewed and members praised for their cooperation. Departmental sessions went into various phases of CSBS activity, with Had Hughes, KOIL program director, in charge of announcers, producers and talent; Jud Woods, Lincoln manager, in charge of continuity; Frank Pellegrin in charge of sales, and Mark Bullock, chief technical supervisor, in charge of engineers. Mr. Searle will study secretarial reports of the group sessions and discuss them with department heads. Joe W. Seacrest, vice-president, thanked staffmen for giving up their Sunday for the clinic. In photo are (l to r) Mr. Bullock; Mr. Hughes; Paul Dodd, auditor; Mr. Searle, Mr. Pellegrin; Mr. Woods.

Decline Seen in Drama Strips

(Continued from page 16)

of KIRO, Seattle, pointed out that the problem of a predominance of serials on the network has bothered the station considerably. About a year ago, he said, the station inaugurated a rather elaborate plan to publicize programs and hardly a station break goes by without some mention of subsequent programs. "We find there isn't much we can say about most strip shows, consequently such programs as 'Singing Sam' etc. are mentioned far more often in these announcements than strip shows," he said.

Plez S. Clark, business manager of KFH, Wichita, said "we detest this deplorable condition and we are doing everything possible to create more musical programs for daytime broadcasting." While several musical programs are used, he added the stations did not feel this offset the super-abundant number of dramatic serials. Since KFH is affiliated with the *Wichita Eagle*, the station uses the newspaper to

call attention to musical programs along with publicity on the air.

Philip G. Lasky, general manager of KSFO, San Francisco, said that while it is true the thought has been that strip dramatics substantially produce results and that few advertisers have felt the need of a different type of program, he favored all possible promotion to programs of accounts "who have the spirit to break away from tradition and sponsor a musical feature." Applauding the Patt effort, he declared it is to the station's advantage to produce results for them and consequently assure more even daytime program balance.

Lincoln Dellar, general manager of WBT, Charlotte, said the station has urged local advertisers to use more musicals as an interlude between serials and he heartily agreed that a wider use of musical programs during the daytime would work toward much better program balance for all stations who have an overload of dramatic serials.

Gardner Cowles Jr., president of Iowa Broadcasting System, advised Mr. Patt he thought the suggestion was "eminently sound" and declared he was taking it up at once with his station executives.

Earle J. Glade, executive vice-president of KSL, Salt Lake City, paid tribute to Mr. Patt for his "splendid leadership" and suggested that it might be wise to encourage musical serials which have brief continuity of dramatic interest running through them but rather preponderantly musical. He said he could understand that there is a continuity of interest in dramatic strips that tie the listener to them, but felt that musical programs could be equally effective in point of return if the matter is given earnest consideration.

Gunnar O. Wieg, general manager of WHEC, Rochester, said he considered the "talk problem" so serious that some eight months ago he presented a complete analysis of WHEC's schedule on the basis of talk vs. music. The report covered not only drama episodes but talk vs. music on comedy and so-called variety programs presented daily. "The woeful lack of music was very evident at the time of the submitting of this report," Mr. Wieg said.

Franklin M. Doolittle, general manager of WDRC, Hartford, commended the Patt suggestion. He expressed some doubt, however, whether the effort would accomplish the desired result "as the advertising agencies all seem to want the type of program which is the style at the moment and sooner or later they give way to the latest fad. I think we will all be glad when the present tendency gives way to something else."

Earl H. Gammons, general manager of WCCO, Minneapolis, said the problem was one all broadcasters have to face. He asserted he was anxious to watch the outcome of such programs as *Smilin' Ed McConnell*, Hormel daytime program on CBS. "If these clients find the trend toward musical shows, the situation probably will take care of itself," he said.

Hopes for New Trend

George D. Coleman, general manager of WGBI, Scranton, expressed wholehearted agreement with the suggestion. He said his station hoped the campaign would bring about "a new trend."

Earl G. Thomas, commercial manager of WFBM, Indianapolis, said a great opportunity exists for some advertiser to do an outstanding daytime musical job on either of the networks. He added, however, that "just so long as the 'soap operas' continue to ring the bell in the grocery cash register, we're going to have daytime serials." Explaining that WFBM has used open daytime periods for local musical programs, he said that if the mail report is any barometer, the effort is bearing fruit.

Harold E. Smith, general manager of WOKO, Albany, deprecated the preponderance of strip shows, especially the "sob sister type." He said he favored the idea of more frequent spot announcements calling attention to other types of programs "to override the monotony of the other programs."

WIBC

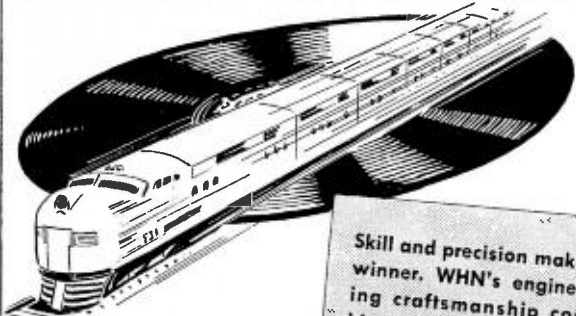
"INDIANA'S
FRIENDLY
STATION"

Has A
Greater
Listening
Audience
(Daytime)
Than Any
Other Central
Indiana
Station

Howard Wilson Co.
Nat. Reps.

WIBC
INDIANAPOLIS
1000 Watts -- 1050 kc

SETTING THE RECORD!



WHN
TRANSCRIPTION
SERVICE

1540 BROADWAY, N. Y. C.
BRyant 9-7800

Skill and precision make a winner. WHN's engineering craftsmanship combines with Fairchild Precision Equipment to lead the transcription field in finest reproduction of programs or announcements. Have you our transcription rate card?

HOUSE QUESTIONS FAST WSB ACTION

QUESTIONING of FCC members as to why the Commission had so expeditiously handled the sale of WSB, Atlanta, by the *Atlanta Journal* to James M. Cox, publisher and station owner [see page 13], highlighted the hearing of the House Appropriations subcommittee Dec. 13, in connection with the FCC appropriation for the 1940 fiscal year which begins next June.

Rep. Wigglesworth (R-Mass.), frequent critic of the FCC, popped that question at Chairman Fly and other FCC witnesses along with inquiries about the purported failure of the Commission to inquire into the fiscal responsibility of a station applicant in North Carolina and the purported undisclosed ownership interest of Arde Bulova, New York watch manufacturer, in WCOP, Boston. He followed with customary questioning regarding transfers and purported network domination in the industry. Rep. Dirkson (R-Ill.) pursued a similar line of questioning.

Generally speaking, the subcommittee appeared less antagonistic than in the past, particularly after FCC officials outlined the manner in which the reorganized FCC was seeking to clarify regulatory practices. Chairman Fly, Chief Engineer E. K. Jett and General Counsel William J. Dempsey carried the weight of the FCC testimony in support of an appropriation of \$2,100,000 for the new year recommended by the Budget Bureau. This was about a million short of what the FCC sought, however.

ALL-NIGHT DRIVE For Charity Planned by KNX —And Newspapers—

THE *Los Angeles Times*, which led the campaign and was the first to yank radio news columns from West Coast newspapers approximately two years ago, will sponsor in conjunction with KNX, Hollywood, a special all-night charity broadcast on that station Dec. 16 for the benefit of the Salvation Army Christmas fund. The newspaper has been giving prominent space to the event, with pictures and stories.

The *Times*, with cooperation of the station, has lined up donated talent from radio and motion pictures for the broadcast, which starts at 10 p.m. *Lum & Abner* are to m.c. the program. Cash from listeners will be collected gratis by Western Union messengers. May Co., department store, has donated its switchboard and operators who will relay donors' messages to Western Union.

FTC Complaints

THE Federal Trade Commission on Dec. 6 issued a complaint charging Continental Baking Co., New York, with price discrimination in violation of the Robinson-Patman Act. The FTC announced Dec. 8 that Midland Television Inc., Kansas City, Mo., has entered into a stipulation to discontinue misleading pictorial representations in its advertising matter.

Expect ASCAP Report

RADIO committee of the American Society of Composers, Authors and Publishers, appointed to study the problem of ASCAP-broadcasting relations and to make recommendations to ASCAP regarding future policies, is expected to make a preliminary report at the December meeting of the board of directors, according to E. C. Mills, chairman of the Society's administrative committee. Because of the holidays, he said, the date of the meeting will be moved up from the usual last Thursday of the month, probably to the 20th or 21st, although the exact date has not been set.

International Fan Mail

TOTAL of 4,051 letters for November was received by the NBC International Division of the Audience Mail Department, setting a new record. Until August, 1938, the Division mail has never totalled more than 650 letters for any month, nor had the mail from Latin America ever passed 45 letters a month. Audience interest all over the world increased at that time to such an extent that August, 1938, brought in 1,347 letters, of which 700 were from Latin America. Divided according to languages, the November totals were: Spanish 1,222, Portuguese 332, French 758, German 476, Italian 313, English 379 (broadcast on a European beam), and American 341 (*The American Hour* broadcast on a Latin-American beam).

RIGGIO TOBACCO Co., New York (Regent cigarettes) has started United Press news three night quarters a week on WGN, Chicago, supplementing the list announced in the Dec. 1 BROADCASTING Agency is M. H. Hackett Inc., New York.

Power Jump, Net Tieup, Are Observed by WROK

TO CELEBRATE its affiliation with MBS on Dec. 1, WROK, Rockford, Ill., operating with 1,000 watts day and 500 night on 1410 kc., broadcast a series of special programs, including both local dedicatory ceremonies and salutes via the network. The station's inaugural connection with the network at 8:30 p. m. brought an MBS salute to Rockford and WROK during the Benay Venuta program, which was followed on the evening schedule with regular network band pickups and the regular transatlantic broadcast by John Steele, MBS commentator in London.

MONEY TALKS!

You pay for "talk" when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

America's Most Popular Hero! The Man of a Thousand Adventures!

POPEYE

Now Available as a Live Show or for a National Spot Advertiser!



POPEYE the Great—in a sensational, new series of adventures! A program that will be hailed by every youngster in America. Millions of children now follow Popeye, Olive Oyl and Wimpy in more than 600 newspapers. Other millions rock movie theatres with applause whenever Popeye has been announced in over 100 animated cartoons.

Now this new POPEYE series, either as a live show—3 times a week, or as a transcription program for a national spot advertiser is ready for sponsors who want to "cash in" on the sales value of the most popular comic character in America!

Under the supervision of King Features
Syndicate and the William Morris Agency.

for all information and rates write

Gellatly Inc.

30 Rockefeller Plaza

New York, N. Y.



THESE BROADCASTERS of the 12th NAB district, comprising Kansas and Oklahoma, pledged their financial cooperation to the Broadcast Music Inc. plan at a meeting Dec. 11 in Tulsa. Representatives of 27 stations were present and 18 signed up. A dozen stations were not represented. Left to right, front row, (seated): Clair Foster, KGGF, Coffeyville; Milton B. Garber, KCRC, Enid; K. W. Trimble, KTSW, Emporia; Joe Lee, KGFF, Shawnee; Tams Bixby, KBIX, Muskogee; Milton Blink, Standard Radio. Second row l to r (seated): Harry Schwartz, KOME, Tulsa; Harold V. Hough, WBAP, Fort Worth and KTOK,

Oklahoma City; NAB President Neville Miller; Herb Hollister, KANS, Wichita, district director, who presided; Gayle Grubb, WKY, Oklahoma City; Hugh Powell KGGF. Last row l to r (standing): R. J. Laubengayer, KSAL, Salina; Ben Ludy, WIBW, Topeka; P. S. Clark, KFH, Wichita; Clark Luther, KFH; Jack Whitney, KADA, Ada; Tams Bixby Jr., KBIX; Clem Morgan, KIUL, Garden City; Ken Douglas, KTOG; Willard Egolf, KVOO, Tulsa; Pat Buford, KHGB, Okmulgee; Owen H. Balch, KCKN, Kansas City; Norvell Slater, KVOO; Neal Barrett, KOMA; Bill Gillespie, KTUL, Tulsa; Bill Way, KVOO.

NAB Music Project Supported

(Continued from page 18)

jority of the broadcasters present, representing some 30 stations, pledged their support. The district, however, includes some 90 stations. Mr. Miller joined Directors John E. Fetzer and William H. West in explaining the project.

At the Dec. 5 meeting in Dayton of District 7, comprising stations in Kentucky and Ohio, representatives of two dozen stations indicated full support of the program. Because of the registration laws in the State, actual subscriptions could not be discussed or accepted—a condition which prevailed in several other districts. J. H. Ryan, district director, presided, with Mr. Miller delivering the keynote speech.

The meeting Dec. 8 at Omaha, for District 10, comprising Iowa, Missouri and Nebraska, proved to be spirited, but 13 stations of the 28 represented pledged their subscriptions. All told, there are 51 stations in the district, four of which have not yet been constructed. President Miller announced following the session that more than 35% of the stations in the district subscribed or promised to subscribe to the project.

John J. Gillin, Jr., district director and general manager of WOW, Omaha, who presided, explained that WOW could not join the project at this time since it is owned by the Woodman of the World Life Insurance Society which is forbidden under State insurance laws to invest funds in such an activity. J. O. Maland, of WHO, Des Moines, however, launched the subscription drive with a commitment from his station. It was reported the meeting had a pre-arranged air of opposition and there was spirited discussion. Ed Craney, manager of KGIR, Butte, attended the session and took issue with certain phases of the project.

Rev. W. A. Burk, of WEW, St.

Louis, raised the code issue and after a discussion in which Don Searle, of Central States Broadcasting Co., member of the Code Compliance Committee, participated, the district group voted in favor of a "liberal interpretation of the code." There was considerable discussion also on the AFM contract, with the district voting as opposed to any increase in allotments.

The District 14 meeting, comprising broadcasters from Colorado, Idaho, Utah, Wyoming and Montana, adopted a resolution approving the plan for Broadcast Music. Mr. Craney, who attended this session, was a speaker but did not vote. Approximately a score of stations, of the 40 in the district, were represented. O. P. Soule, representing KTFI and KSEI, offered the resolution. In addition to Mr. Craney, State Senator C. P. Ritchie, of KGHF; Earl Glade of KSL, and Ed Yocum, of KGHL, discussed the proposition.

At the District 12 meeting, comprising Kansas and Oklahoma, held in Tulsa Dec. 11, 27 representatives from 21 stations attended the session. Eighteen of the stations signed up for the Broadcast Music project. A dozen were not represented. Herb Hollister, director of District 12, presided at the meeting, which also was addressed by President Miller.

At Boston Meeting

Attending the Boston meeting were:

P. W. Morency, WVIC
John Shepard 3d, Yankee Network
Joseph L. Miller, NAB
Sheldon B. Hickox Jr., NBC
Earle B. Clement, WLNE
Mildred P. Stanton, WORC
Robert W. Booth, WTAG
John W. Haigis Jr., WHAI
James L. Spates, WHAI
W. C. Garland, NBC
Frank E. Chizzini, NBC
David M. Kimmel, WLAW
M. William Noble, WLAW
George Lasker, WORL
Ashley L. Robinson, WORL
Alfred J. Pote, WMEK
William S. Pote, WMEK

Demand for Scripts

MOST radio listeners have never seen a radio script, but they want to. The other morning, on its early show called *Morning Minstrels*, WLS, Chicago, made one offer of a script to any listener writing in. In three days 2,672 requests were received.

E. E. Hill, WTAG
Quincy A. Brackett, WSPR
C. Glover DeLancy, WTHI
Cedric W. Foster, WHTT
Walter Haase, WDRC
Edwin J. Morey, WNLC
S. P. Willis, WPRO
John J. Boyle, WJAR
Harold Thomas, WBRK-WATR
William T. Welch, WSAR
L. Thomas, WBRK
Linus Travers, Yankee Network
George F. Kelley Jr., WFEA-WRDO-WCSH
A. S. Moffat, WMAS-WLLH
K. F. Horton, WEEI
L. G. del Castillo, WEEI
John Holman, WBZ
G. Harrison, Colonial Network
S. M. Kaye, NAB
J. Arnold Farrer, WIXOJ

At Dayton Meeting

At the Dayton meeting were:
Robert Mackenzie, WCMI
Gilmore N. Nunn, WLAP
James Cox, WAVE
Nathan Louder, WAVE
W. Lee Coulson, WHAS
Robert L. Kennett, WHAS
Mrs. Edythe Ferne Melrose, WJW
Harold Sutherland, WJW
Ted Winter, WJW
C. A. Rowley, WICA
E. B. Rowley, WICA
Felix Hinkle, WHBC
James Krautters, WKCY
N. A. Latham, WCRK
Jerry Branch, WLW
E. K. Bauer, WSAI
Carl Everson, WCLE-WHK-WHCK
Gene Carr, WGAR
Vernon Pribble, WTAM
Richard A. Borel, WBNS
William Orr, WBNS
Kenneth Johnston, WCOL
Neal Smith, WCOL
J. Leonard Reinsch, WHIO
Dave Brown, WICA
Ronald B. Woodard, WING
Don Issett, WLOK
Ralph Patt, WPAY
J. H. Ryan, WSPD
E. Y. Flanigan, WSPD
George L. Young, WSPD
Stanton P. Kettler, WALR
M. M. Blink, Standard Radio
Maurice Wetzel, NBC Thesaurus

At South Bend Meeting

J. H. Keene, WTRC
R. R. Baker, WTRC
Martin Leich, WGBF
W. C. Swardley, WQWO
Ford Billings, WQWO
C. F. McLaughlin, WIBC
R. E. Bausman, WIRE
W. W. Behrman, WBOW
J. F. Hopkins, WJBK
O. F. Urdige, WJR
Howard Losh, WZDF
John E. Fetzer, WKZO
Grant Ashbacher, WKZZ
Angus D. Pfaff, WHLS
Ken Rice, WDWS
W. E. Hutchinson, WAAF
Marie Chifford, WHFC
William H. West, WTMV
Edgar L. Bill, WMBD
Walter Koessler, WROK
Charles C. Caley, WDWZ
J. F. Kyler, WCOL
H. R. LePoidevin, WRJN
J. Born, WHBL
Joseph A. McDonald, NBC
Donald Marcotte, NBC
Maurice Wetzel, NBC
Milton Blink, Standard Radio

At Omaha Meeting

S. D. Quarton, WMT
Wm. E. Quast, WMT
Ben Hovey, WOC
Beryl Lottridge, WOC
O. H. Preus, KGCA
Craig Lawrence, KSO
Harold Fair, WHO
J. A. Maland, WHO
Woody H. W. WHO
Wm. M. Brandon, WHO-WOC
Hale Bondurant, WHO
F. C. Eighmy, KGLO
William E. MacDonald, KFNF
J. D. Rankin, KMA
Earl E. Moxey, KMA
Owen Saddler, KMA
J. C. Rapp, KMA
R. H. Sawyer, KMA
C. W. Corkhill, KSCJ
R. L. Rose, KWOS
Karl Koepfer, KMCB
Dean Fitzer, WDAF
Don Davis, WEBB
John T. Schilling, WHB
Barton Pitts, KFQE
Merle S. Jones, KMox
Father W. J. Burk, WEW
C. W. Benson, WIL
E. P. Shutz, WIL
Jack Todd, KMMJ
Clark Standiford, KORN
Lloyd C. Thomas, KGFV-KHAS
Don Searle, KOIL
Art Thomas, WJAG
W. I. LeBarron, KGNF
Vernon H. Smith, KOWH
J. J. Gillin Jr., WOW
H. O. Peterson, WOW
Rainey T. Wells, WOW
Wm. Russel, WJAG
Foster May, WOW
R. C. Wentworth, Lang-Worth
M. M. Blink, Standard Radio
Paul F. Peter, NAB
Ed Craney, KGIR
Herb Hollister, KANS
Maurice Wetzel, NBC

At Denver Meeting

Frank Bishop, KFEL
Milton Blink, Standard Radio
Frank C. Carman, KUTA
R. E. Carroll, KWYO
E. B. Craney, KGIR-KPFA
T. C. Ekren, WJOD
S. S. Fox, KDYL
Earl J. Glade, KSL
Don Hathaway, KDFN
Paul Heitmeyer, KLO
Charles Howell, KFJX
Rex Howell, KFJX
Frank E. Hurt, KFSD
Don McCaig, KFEL
H. L. McCracken, KVRS
Holly Moyer, KFEL
Joe Myers, KFEL
Gene O'Fallon, KFEL
R. H. Owen, KOA
W. D. Pyle, KVOD
C. P. Ritchie, KGHF
Ivor Sharp, KSL
O. P. Soule, KFTL-KSEI
Hugh B. Terry, KVVO
W. E. Wagstaff, KDYL
Wm. S. Wales, KFKA
R. C. Wentworth, Lang-Worth
Edw. M. Yocum, KGHL
Lloyd Yoder, KOA
L. L. Hilliard, KGKY
Paul Peter, NAB

Toscanini's Holiday

FOLLOWING the Dec. 2 broadcast of the NBC Symphony Orchestra, Arturo Toscanini started on a holiday tour of the West, through California by motor, stopping en route to attend concerts by his noted son-in-law, Vladimir Horowitz. Returning to his home at Riverdale, N. Y., for Christmas, Toscanini will prepare for his second series of NBC concerts, which start March 18, 1940.

NBC to Televisize From Dance Hall

TELECASTING the first Television Ball from the grand ballroom of the Waldorf-Astoria Hotel, New York, the night of Dec. 15, will put the severest strain on both their experience of seven months of regular television operation and on their mobile equipment, NBC video engineers state.

In televising the ball, a charity function for the Goodard Neighborhood Center, conducted by a committee with which NBC has closely cooperated, the field crew under the supervision of Harold See will attempt to duplicate studio practice and image quality without the help of studio illumination and other permanently installed facilities.

To Use Two Cameras

Two cameras will cover the fashion revue presented on the stage of the ballroom, one camera following the models as they come from the wings and another giving close-ups as they reach the center of the stage. The following floor show will be picked up from a small square in the center of the ballroom. Augmenting the regular illumination, ten incandescent solars, totaling 50 kw., will be mounted in five second-tier boxes. During the fashion revue, all units will be played on the stage. Then both cameras and lights will be focussed on the center of the ballroom floor to pick up the entertainment. It is hoped that the concentration of light in this area will approximate studio conditions.

The cameras, located on the fourth floor of the Waldorf-Astoria, will be connected with the units of NBC's television field station, to be stationed in 49th St., by more than 250 feet of camera cable. Burke Crotty, in charge of NBC's outside telecasts, will direct the program from the interior of the pickup unit. Relay to the Empire State tower will be effected from the transmitter unit over an antenna perched on a setback of the Waldorf-Astoria's seventeenth floor.

An additional installation of about a dozen standard receivers will be made in the foyer, directly off the grand ballroom, so that persons attending the Television Ball will have the opportunity of witnessing the image on the air. Before and after the telecast, scheduled from 11 to midnight over W2XBS, a "jeep" unit will be operated to televise guests.

WSIX
"The Voice of Nashville"
Tennessee

Offers maximum coverage in the Nashville market at minimum rates. Established programs available for sponsorship. Mutual Broadcasting System

HEADLEY-REED CO.,
NATIONAL REPRESENTATIVE

Supreme Court Review Granted

(Continued from Page 18)

ory involved in these and other cases has been consistently advanced by FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz. It is expected that the FCC will seek certiorari on the Jacksonville case also, consistent with its past policy.

With the acceptance of the Sanders appeal, three cases now are pending before the Supreme Court involving the FCC—all on petition of the regulatory body. The other two are the so-called Pottsville and Heitmeyer cases, involving new station grants in Pottsville, Pa., and Cheyenne, Wyo., and go only to the question of power of the court to take jurisdiction over matters which the FCC claims is exclusively its administrative province under the statute. These latter cases are slated for argument before the court early in January. It is presumed that the Sanders case will be argued in February.

Opposes Review

WKBB, Dubuque, opposed the FCC petition for review in a brief filed with the Supreme Court Dec. 1. It pointed out that the questions presented were whether the licensee of an existing station will suffer "serious and irreparable economic injury" as the result of the construction and operation of the proposed new station, and whether the failure of the Commission to make a finding concerning the economic effect which the construction and operation of the new station will have upon an existing station in the same community is "reversible error".

The lower appellate court, in its opinion Dec. 11 in the Troy cases, referred to its recent decisions in the Sanders and Yankee Network cases, that only destructive competition provided grounds for appealable interest. It pointed out that it also had stated that the statute does not permit an appeal by one whose interests are only affected "incidentally".

Public Interest

The court said that even though in a particular case the FCC may cause injury to an existing licensee, as long as its determination is supported by the substantial evidence, there is no ground or reason for judicial interference. A person who challenges a decision of the FCC must show that the Commission's action of which he complains is contrary to the public interest, convenience and necessity, the court said.

"This being true, it follows that no showing of injury, suffered or threatened, would be sufficient unless it appeared that, as a result of such injury, the public interest, convenience or necessity would suffer. This may seem a harsh rule and a difficult burden, but it is the rule which governs one who enters this field of enterprise and it is a burden which he cannot escape."

The court concluded that no statement of reasons is sufficient to support an appeal under Section 402(b) (2) unless it speaks in terms of public interest, or in equivalent terms. It held the reasons assigned by the Albany stations were not sufficient and that the most that could be read into

them was a contention that the Commission's decision will result in "deterioration" of their service. It added it is quite possible that the public interest may be better served by the coming of a new broadcast station into the community "even though the result may be some reduction in income and some deterioration in the service of the appellants' stations. * * *

"Unless an appellant assigns a reason which alleges abuse of the Commission's discretionary power, there is no reason to assume that he is able to prove an abuse of that power, which militates against the public interest."

In the Jacksonville case, Associate Justice Miller, in an opinion concurred in by Chief Justice Grier and Justice Edgerton, held that the reasons assigned by the existing Jacksonville stations clearly indicated the ground upon which the Commission's decision was challenged. It held that their statement of reasons was sufficient to fit the requirement of the statute and therefore denied the FCC's motions to dismiss.

Coty One-Timer

COTY Inc., New York (cosmetics, perfumes), on Dec. 12 sponsored a special broadcast on 24 CBS stations, featuring a concert by Marcelle Denya, noted French opera singer, from Mt. Holyoke College, Springfield, Mass. The program marked the American radio debut of the soprano, who plans a series of recitals in American colleges to promote interest in French music. J. D. Tarcher & Co., New York, handles the Coty account.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 W

MISSISSIPPI SALES ON!

Latest authentic figures show 1939 local sales up 8% over 1938.

Sales Tax figures indicate 9% increase of sales volume.

Gasoline consumption up 9%.

Invest your advertising dollars with WJDX, the dominant radio station in the steadily-growing Mississippi market.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

Lost... Found...

ONE OVERWORKED EXECUTIVE

HAVING THE TIME OF HIS LIFE AT A COLLIER HOTEL

YOU HAVE MORE FUN. Collier knows more about Florida than almost anyone. That's why you find 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 the fascinating new Collier Florida Folder, with all rates. It will help you choose the resort and hotel that will suit your taste and pocket best. Write Hotels or N. Y. Office 745 Fifth Avenue. Ask your Travel Agent.

| | |
|------------------------|---------------|
| HOTEL MANATEE RIVER | Bradenton |
| HOTEL CHARLOTTE HARBOR | Punta Gorda |
| HOTEL SARASOTA TERRACE | St. Antonio |
| HOTEL TAMPA TERRACE | Tampa |
| HOTEL FLORIDAN | Tampa |
| USEPPA INN | Useppa Island |
| GASPARILLA INN | Boca Grande |
| EVERGLADES INN | Everglades |
| ROD & GUN CLUB | Beverly Beach |
| HOTEL ROYAL WORTH | W. Palm Beach |
| HOTEL DIXIE COURT | W. Palm Beach |
| HOTEL LAKELAND TERRACE | Lakeland |

COLLIER FLORIDA COAST HOTELS
AND ASSOCIATED HOTELS • 745 FIFTH AVE., NEW YORK

Blond Rodent

AN ALBINO gopher, of which there are only two on record, according to scientists, was shot and killed near the KYA, San Francisco transmitter recently by F. J. Chrisman, KYA technician. Guessing that the little creature was a rare specimen, Chrisman took the carcass to the curator of the Academy of Sciences in Golden Gate Park. The albino is to be stuffed by the Academy and put on permanent display there.

KGVO

Dominates the largest wholesale center between Butte and Spokane.

Statistics prove it!
Advertisers know it!
Send for ALL the facts.

National Representatives
BURN-SMITH CO., INC.
New York and Chicago

5000 w. day • 1000 w. night

MISSOULA-MONTANA

Radio Dominates Leisure of Children

St. Louis Study Shows 14 Hours a Week Listening

RADIO listening is one of the major, if not the major, leisure time activity of children, since they spend an average of 14 hours a week at the loudspeaker, according to a survey conducted by Dr. John P. McKay, principal of the West Richmond Heights School, St. Louis. Dr. McKay carried on the survey for two weeks last February in 40 St. Louis and 17 St. Louis County schools, with the cooperation of Superintendent of Instruction Henry J. Gerling and 11 county superintendents.

Results of the survey were compiled from record books kept by 1909 sixth-grade pupils. Ninety-one programs scheduled on local stations were listed in the book, with space for the addition of others, and the children kept a record of broadcasts heard over a two-week period.

Preferred Days

The days of the week ranked with respect to the length of time the children listened were Thursday, Monday, Tuesday, Wednesday, Sunday, Friday and Saturday, Dr. McKay found. On Saturday of the two-week period, the children listened less than half the median daily

time. The children listened more than twice as much the first four week days as they listened the last three days, namely, Friday, Saturday and Sunday. They listened approximately half the amount of time they attended school.

Monday ranked first and Thursday second in listening time with the boys, while with the girls the positions of the two days were reversed, it was shown. The other five days ranked the same, with respect to time listened, for boys and for girls.

The median daily length of time the girls spent listening to the radio at home was .16 of an hour or 9.6 minutes more than that of the boys. The median weekly listening time of the girls was slightly over an hour more than that of the boys. In fact, the girls listened more than the boys every day with the exception of Wednesday, when the boys listened 3.6 minutes more than did the girls, according to Dr. McKay.

Since 56 programs, or 61.5% of the 91 studied, came on the air on or after 6:30 p. m. (CST), it is evident that attending the picture show could have had some effect on the amount of time the children listened to the radio. In this connection it is significant that 99.8% of the boys, and 69.3% of the girls averaged attending the picture show once a week. Furthermore, the average weekly time the boys spent at the picture show was approximately 55 minutes more than the girls, while the average weekly time spent listening to the radio was one hour and eight minutes less.

Serials Secondary

Dr. McKay found the children listened to children's serials 17.2% of their total listening time. Seven children's serials were found within the first 25 when ranked with respect to the total number of hours listened, and one when ranked by the "percentage of time" method. Thus it is seen that the children spent a considerable amount of time listening to children's serials, even though these programs were not the most popular with the group studied. The children's serials ranked higher with the boys than with the girls.

The types of programs most popular with the group studied were

dramas with plenty of motion; variety programs including comedy, music and drama; and audience participation programs. There were eight dramas or sketches, eight comedy and music programs, three audience participation programs, and two variety programs included in the 21 popular programs described in Chapter V of the study.

The dramas or sketches included one full hour length play starring a Hollywood actor and actress who clean up the undesirable elements in a fictitious city, one 30-minute anti-crime drama, one 30-minute original play, one 15-minute dramatic sketch, one 30-minute continued dramatic serial starring an actress in a very emotional story, and one 30-minute drama or sketch relating the experiences of a reformed crook.

Considering the 25 programs most popular with the boys and the 25 programs most popular with girls, when ranked by the "percentage of time" method, it was found that 21 of the programs were common to both lists; namely; Lux Radio Theatre; Gang Busters; Charlie McCarthy (Chase and Sanborn); Jello Program (Jack Benny); Big Town; Al Jolson; Joe Penner; Major Bowes Amateur Hour, Tom Mix Straight Shooters; Helen Menken in Second Husband; George Burns and Gracie Allen; Alias Jimmie Valentine; Hobby Lobby; Eddie Cantor; Mr. Keen, Tracer of Lost Persons; Joe E. Brown; Pick and Pat; Ask-It-Basket; First Nighter; We, the People; and Al Pearce's Gang. The four programs that were found in the boys' list of 25 that were not found in the girls' list were Dick Tracy, Terry and the Pirates, Town Hall, and Don Winslow of the Navy. Three of these programs were the children's serial type, indicating that the boys listened to more of these action-type stories than did the girls.

Choice of the Girls

The four programs that were found in the girls' list of 25 that were not found in the boys' list were Kate Smith, Campbell Playhouse (Orson Welles), Professor Quiz, and Wonder Show (Jack Haley). Thus, with the girls, three of the children's serials were crowded out by a variety hour program, a full length hour drama, an audience information program, and a comedy and music program.

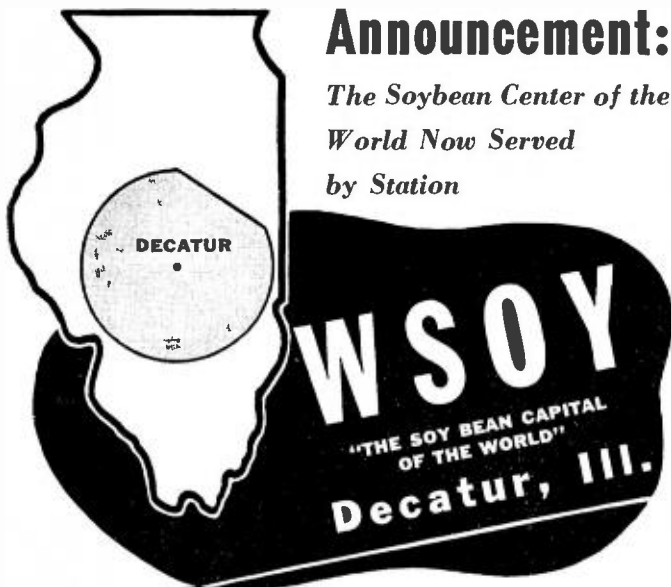
The fact that the children spent a large amount of time listening to the radio at home, which was definitely voluntary on their part, indicates that this activity was providing in a vicarious manner experiences which children want and may need, the survey indicated.

The amount of time spent listening to so-called adult programs was said to indicate the children enjoyed them immensely. This was thought to subject them to experiences ordinarily deemed suitable for older persons, tending to make the children sophisticated beyond their years in some respects.

It is generally well known that radio stars become popular on the screen and vice versa, the survey concluded.

Announcement:

The Soybean Center of the World Now Served by Station



- FORMERLY STATION WJBL
- POWER INCREASED TO 250 W.

QUICK MARKET FACTS: Cash crop of soybeans brings us \$32,000,000. Retail business up 12 to 17%. Population of area served by WSOY—750,000 people—95% native white. Farm business excellent. State of mind—very good.

QUICK STATION FACTS: A local station with regional average because of ideal ground conditions—a good channel—and excellent equipment. One of oldest radio stations in America (among first 12) formerly WJBL. 250 watt. 1310 on your dial. On air 18 hours daily.

For A Big Chunk of Illinois . . . WSOY, Decatur, Ill.



You can judge the Worcester Market by Savings

\$904 PER CAPITA

WTAG WORCESTER, MASS.
NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., Inc.
National Representative

Hiatus Declared In AFM Rule on Library Numbers

AMERICAN Federation of Musicians has given the producers of transcription libraries a breathing spell until Jan. 14, next scheduled meeting of the union's executive board, before putting into effect its new rule on the making of library recordings, which would raise the cost to almost fantastic proportions. Transcription producers will be permitted to submit briefs.

Transcriptions are made under an agreement reached with the union in September, 1938, calling for a scale of \$18 per man per 15-minute program. At that time Joseph N. Weber, AFM president, agreed with transcription manufacturers that as applied to library discs this would be interpreted to mean 15 minutes of music. This fall the union told the transcribers this interpretation was incorrect and that the scale was intended to cover a complete quarter-hour program including script or dialogue.

Purpose of Rule

As a concession to the transcription makers, the union proposed a new rate for half-hour programs of \$24 per man with the understanding that two quarter-hour programs could not be lumped as a single half-hour program. A letter written by Mr. Weber Nov. 9 set forth these rates and added "if the electrical transcriptions are made for scripts or some other dramatic episodes or anything in which music or dialogues alternate, then the musicians can only render services if the script is recorded in its entirety at the time the music is recorded." At that time Weber said that the rule was intended to prevent recording in a single period a large number of musical themes and interludes to be dubbed into dramatic transcriptions.

About three weeks ago, NBC *Thesaurus* engaged Al Donahue and his orchestra to make a half-hour recording, consisting of six or seven musical selections with the customary spaces between, enabling the subscribing station to insert local announcements between selections or to use individual selections on the disc as part of a program composed of numbers from a group of recordings in the *Thesaurus* Library.

The recording was done at the new rate of \$24 per man for the session, with no complaints from either the NAB, AFM or Local 802 in New York. Last week an identical contract was submitted by NBC for Reggie Childs, but this time Local 802 attempted to cancel the recording date, finally permitting the record to be made with the understanding that the rate of payment would be settled later.

On Dec. 6, AFM sent a letter to transcribers advising them "that the rule provides that for 15 minutes of recording which may be made during one hour and 15 minutes inclusive of rehearsals, the price shall be \$18 per man and this means that the 15-minute recording must be for one program. It does not mean that on one disc enough music can be recorded to be used on programs on different discs, each carrying a different script. In other words, music and script is one program and as such

New Porto Rico Outlet

A NEW regional station in Ponce, Porto Rico, was authorized for construction by the FCC in a decision Dec. 13 granting authority without a hearing to Porto Rican American Broadcasting Co. Inc. to use 1,000 watts fulltime on 1340 kc. The stockholders are a group of Porto Rico business men, with Juan Luis Boscio, president, 97 shares; Felipe Segara Serra, vice-president, 97 shares; Miguel Soltero Palermo, treasurer, 96 shares; Francisco Rebolgar, secretary, 10 shares. Senor Palermo will be manager.

must be individually recorded on one and the same disc.

"Our local union," it was stated "has been so advised and furthermore a rule now applies that every member of our organization has to submit each week to the local union a report of all recordings made by him whether for a whole program or not and the time consumed so as to avoid erroneous interpretations of the rule of the Federation concerning the services of its members in making recordings." Union contention is that under this rule each selection on a library record should be considered as a single program, an interpretation which would raise the cost of the Childs record from \$600 to \$4,200, an increase of 600%. This would make its use virtually prohibitive.

Mark Woods and John McDonald of NBC and Charles Gaines of World Broadcasting System conferred with G. B. Henderson and Thomas Gamble of Weber's staff on Dec. 9. It was evident that there was a complete misunderstanding by the union of what a library service is or what it does and that the recorders on their part had evidently misunderstood the union rules regarding recordings.

Transcription men also pointed out that when a union musician makes a transcription he is paid a fee covering its use on the air but that radio stations deprived of transcriptions can purchase phonograph records and play them without any payment to the musicians for their use. Furthermore they stated that they cannot afford to use any big name talent on these library discs but must hire lesser known musicians for whose employment the union has been fighting. When stations buy phonograph records, however, they naturally use name talent almost exclusively.

KEY-STATION REPRODUCTION

IN THIS

*Studio by
Johns-Manville*



Studio, Station WFMJ, Youngstown, Ohio

High fidelity assured
in WFMJ's new studios
with J-M Sound-Control
Materials and Methods



NO KEY STATION offers better program reproduction than does WFMJ, Youngstown, Ohio. One good reason is that acoustics in studios and control rooms are correct for any type of program. Here, J-M Acoustical Engineers have prevented reverberation, distortion and feedback with J-M Sound-Control Materials and Methods. Programs go on the air exactly as they are heard in the studio... broadcast quality is effectively safeguarded.

Hundreds of stations from coast to coast have protected high fidelity with the help of the J-M Acoustical-Engineering Service. If you are planning to modernize existing studios or build new ones, send for Brochure AC-21A on J-M Sound-Control Methods for Broadcast Studios. Write Johns-Manville, 22 East 40th Street, New York, N. Y.



SPONSORS of RADIO
PROGRAMMES and
The Maritime Broadcasting
Company, Operators of

CHNS

Halifax, Nova Scotia.

Will Celebrate a MERRY
CHRISTMAS This Year
With the BEST BOOKINGS
We Ever Have Had. We Hope
Business is as Good With You.

Cheerio!



JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND
ACOUSTICAL-ENGINEERING SERVICE

Radio Literary Influence

On Children Is Discussed

EFFECT of radio upon the literary interests of children was the subject of a joint conference held Dec. 8-9 by the Association for Arts in Childhood, New York, and the elementary education department of New York U. Murray Dyer, scriptwriter of CBS, spoke on "Adapting Children's Stories for Radio Presentation". Bringing out that radio and literature complemented each other, Alton O'Steen, research associate at Ohio State U, discussed the "Relation of Radio to Children's Reading Interests." The increased use of radio in rural schools was the theme of the address by Anna G. Kennedy, senior superintendent of school libraries of the New York State Department of Education.

Boyer Returns

CHARLES BOYER, film actor, will return to the NBC *Woodbury Hollywood Playhouse* series, sponsored by John H. Woodbury Co., Cincinnati (soap), with broadcast of Jan. 3. He will replace Jim Ameche on the weekly dramatic show, Wednesday, 8-8:30 p. m. (EST), with West Coast repeat, 6:30-7 p. m. (PST). Boyer withdrew from the dramatic program several months ago for war service in France. He has been relieved from duty. Herbert Marshall, film actor, took over Boyer's assignment on the show for nine weeks, and then gave way to Jim Ameche and Gale Page, who are currently heading the series. Lennen & Mitchell, New York, has the account.

Fertilizer Drive

SMITH-DOUGLASS Co., Norfolk (fertilizer), on Dec. 11 started a new program, *Smith-Douglass Family Party*, on a special hook-up of six stations in North Carolina. WPTF, Raleigh, is the originating station, feeding the program to WRAL, Raleigh; WGTM, Wilson; WGBR, Goldsboro; WEED, Rocky Mount; WFTC, Kinston. WAIR, Winston-Salem, will join the State network Jan. 8. Program is broadcast six days weekly on WPTF, 12:15-12:30 p. m., and fed to the network three times a week, on Mondays, Wednesdays and Fridays. Business was placed through Lawrence G. Fertig & Co., New York.

Prune Discs on 10

PRUNE GROWERS OF CALIFORNIA, San Francisco, seasonal users of radio, through Lord & Thomas, that city, on Jan. 9 will start for 13 weeks using a twice-weekly quarter-hour transcribed program on 10 eastern and mid-western stations. List is now being made up. Tentatively titled *Hollywood 10,000*, the dramatic series of plays will be based on life among film extras of Hollywood. Featured will be William Farnum. Ken Carpenter is to announce. James Fonda, Lord & Thomas, Hollywood producer, will direct production. An extensive merchandising and promotional campaign will be launched.

Eastern Wine Adds

EASTERN WINE Corp., New York, recently added four stations to the list carrying spot announcements for Chateau Martin wines, varying between 11 and 75 spots weekly. New stations are WMBG, Richmond; WHKC, Columbus, O.; WELI, New Haven; WEBR, Buffalo. Until the present expansion, the company has been sponsoring nine quarter-hours and 54 spots weekly on WHN, New York; four hours of programs and 42 spots on WNEW, New York; one hour and 42 spots on WAAT, Jersey City, and one hour and 75 spots on WOV-WBIL, New York. According to H. C. Morris & Co., New York, the agency in charge, the following stations may be added to the campaign before Christmas: WSyr and WFBL, Syracuse; WSAY, Rochester; WABY, Albany.

Too Much Luck

JIM BELOUNGY, chief engineer of WBT, Charlotte, N. C., went hunting in Pisgah National Forest recently. Regulations allow three days maximum time for bagging one deer. Beloungy set out at 7 a. m., all set for an invigorating three days in the wilderness. By 9 a. m. he had bagged a big 8-point buck—and the balance of the three days was spent as usual, at work.

Gov. Cox Buys WSB

(Continued from page 13)

than 30 years has owned the controlling stock in the *Journal*. Of the shares purchased, Gov. Cox himself acquired 2,222 4/18ths; the Evening News Publishing Co. of Dayton, 169 3/18ths, and Springfield Newspapers Inc., 1,666 12/18ths. The Miami interests did not participate.

Officers of the *Journal Co.* were listed as Inman Gray, president; James R. Gray, vice-president and editor; John A. Brice, vice-president and general manager, and J. L. Williford, secretary and treasurer. The 4,058 shares of common stock were acquired as follows: From James R. Gray, 629; Inman Gray, 629; Cordelia Gray Brumby, 604; Frances Gray Yankey, 454; John Morton Smith, 541; Mrs. James R. Gray, 334; Mary Inman Pearce Smylie, 302; Jennie Gray Pearce, 302; John A. Brice, 229; J. L. Williford, 31. Fractional shares also were included.

The financial statement covering WSB listed the transmitter, other equipment and real estate as having an investment value of \$362,549.91, a replacement value of \$286,507.90 and a depreciated value of \$207,746.07. The Western Electric 50,000-watt transmitter, installed in February, 1933, had an actual cost of \$140,936.

The Gray family, it is reported, has been interested in disposing of the property since the death several years ago of Maj. John S. Cohen, who had been publisher and general manager of the newspaper and the directing head of the station. The newspaper, it is understood, has been losing money—practically since that time.

Since WAGA's participation did not involve actual transfer of the control of that station, FCC approval was not necessary under the rules. However, ultimate disposition of the control must receive Commission approval.

Federal Trial Ordered

For J. W. Williams on Impersonation Charge

JOSEPH WILLIAM WILLIAMS, 47, charged with impersonating an officer of the FCC in connection with efforts to gain employment from V. O. Stamps, of Dallas, applicant for a new local station there, on Dec. 5 was bound over to the winter term of Federal court in that city on bond of \$2,500 by U. S. Commissioner John Davis. He failed to make bond and will be tried some time in January.

Williams, known as J. Bill Williams in broadcasting circles, admitted serving a sentence in Huntsville, Tex., prison in 1916 on a charge of swindling. He also admitted deserting from the Army as well as serving two years in Leavenworth and several months in a prison camp in California in connection with a check transaction.

Among witnesses at the hearing in Dallas were T. J. Slowie, FCC secretary, who said none of the FCC commissioners knew Williams and that the Commission had had complaints about his activities from stations in Houston, Little Rock, Hot Springs, Phoenix and Dallas; T. Frank Smith, manager of KXYZ, Houston, applicant for a new local there, who said Williams had solicited and been refused employment; Howard Shuman, holder of a CP for a new local in Hot Springs, who verified Mr. Stamps' assertion that Williams had said he "lived with one of the commissioners" who had "sent him down to help Stamps," and various others who testified of Williams impersonations.

Assistant District Attorney Clyde Hood amended the two complaints to read: "knowingly and feloniously falsely pretended to be an agent, representative or employe of the United States of America, to wit, an agent representative and employe of the FCC to defraud."

New Sterling Series

STERLING PRODUCTS, New York, which recently acquired the Ironized Yeast account from J. G. Dodson Proprietaries, Atlanta, is reported to be starting a new program titled *Port of Missing Heirs* on Dec. 19 on 61 CBS stations, Tuesdays, 8:30-8:55 p. m., the spot recently vacated by the Lifebuoy *Tuesday Night Party*, sponsored by Lever Bros. Although Blackett-Sample-Hummert, New York, has been the exclusive agency for all Sterling Products accounts, Ruthrauff & Ryan, New York, will continue to handle the Ironized Yeast account.

New Artists Pacts

CBS, through Columbia Artists and Columbia Concerts Corp. and NBC, through its Artists Service, on Dec. 11 signed contracts with the Screen Actors Guild and the American Guild of Musical Artists whereby the networks have the right to act as agent for actors and artists in the motion picture and concert field. Clauses providing the artists proper representation and fixed minimum commissions are included in the contracts.

AMERICAN GUILD of Musical Artists and the Screen Actors Guild, affiliate unions of the Associated Actors & Artistes of America, New York, will transfer their New York offices along with Theatre Authority, New York, to 545 Fifth Ave. after Jan. 1.

PERMIT GRANTED - FULL TIME
For 1000 Watts
KFRO
LONGVIEW, TEXAS
Voice of East Texas

2,939 Food Stores of East Texas, with annual sales of over \$95,943, provide a "ready-made" market for alert Food Manufacturers. Reach BUYERS ARE WAITING! Reach them through KFRO, the 1000-watt voice of East Texas.

Affiliated with:
TEXAS STATE NETWORK
MUTUAL BROADCASTING SYSTEM

COVER East Texas from the CENTER

National Representatives:
Forjoe & Co., New York
Radio Time Agency
Chicago

WFBL
SYRACUSE

54 Grocery Accounts—
—56 Drug Accounts
... Highest on record!

Every dollar that food and drug advertisers spend has to count. That's why WFBL has 54 Grocery and 56 Drug accounts this month—the highest on record! WFBL brings more dollars into more stores. And WFBL Merchandising Service inspires more grocers to get behind the products advertised with more window and counter displays. For time rates and complete facts about WFBL merchandising service, write

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO



MEMBERS of the Chicago and New York staffs of Transamerican Broadcasting & Television Corp. met in Cincinnati Dec. 8-10 for a conference with WLW officials and department heads. After business sessions Friday and Saturday the entire group went on a hunting excursion into Kentucky as guests of Robert E. Dunville, general sales manager of WLW, and James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. Here are (front row, l to r) Walter A. Callahan (standing), manager of the Transamerican Chicago office; Miss Buelah Straway, merchandising director of WLW; Mr. Dunville, and William Oldham (standing), sales promotion manager of WLW; (back row) George Biggar, program director of WLW; Eldon Park, of the WLW sales service department; E. K. Bauer, WLW business manager; Murray Grabhorn, of the Transamerican New York office; Richard W. Garner, sales service manager of WLW; John Hartfield, of the Chicago office; C. P. Jaeger, of the New York office, and Warren Jennings, of Chicago office.

Mu\$ico Prize Contest To Become Nationwide

MUSICAL prize contest called *Mu\$ico* now sponsored by National Tea Co. on WGN, Chicago, and the Kroger Grocery Co. on WMBD, Peoria, will be expanded on a national basis soon after Jan. 1, according to officials of H. W. Kastor & Sons Adv. Co., Chicago. It is understood perhaps 45 stations will be used nationally with various grocery chains sponsoring the program in varying markets.

The half-hour Friday evening show has aroused considerable interest in Chicago. Fashioned after Bingo, *Mu\$ico* is based on the identification of musical numbers, played by a studio orchestra and checked on cards distributed by the sponsors. During the 10 weeks the show has been broadcast on WGN, more than a million cards have been called for each week by listeners who get the cards free of charge at their neighborhood National Tea stores. It is said that more than 60 letters are received by WGN weekly as a result of *Mu\$ico* and in addition to cash prizes 23,000 shopping bags full of groceries have been distributed to winners since the program began.

WKBN
THE KEY TO THE
YOUNGSTOWN
MARKET

NEW STUDIOS ...
EQUIPMENT ...
TRANSMISSION PLANT
360 ft. Vertical Radiator

1000 WATTS DAYTIME • 500 WATTS NIGHT

Woods Tells Labor Body Of Television Problems

MARK WOODS, vice-president of NBC, met Dec. 12 with the joint television committee of Actors Equity Assn., Screen Actors Guild and American Federation of Radio Artists, which is attempting to formulate standards of wages, hours and conditions for actors employed before the video cameras. Mr. Wood gave the committee a picture of the costs the broadcaster already has in maintaining regular television programs on the air with no return on his expenditures possible at the present, for the consideration of the group in drafting its demands. While varying reports have emanated from the various factions of the committee regarding results achieved during the past month's meetings, it is generally agreed that progress has been made and that a report will be ready for presentation to the unions for approval in the near future.

MOHAWK PETROLEUM Corp., Los Angeles, on Dec. 8 auditioned a weekly half-hour CBS studio audience participation quiz program, *Mohawk Poole*, featuring Tom Hanlon as m.c. If accepted, it likely will be released to CBS Pacific Network shortly after Jan. 1. Russ Johnston, CBS Pacific Coast program director, produced the audition. Charles Morin, San Francisco manager of Radio Sales, participated.

Stock Lingo

LISTENERS of Jim Poole, livestock reporter of WLS, Chicago, have sent him so many requests for explanations of his chatter that he has compiled a dictionary of stockyard definitions. Among the definitions recently published in the *Prairie Farmer* are: Crows, lambs that don't respond to food; Sunfish, narrow, thin-chested cattle; Mice, undersized lambs; Gamblers, steers of uncertain quality.

Illinois Meat Series

ILLINOIS MEAT Co., Chicago (Ready Meat), soon after Jan. 1 will start a half-hour Wednesday evening show titled *Broadcast* on an undetermined number of MBS stations. Format of the show is similar to *Mu\$ico* and it is owned by the owners of *Mu\$ico*, Clef Inc., Chicago. It is understood that cards will be distributed through grocery stores and that the game will center around the selection and identification of famous names in the news and sporting pages. The sponsor is introducing a new line of ready-prepared meats produced under its brand name of Broadcast. Neisser-Meyerhoff, Chicago, handles the account.

AFRA NEGOTIATES

KYW, WGY PACTS

AMERICAN Federation of Radio Artists and NBC have completed contracts covering staff announcers employed at the network's programmed stations KYW, Philadelphia, and WGY, Schenectady. Pacts are for three years, with provisions for revision during that period. Both contracts call for 40-hour, five-day weeks, and both provide for immediate 10% increases for announcers. Negotiations were begun nearly a year ago, but were interrupted and only resumed recently.

AFRA negotiations with WXYZ, Detroit, are nearing completion, it was reported Dec. 12, although no contract had been signed. Major James P. Holmes, union's national field representative, has been in Detroit for some time, conferring with George Trendle and Allen Campbell, station president and general manager.

Union's committee on transcriptions is nearing the end of its work on a code covering artists employed in making recorded programs, after running into unforeseen difficulties that have prolonged the task far past the time originally scheduled for submission of the code to AFRA members for approval.

ACA and WBNX Sign; WQXR Vote Is Ordered

AMERICAN Communications Assn., CIO union, reports that an agreement has been signed with WBNX, New York, covering all English announcers. Contract, signed Dec. 5 retroactive to Dec. 1, provides for a 40-hour, five-day week, two weeks vacation and sick leave with pay, salaries to start at \$37.50 per week, \$7.50 more than the previous minimum, and a general increase of \$2.50 weekly for announcers.

Sidney Adler, ACA organizer, is in Baltimore negotiating a new contract with WCAO, covering all regular employees, announcers, news editors, etc., as well as technicians. Negotiations have also been started with WCBM, Baltimore, where six technicians have recently joined ACA.

The battle of technicians at WQXR, New York, where right to represent the engineers is claimed by both ACA and the AFL technical union, IBEW, should soon be concluded. The National Labor Relations Board, after a hearing Dec. 11, said an election will be held within 30 days.

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

WFMJ

(250 watts)

Youngstown
Ohio

*Printers' Ink Market Exploration Bulletin, Sept. 29, 1939

(FACTS ABOUT BALTIMORE)



"What makes a market good-- PEOPLE or MONEY?"

The answer is "BOTH." Baltimore is a BIG market any way you look at it. Population about 1 MILLION (949,247).

1938 Retail Sales: \$372,770,000.

Index of buying power (according to "Sales Management" survey, April 10, 1939) — 117 (national index, 100).

Bank deposits total \$669,976,836 — ONE THIRD of which are in mutual savings banks.

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR

BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★



Associated Newspapers

Old Bill and Bert Find a Better 'Ole in a New War (apologies to Bairnsfather).

Sick of Judging

ALL BUT ill, Rex Davis, chief announcer of WCKY, Cincinnati, returned from Brooksville, Ky., recently after judging a cake-baking contest held under WCKY auspices — during which Davis personally tasted portions of 53 chocolate cakes. Chronicling his adventure upon his return, he was informed bluntly by France Raine, Cincinnati Times-Star radio editor and a culinary expert, the best and proper manner of judging cakes is not to taste them, but to examine their texture and general appearance.

Reargument Is Sought In Decision on KSFO

REARGUMENT before the U. S. Court of Appeals for the District of Columbia of the court's decision in the case involving lease of KSFO, San Francisco, by CBS, was sought in a pleading filed Dec. 14 by the FCC, in which it questioned the court's procedure in recent decisions. While the court has six members, only three have been participating in FCC appeals, with the result, the Commission alleges, that confusion and conflict exist.

The FCC also is expected to ask the court to hear oral argument in connection with the appeal of WAPI, Birmingham, from the FCC decision denying a lease arrangement, in which CBS also would have participated. The lease issues in the two cases are viewed as identical.

Make Believe Ballroom On WNEW, New York, Acquires New Accounts

TOTAL of three hours and 45 minutes was added Dec. 8 to Martin Block's *Make Believe Ballroom* program on WNEW, New York, the station announcing that all time on the program was sold with the start of two new accounts—Crosley Distributing Corp., New York, on Dec. 11, sponsoring three quarter-hours weekly for Crosley radios, and K. Arakelian, on Dec. 8 sponsoring six quarter-hours weekly for Mission Bell wines.

During the first week in December, the Broadway production "Swingin' The Dream" started three quarter-hours weekly of the *Ballroom* program, through Buchanan & Co., New York, to make a special ticket offer to listeners. The offer to match each ticket reservation made by a man with a ticket for a girl resulted in 1,120 advance reservations for the show following one two-minute plug by Martin Block on the program Dec. 5.

Following the recent signing by Block of a new five-year contract with the WNEW Artist's Bureau, the radio feature story of the week in *Time Magazine*, Dec. 3 was built around the history of the *Make Believe Ballroom* program and how Martin Block started on the road to his present success. On Dec. 12, *Pic Magazine* ran a two-page spread featuring Block's semi-annual orchestra popularity poll.

Hudson Products, New York (Polident tooth cleanser), on Dec. 8 started *Arbitration Board*, Fri-9-10 p. m., for 52 weeks on WHN, New York. Brown & Thomas, New York, is agency. Restland Memorial Park, East Hanover, N. J. (cemetery), on Dec. 17 will start *The Bowery Mission*, Sunday 3-4 p. m., for 52 weeks on WHN. The cemetery, a radio user for several years, also is shifting its weekly quarter-hour of organ music on WHN from Sunday to Friday. Hudson Adv. Co., New York, handles the account.

ADAM HAT STORES, New York, in its series of fight broadcasts on NBC-Blue, will sponsor the Scalzo-Chavez non-title featherweight bout Dec. 22, and on Jan. 5 Sam Taub and Bill Stern will describe the Bettina-Apostoli non-title light heavyweight fight. Glickman Adv. Co., New York, handles the account.

Hays'

Hamless Hammond

Every afternoon, five days a week, thousands of radio listeners in the nation's 9th market tune to St. Louis KWK for 15 minutes of sizzling, scintillating swing supplied by Rich Hays, the boy who keeps the "Ham" out of the Hammond. Side remarks and oral footnotes delivered with abandon by Allen C. Anthony* round out a swift-pace quarter-hour.

It's called the "Swing Clinic", and we KNOW it's got the listeners. Proof: Over 90 "Swing Clinic" Classes* have been organized in St. Louis and other cities in the KWK listening area.

The "Swing Clinic" may furnish the diagnosis for YOUR St. Louis sales problem. Call the Paul Raymer office.

*Yes, the one that "Dr. I. Q." borrows from us on Mondays.

Televising 'Gone With Wind'

NBC will televise the New York premier of the motion picture "Gone With the Wind" Dec. 19, picking up celebrities as they cross the sidewalk and also presenting interviews before the camera in the lobby of the Capitol Theatre. Pickups will be fed to the mobile unit, parked across the street from the theatre entrance and thence shortwaved to the W2XBS transmitter in the Empire State Bldg. Television's act in tying in with movie exploitation is seen as a placating move toward the movie companies, who have been reluctant to supply television with films for use on the air.

AP Takes No Action

BROADCASTING of news, both sustaining and commercial, was the subject of much informal discussion by the members of the Associated Press executive committee during the two-day meeting in New York, Dec. 5-6, but no official action was taken on any change in the press service's present set-up for handling the broadcasting of its news.

QUAKEH OATS Co., Chicago (cereals), has added an extra four weeks, as of Aug. 26, 1940, to its contract with NBC for the *Quaker Party* to parallel its recent renewal with Tommy Riggs and Betty Lou, star talent of the program, through Sept. 23, 1940. Program is heard on 59 NBC-Red stations, Mondays, 5-8:30 p. m. Agency is Ruthrauff & Ryan, Chicago.

DODGE DEALERS of Chicago on Dec. 17 starts a half-hour Sunday noontime show called *Meet the Band* on WBBM, Chicago. The program will feature a name band each week. Engraved gold batons will be presented orchestras leaders selected to appear on the program. Ruthrauff & Ryan, Chicago, handles the account.

(U.P.)

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

UNITED PRESS

ATTENTION, PLEASE!

MEMO:

We have about completed all tabulations for the various departments of our 1940 YEAR-BOOK Number... thanks to your faithful response to our questionnaires. If any changes or corrections should be made since you filled out your questionnaire, please rush us a memo so that we may catch them on proofs. Thank you.
The Editors

BROADCASTING

National Press Bldg.

Broadcast Advertising

Washington, D. C.



MR. STOLL

Clarence G. Stoll Named Head of Western Electric

CLARENCE G. STOLL, operations vice-president of Western Electric Co. since 1928, on Dec. 12 was elected president, succeeding Edgar S. Bloom. Mr. Bloom retires Dec. 31 upon reaching age 65, in accordance with Bell System practice, ending 43 years service, and will become director of purchases of the British Purchasing Commission.

Mr. Stoll was born in 1883 at Mt. Joy, Pa., was graduated from Penn State in 1903 and entered WE's student training course at Chicago where he received pay of \$10.15 a week. By 1908 he had become engineer of methods and later head of the manufacturing branch in New York. In 1912 he was named shop superintendent in the Antwerp factory and served until war forced its closing. Returning to this country, he advanced through important posts at Chicago and in 1923 was named head of the Hawthorne Works in that city. Three years later he was moved to New York and elected vice-president and director. Since 1928 he has directed all WE operations.

Charles R. Walgreen

CHARLES R. WALGREEN, 66, head of the chain drugstore company bearing his name, died in Chicago Dec. 12. Mr. Walgreen's chain of Chicago stores are prominent users of radio advertising. Born in Dixon, Ill., Mr. Walgreen began his career in 1893 as an \$18-a-week drug clerk in Chicago.

NEW stations subscribing to International News Service to start after the first of the year include WFBR, Baltimore; KFBI, Abilene, Kan.; KELI, El Dorado, Ark., and WSAV, Savannah.

The Selling Voice that UPS Your Sales!

WNOX

SCRIPPS-HOWARD RADIO, INC.

KNOXVILLE
TENNESSEE
- 1010 KC -
5000 w. Day—1000 Night

The Branham Company

Late Personal Notes

DAVID SARNOFF, president of RCA and chairman of the board of NBC, paid a five-minute call on President Roosevelt at the White House Dec. 11. He said afterward that international broadcasts and television had been discussed.

J. M. HAYES, former manager of the Chicago office of Radio Transcription Co. of America, has joined the sales staff of NBC Electrical Transcription Service in New York, to contact stations on behalf of *NBC Thesaurus* and NBC's syndicated recorded programs. W. C. Gartland, former sales manager of Star Radio Programs, New York, also has joined the sales staff of NBC Transcription Service.

G. R. STEWART, formerly account executive of John H. Dunham Co., resigned recently to become advertising manager of Brunswick-Balke-Collender Co., Chicago, where he will have charge of the advertising of the company's three divisions.

WILLIAM R. HEMRICH, formerly advertising manager of Armour Co., Chicago, and more recently an account executive with Stack-Goble Adv. Agency, Chicago, has been named advertising manager of Visking Corp., Chicago (synthetic sausage casings).

EMERSON WALDMAN, formerly with Steve Hannigan, New York publicity agent, and previously in the NBC special events department in Washington, has been appointed to handle radio publicity for the Greater New York Committee for the Celebration of the President's Birthday Ball, assisting Ed Curtin, director of public relations. Henry Doherty, formerly of NBC, handles newspaper publicity.

SYLVIA PRESS, formerly director of publicity of WINS, New York, has joined CBS as assistant to Herbert Swope, trade news editor in New York.

WILEY SHIGLAR, football commentator heard regularly the last six seasons on WBIG, Greensboro, N. C., who is also a well-known gridiron official, has been named umpire for the Rose Bowl Game in Pasadena.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., again has been designated by the Kate Smith All-Collegiate Football Committee to present Bulova watches awarded by her to the State's All-American players.

RAY REEVES, sports announcer of WRAL, Raleigh, N. C., has resigned to return to his home in New York for an indefinite period due to illness.

FRED REINHARDT has resigned from the sales staff of WBBF, Rock Island, Ill., to rejoin the announcing and continuity staff of WGIL, Galesburg, Ill.

HERMAN S. HERMANSON, new to radio, has joined the sales staff of KOIL, Omaha. Bill Baldwin, after several months in San Francisco radio, has returned to the KOIL announcing staff.

STEELE MORRIS, of the CBS Hollywood sales promotion department, is the father of a girl born Dec. 10 in Pasadena, Cal.

GEORGE MENARD, announcer of WLS, Chicago, is the father of a baby girl born Dec. 9.

EDGAR SNOW, new to radio, has joined KOY, Phoenix, as junior announcer.

To Honor Shouse

A TESTIMONIAL dinner will be tendered Dec. 19 in Cincinnati to James D. Shouse, vice-president of the Crosley Radio Corp. in charge of broadcasting, with such figures as Gov. John W. Bricker of Ohio and Senator Robert A. Taft heading the list of notables. Toastmaster will be Albert H. Morrill, president of the Kroger Grocery & Baking Co. Addresses will be delivered by Senator Taft, Mayor James G. Stewart and Col. C. O. Sherrill, city manager of Cincinnati.

AMONG radio notables attending the winter Gridiron dinner of Washington correspondents Dec. 9 were Gardner and John Cowles, the Cowles stations; Niles Trammell, NBC executive vice-president; Edward Klauber, CBS executive vice-president; David Sarnoff, RCA president and NBC chairman; Harry C. Butcher, CBS Washington vice-president.

CHRISTMAS!
YOU'RE LATE~SANTA!
EVERY DAY HAS BEEN
CHRISTMAS AT KOIL,
SINCE WE STARTED CARRYING
OVER 40 HOURS PER WEEK
MORE NETWORK COMMERCIALS
THAN LAST YEAR.!



KOIL
OMAHA'S BASIC
COLUMBIA STATION
DON SEARLE -- GEN'L MGR.
KATZ AGENCY--NAT'L REPR.

Effective December 16

Full Speed Ahead

with

1,000 Streamlined Watts (day)

on

1100 Kilocycles

W C A R

PONTIAC, MICHIGAN*

* Here, in the heart of the motor industry, all plants are busy and the men are working extra shifts.

STANDS OUT

WBNS
COLUMBUS

All you need in Central Ohio

5000 WATTS DAY
1000 WATTS NIGHT

John Blair & Co., Representative

Wrigley Auditions

WILLIAM WRIGLEY Jr. Co., Chicago (Doublemint gum), soon after Jan. 1 will start a new half-hour Sunday afternoon show to replace the *Gateway to Hollywood* series, according to officials of CBS-Chicago. The *Gateway* program was directed by Jesse Lasky and was tied-in with RKO pictures. It is understood that Neisser-Meyerhoff, Chicago, is the agency handling auditions for the new winter show.

Joins MBS War Staff

PAUL SCHUBERT, naval and gunnery expert, author and commentator, has joined MBS' staff of war observers and is giving quarter-hour broadcasts discussing the naval problems of the warring nations at frequent intervals. His first broadcast on MBS was Dec. 6. Mr. Schubert, a graduate of Annapolis, resigned from the Navy to start his writing career, and has done foreign correspondence for the *Saturday Evening Post* and BBC.



IN APPRECIATION of the cooking school staged in conjunction with the Northern Kentucky Independent Food Dealers' Assn. Food Show, held recently at Covington, Ky., the Association presented Marsha Wheeler, home economist of WSAI, Cincinnati, with a portable radio. The cooking school, broadcast by WSAI, was credited with drawing large crowds to the Food Show. At presentation time are shown (l to r) Ben Kees, Association director; Dewey Long, WSAI general manager; Larry Baumbach, Association secretary, and Marsha Wheeler.

WHAT is said to be a unique contract for a radio artist is the one recently signed by Whitey Ford, m.c. and comedian of *Plantation Party*, for 16 appearances or three years of consecutive broadcasts without any cancellation clauses. The series is sponsored by Brown & Williamson Tobacco Co. for its Bugler tobacco.

J. LESLIE DOSS, manager of WJRD, Tuscaloosa, Ala., owned by J. R. Doss Jr., has applied to the FCC for a new 250-watt station on 1500 kc. in Bessemer, Ala.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

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

McNARY and CHAMBERS

Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON

Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NATIONAL 7757

PAGE & DAVIS

Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER

Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.

Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2946
DALLAS, TEXAS

HERBERT LEE BLYE

RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...

Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.



FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

TBS Plans Debut

(Continued from page 17)

cord all programs for delayed broadcast.

reports that disagreement between the New York and Chicago offices of Blackett-Sample-Hummert over the placement of business with TBS had led to a breach that might culminate in a disruption in the agency and the formation of two new agencies, one in Chicago headed by Bill Blackett and Glen Sample, and another in New York headed by E. F. Hummert and Luane Jones, vice-president and general manager of the New York office, were postponed by executives of the agency, who characterized them as "just some more wild rumors".

purchase of the 20 hours weekly on TBS was said to be "good business for our clients because it gives them a network at a price." Even if the coverage afforded by TBS proves to be only supplementary to that of NBC and CBS it still will be worth while, the agency said, pointing to its continued use of WJCA, New York, to rebroadcast in the evenings two hours of script shows heard in the daytime on NBC and CBS outlets in that city as evidence supplementary coverage pays.

While this definitely eliminates Mutual's chances of getting this business from the agency's New York office, MBS is still negotiating with the firm's Chicago executives for business placed there. However, Blackett-Sample-Hummert has no immediate intention of canceling its programs on NBC or CBS, it was stated, but will continue them, at least for the present, along with its use of TBS facilities.

CBS on Dec. 16 has arranged the first of the special programs to be scheduled by networks and stations throughout the country to further the drive for funds to fight infantile paralysis, which closes with the President's Birthday Ball on Jan. 30. Speakers of the Committee for the Celebration of the President's Birthday will be Keith Morgan, committee national chairman; Kate Smith, CBS songstress, who will serve as program hostess; Bill Corum, sports columnist; Bob Trout, CBS commentator.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge \$1.00. Payable in advance.

Forms close 26th and 10th of month preceding issues.

help wanted

Employees—Do us help you get a position through our national Radio Employment Bureau. Paramount Distributors, Box 26 Denver, Colo.

Ownership—Group of stations operating under same management has two positions available for experienced time sales men. Good opening for right men with opportunity for advancement. Write full detail Box A623, BROADCASTING.

Situations Wanted

Confidential manager with ideas that are local, network station experience. Employed. Box A623, BROADCASTING.

Advertiser wants position with station write continuity, news, Program references. Box A623, BROADCASTING.

Advertiser wants position with station writes continuity, five years experience good references. Box A621, BROADCASTING.

Class advertiser—experience in all phases of broadcasting and construction, desire opportunity with new or progressive station. Married. Box A629, BROADCASTING.

Newscaster-Advertiser-writer—29, first working way through School of Journalism January. Well traveled. Special training speech, radio journalism. Practice University station. Box A626, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed but wants to make change. Married. Will accept small salary. Box A630, BROADCASTING.

For Sale—Equipment

Field intensity meter—KCA 75 B, late model. Excellent condition, sacrifice for cash. Box A622, BROADCASTING.

Wanted to Buy

Wanted, used or new RCA, Western Electric, or Collins transmitter. Furnish details and price first letter. Box A621 BROADCASTING.

Western Electric Direct Current Generator Type M-3, Form 20, compound wound 55 amperes, 24 volts, speed 1200 r.p.m. 2.84 kilowatts. Used with most older kilowatt Western Electric transmitter. State condition and price. Station WIS Columbia, S. C.

Wanted to Lease

Would like to lease a condemned 5,000 Wt transmitter for research work. Box A631, 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 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.



ERMAN FLOREZ, chief engineer Paramount Broadcasting Corp., operating WTVW, Brooklyn, returned Dec. 11 from Bogota, Colombia, via American Airways, after having installed a point-to-point radiotelegraph system for the Colombian Ministry of Communications.

ISS THOMPSON, engineer of WBBM, Chicago, has returned to the studios following his recovery from a fractured leg.

RICHARD T. SAMPSON, chief engineer of KFXM, San Bernardino, Ill., has applied to the FCC for a license for station in Riverside, Cal., to operate with 250 watts on 1420 kc.

RUMAN W. CRAINE, formerly with WNBC, New Britain, Conn., has joined the control staff of WBZ, Boston, succeeding Dick Hammond, who has become chief engineer of the new WESX, Salem, Mass.

IL DOUD, assistant sound engineer KFI, Los Angeles, is in a hospital recovering from serious injuries received in a recent auto accident.

H. SPECK has joined the technical staff of WFAA, Dallas, and has been assigned to operation of W5XD, the FAA ultrahigh frequency station, and W5XR, facsimile transmitter.

RANK LICOURT of the engineering staff of KSO-KRNT, Des Moines, recently married Elizabeth Acri.

RAY BRULAND has joined Mission Bell Radio Co., Los Angeles, as assistant chief engineer.

JOHN SORENSON, formerly of KSL, Salt Lake City, has joined the engineering staff of KUTA there.

MERY MILBURN, formerly of KUR, Watsonville, Cal., has joined engineering staff of KVCV, Redding, Cal.

WESSELL SHETTLER has been appointed chief engineer of WLOK, Ma. O., succeeding S. L. Gladfelder.

ARTHUR D. GALBRAITH, KFI, Los Angeles, technician, is the father of a girl, born late in November.

JOE FETTERMAN, engineer of WJG, Glenside, Pa., is the father of a baby girl born Dec. 7.

IBEW Local Formed

FORMATION of Local Union No. 13 of the International Brotherhood of Electrical Workers in Montgomery, Ala., was announced Dec. 4 by John A. Thomson, chief engineer of WCOV, Montgomery. Local technicians of WCOV and WSFA had presented an agreement for negotiation to station managers, with conferences expected to get under way shortly.

AMERICAN Radio Relay League, West Hartford, Conn., has published the 1940 edition of *The Radio Amateur's Handbook* \$1 paper, \$2.50 book form bound. The new 576-page handbook, completely revised, includes topical index and 120-page catalog of amateur radio equipment, along with numerous illustrations, charts and tables.

SOCIETY of Motion Picture Engineers has announced its 46th semi-annual convention will be held April 2-25, at the Chalfonte-Haddon Hall Hotel, Atlantic City.

THE FCC on Dec. 9 issued a new log of radio stations in emergency services, including municipal police, State police, interzone police, marine fire, special emergency and forestry stations.

Bombarded

EDWARD RECTOR, chief engineer, and Eugene Stephens, of the transmitter staff of WKZO, Kalamazoo, Mich., are getting used to narrow squeaks. During a Thanksgiving Day transmitter trick for the pair a bullet shattered a window in the transmitter house, spattering glass all over desks and chairs. Sheriff's officers upon investigation found two adolescents practicing marksmanship with a rifle some distance away, shooting at a target directly in line with the transmitter. Last year Stephens had climbed two-thirds of the way up the 325-foot antenna when lightning struck the tower. He calmly fastened himself to the tower with his belt, while Rector climbed to his rescue. "Our experience in the Thanksgiving Day bombardment was not nearly as close an escape," commented Rector. "That bullet missed my head by all of six inches!"

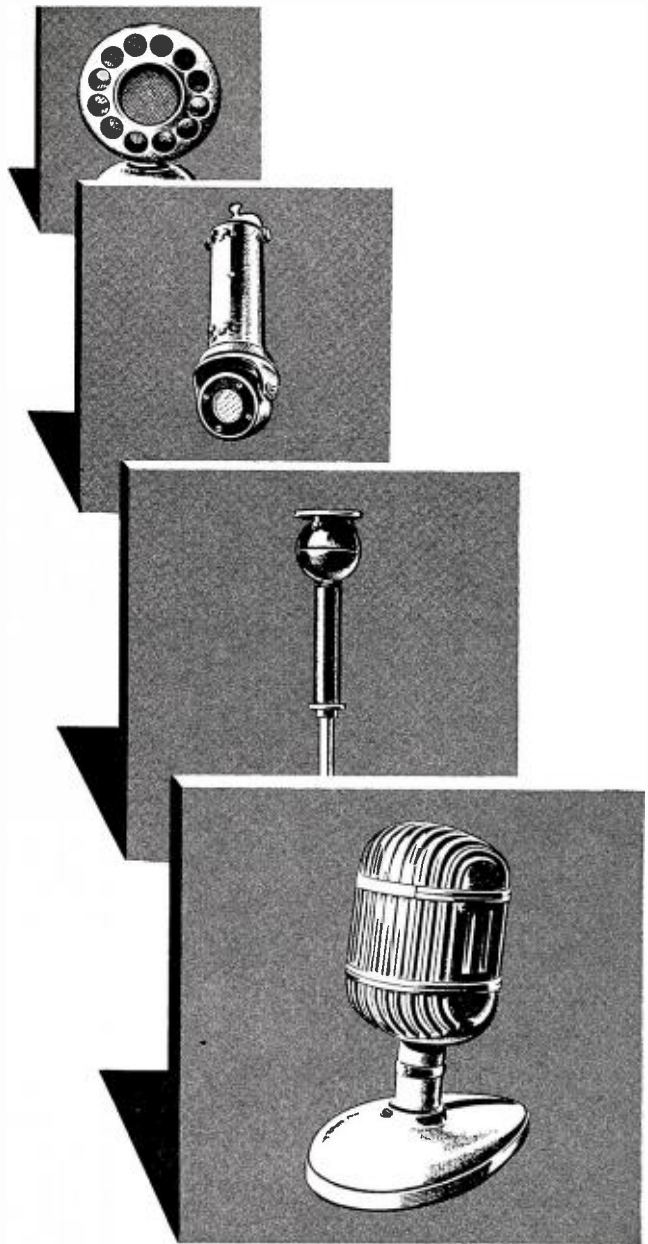
NAME JETT, GROSS TO CHILE SESSION

CHIEF ENGINEER E. K. Jett and Gerald C. Gross, chief of the International Section, were named Dec. 5 by the FCC to represent it on the U. S. Delegation to attend the Inter-American Radio Conference in San Diego, Chile, which begins Jan. 17. State, Army, Navy and Civil Aeronautics Authority will each have one representative on the Delegation, preliminary conferences for which were begun Dec. 1 by the State Department. Dealing with allocation and use of short wave frequencies for all modes of service, standard broadcasting per se will not come into the deliberations.

At the preliminary conferences under State Department auspices, Chief Engineer Jett delivered a preliminary report on high-frequency broadcasting and allocation of the radio spectrum. At subsequent meetings prior to departure of the delegation, the preparatory Committee will adopt final instruction reports for the Conference.

Among the engineers attending the preliminary conferences, aside from representatives of the various Government agencies, were E. K. Cohan, CRS technical director; Dr. C. B. Jolliffe, RCA engineering head, and his assistant C. E. Pfautz; Harold B. Rothrock, representing the Clear Channel Group, Lloyd Espenschied, Bell Telephone Laboratories; Francis M. Ryan, AT&T, K. B. Warner, American Radio Relay League, and Paul Goldsboro and F. L. Moselev, Aeronautical Radio Inc. Francis C. DeWolf, assistant chief of the Division of International Communications of the State Department, is presiding at the preliminary conferences.

Harvey B. Otterman, of the Department, is chairman of the subcommittee handling non-technical and cultural questions to be considered at the Inter-American Conference while Major Gen. J. O. Mauborne, chief of the Army Signal Corps, heads the technical subcommittee.



PROGRESS

• In a very short span of years, radio has progressed from the simple carbon mike to the sensitive cardioid mike . . . from the single experimental stations to broad networks and sponsored programs.

Today special telephone circuits link the country in extensive networks for program transmission. Special telephone facilities are constantly at the call of radio. And in Bell Telephone laboratories, day-in and day-out, trained men are seeking and finding improved methods and equipment to benefit the radio industry.



ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

NOVEMBER 30

WSOC, Charlotte, N. C.—Temporary re-negated pending receipt of applic.

DECEMBER 1

KSD, St. Louis—Granted motion accept amendment to applic. to 5 kw N directional. Watertown Bstg. Corp., Watertown, N. Y.—Granted amendment applic. to 1210 kc.

DECEMBER 4

MISCELLANEOUS—WWRL, New York, extended effective date of order of 12-5-38 in Brooklyn cases for 30 days from 12-1-39; KSAL, Salina, Kan., granted mod. CP change antenna, new equip.; WGRC, New Albany, Ind., granted mod. license move studios; WAZL, Hazelton, Pa., granted mod. CP new equip.

DECEMBER 5

KFSG, Los Angeles—Granted mod. license N to 5 kw.
KGY, Scottsbluff, Neb.—Granted voluntary assignment license to partnership of L. L. and Ruth K. Hillard, and R. M. Stewart, d/b Hillard Co.
WSMB, New Orleans—Granted mod. CP change antenna, increase N to 5 kw.
WTO, Toledo—Granted CP increase to 250 w unl.
KWOC, Poplar Bluff, Mo.—Granted CP increase to 250 w unl.
WJPR, Greenville, Miss.—Granted mod. license N to 250 w.

DECEMBER 6

KMBC, Kansas City; WRC, Washington; KFWD, Los Angeles; WCAE, Pittsburg; WDAE, Tampa, Fla.; KWS, Fullerton, Wash.; WFBC, Greenville, S. C.—Granted increases to 5 kw N.
KOV, Provo, Utah; WDWS, Champaign, Ill.; KRBM, Bozeman, Mont.; WFKJ, Youngstown—Granted increases N to 250 w.
KDNT, Denton, Tex.; KVAK, Atchison, Kan.—Granted 100 w unl.
WMSL, Decatur, Ala.—Granted 250 w unl.
Worcester Co. Broadcasting Corp., Worcester, Mass.—Denied reconsideration action 11-21-39 denying intervention in re applic. C. T. Sherer Co., Worcester.

DECEMBER 8

MISCELLANEOUS—Ralph M. Lambeth, Greensboro, N. C., granted amendment CP to 1380 kc 500 w D; WFLA, Tampa, granted intervention WROL applic.; KTEM, Temple, Tex., granted intervention applic. Chilton Radio Corp., Dallas, and V. O. Stamps, Dallas; V. O. Stamps, Dallas, granted order take depositions; Olney Bstg. Co., Olney, Ill., granted motion withdraw and dismiss without prejudice applic. new station; Valley Bstg. Co., West Point, Ga., granted continuance hearing; WSAL, Salisbury, Md., hearing set 12-18-39; WHDH, Boston, hearing shifted to 1-15-40; KFI and Clear Channel Group—Dismissed without prejudice petition to intervene in WHDH applic.

(By Administrative Board)

WPAD, Paducah, Ky., granted CP new trans.; WBB, Boston, granted mod. CP; CKOX, Sweetwater, Tex., granted license new station 1210 kc 250 w D; KFDA, Amarillo, Tex., granted CP increase to 250 w; WKST, New Castle, Pa., granted mod. license; WKST Inc.; KORN, Fremont, Neb., granted mod. CP re radiator, equip.

DECEMBER 11

(By Administrative Board)

MISCELLANEOUS — KWFC, Hot Springs, Ark., granted mod. CP trans., studio sites, new equip., radiator on condition grant is construed as finding in appeal proceedings or any issues involved; WSYB, Bufton, Va., granted license increase to 250 w unl.; WLTH, Brooklyn, granted license antenna on condition grant is not construed as finding in Brooklyn cases; WENY, Elmira, N. Y., granted license new station 1200 kc 250 w unl.
WENY, Elmira, N. Y., granted license new station 1200 kc 250 w unl.

DECEMBER 12

KGMB, Honolulu—Granted mod. CP to Hawaiian Bstg. System, and increase N to 5 kw.
WMPFJ, Daytona Beach, Fla.—Granted CP new equip., increase to 250 w.
KHBG, Okmulgee, Okla.—Granted CP change equip., increase to 250 w unl.

KVCV, Redding, Cal.—Granted CP increase to 250 w.

(By Administrative Board)

MISCELLANEOUS—WMP5, Memphis, granted CP change trans.; KALE, Portland, Ore., granted mod. CP change antenna, trans.; WKAR, E. Lansing, Mich., granted mod. CP new trans.; WTSP, St. Petersburg, Fla., granted license 1370 kc 100-250 w unl.; KNOW, Austin, Tex., granted license 1500 kc 250 w unl.; KADA, Ada, Okla., granted mod. license to move studio.

DECEMBER 13

WSB, WEGG, Atlanta—Granted auth. transfer control of Atlanta Journal Co. to James M. Cox, Springfield Newspapers Inc., Evening News Pub. Co. for \$1,528,125. (Mr. Cox agrees to buy all preferred non-voting stock, 1,175.6 shares of \$100 par, for \$117,560.)
KOIN, Portland, Ore.—Granted CP directional, increase N to 5 kw.
KTUC, Tucson, Ariz.—Granted mod. license N to 250 w.
KSMI, Salem, Ore.—Granted mod. license D to 1 kw.
WDAF, Kansas City—Granted mod. license N to 5 kw.
SET FOR HEARING—WPIC, Sharon, Pa., CP increase to 1 kw.
MISCELLANEOUS—Portarian American Bstg. Co., Ponce, P. R. granted CP new station; KIRO, Seattle, dismissed petition for rehearing re KMPC applic. increase power.

Proposed Decisions . . .

DECEMBER 13

NEW, H. C. Reese, Phoenix, Ariz.—Proposed findings of Fact and Conclusions of 12-1-39 set aside and instead proposed grant of CP 1200 kc 100-250 w unl.

Applications . . .

NOVEMBER 30

WEMJ, Marquette, Mich.—Mod. license to WEMJ.
KTHS, Hot Springs, Ark.—Extension exp. auth. Simul.—WBAL etc.
KADA, Ada, Okla.—CP increase to 250 w.
KOGA, Kilgore, Tex.—CP move trans., change antenna.
WDOD, Chattanooga—CP directional N, increase to 5 kw N & D, move trans.
WCBD, Chicago—Mod. license to 330 kc 5 kw D.
NEW, Albert Joseph Meyer, Powell, Wyo.—CP 1500 kc 250 w unl.
KLAH, Carlsbad, N. M.—Mod. license to 250 w N & D.

DECEMBER 1

WCNW, Brooklyn—Mod. license to 250 w N & D.
KADA, Ada, Okla.—Mod. license to move studio.
NEW, Hazlewood Inc., Orlando, Fla.—CP 1390 kc 500 w 1 kw D, amended to 1200 kc 250 w.
KTHS, Hot Springs, Ark.—CP new trans., directional N, change to 1060 kc 50 kw unl.
NEW, Kingsport Bstg. Co., Kingsport, Tenn.—CP 1370 kc 250 w unl.
NEW, J. Leslie Doss, Bessemer, Ala.—CP 1500 kc 250 w unl.
WWNC, Asheville, N. C.—CP new trans., directional antenna N, increase 1 to 5 kw.
KPLT, Paris, Tex.—Auth. transfer control to Mary Jo Mayne.
WTSP, St. Petersburg, Fla.—Mod. license to 250 w N & D.

DECEMBER 4

WBAL, Baltimore—Extension exp. auth. Simul.—KTHS, WJZ, etc.
NEW, Fort Industry Co., Toledo—CP 810 kc 1 kw D.
WGPC, Albany, Ga.—CP increase to 250 w.
NEW, J. Winfield Crew Jr., Roanoke Rapids, N. C.—CP 1200 kc 250 w unl.
KNOW, Fort Worth—License increase power, move trans.
WCLS, Joliet Twp., Ill.—License move trans., change antenna.

DECEMBER 5

NEW, Central N. Y. Bstg. Corp., Syracuse—CP 4300 kc 1 kw unl.
NEW, Watertown Bstg. Corp., Watertown, N. Y.—CP 1420 kc 100-250 w unl., amended to 1210 kc 250 w., change equip.
KSD, St. Louis—CP change antenna, change 500 to 630 kc unl., move trans., contingent KFR and WGBP, amended re antenna, increases N to 5 kw.
KOIL, Omaha—Auth. transfer control to Star Printing Co., 1 share common stock.
NEW, Richard T. Sampson, Riverside, Cal.—CP 1420 kc 250 w unl.

DECEMBER 6

KFOR, Lincoln, Neb.—Auth. transfer control to Star Printing Co.
KFAB, Lincoln—Auth. transfer control to Star Printing Co.

DECEMBER 8

Outlet Co., Providence—CP high-freq. 1 kw.
WDEL, Wilmington, Del.—Mod. license to 500 w 1 kw D.
NEW, N. Carolina Bstg. Co., Greensboro—CP high-freq. 250 w.
Star-Times Pub. Co., St. Louis—CP high-freq. 250 w.
KFAC, Los Angeles—Mod. license to Class III-A.
WHOM, Jersey City—CP 250 w 1 kw D, amended to 500 w 1 kw D.
WKNY, Kingston, N. Y.—CP increase to 250 w unl.
WTIC, Hartford—Extension exp. auth. Simul.—KRLD.
WMBG, Richmond, Va.—Mod. CP increase power etc., asking new trans.
WNL, New Orleans—Extension exp. auth. unl. time.
KWKH, Shreveport, La.—Extension exp. auth. 1100 kc 50 kw directional N unl.
KRLD, Dallas—Extension exp. auth. Simul.—WTIC.
Dublin Radio Bstg. Co., Dublin, Ga.—CP 1310 kc 250 w unl.

DECEMBER 11

WFBL, Syracuse—CP directional N, increase N to 5 kw.
NEW, Oscar Kronenberg, Steubenville—CP 1310 kc 250 w unl.
WFEN, Philadelphia—CP new trans., increase 1 to 5 kw, directional N.
KFJZ, Fort Worth—CP new trans., increase to 5 kw, amended to directional.
WJHL, Johnson City, Tenn.—CP directional N, increase to 1 kw, change 1200 to 890 kc.
KROD, El Paso—Mod. CP change site, amended re antenna, new trans., increase to 250 w.
WSB-WEGG, Atlanta—Auth. transfer control to James M. Cox, Springfield Newspapers Inc., Evening Publishing Co.
WAPI, Birmingham—Extension expl. auth. unl. directional N.
KGCU, Mandan, N. D.—CP new trans., change antenna, increase to 500 w 1 kw D.
WGES, Chicago—CP new trans., antenna, increase to 500 w 1 kw D unl., move trans.

DECEMBER 12

NEW, Van Curler Bstg. Corp., Sche-

FCC Cleveland Office

ESTABLISHMENT of a permanent field office at Cleveland, effective Jan. 1, was ordered Dec. 12 by the FCC. It will use quarters heretofore employed for the Commission's Great Lakes and Inland Waterways survey, completed under the direction of Commissioner Thad H. Brown. The office will be subordinate to the main district headquarters at Detroit and will be staffed by an inspector and an assistant from Detroit. It was stated the office was made necessary because of increased activity in the Cleveland area, relating not only to regular inspections of broadcast, police, aeronautical and other stations but because of trips necessitated to the city to examine more than 700 applicants for operators' licenses during the last year.

FCC Alters Findings

THE UNUSUAL practice of revising proposed findings of fact in a case involving authorization of a new station, was resorted to Dec. 13 by the FCC when it issued new findings in proposing to grant M. C. Reese a construction permit for 1200 kc. with 100 watts night and 250 watts until local sunset in Phoenix, Ariz. The revised conclusion omitted reference to reliance upon evidence of intervening stations, presumably because the observation made in the original report conflicted with recently inaugurated FCC policy. Certain other references, which apparently went beyond the scope of the record in the case, also were deleted.

Philco Seeks Change

A REQUEST that the FCC revise the proposed television allocations suggested by its Television Committee, so that the channel designated as No. 2 be assigned to Philadelphia rather than New York, was made Dec. 9 by Philco. Philco said that the proposed allocation to New York would constitute a denial of its own pending application for renewal of the license of W3XE, and would be tantamount to a decision in advance of hearing favoring the pending application of CBS for use of the same channel in New York. The exceptions were filed by Louis G. Caldwell and Reed T. Rollo, counsel.

nectady—CP 1210 kc. 250 w unl.
WELI, New Haven—Mod. license to 250 w 1 kw D, amended to 500 w 1 kw D.
NEW, Ralph M. Lambeth, Greensboro, N. C.—CP 1370 kc 250 w unl., amended to 1380 kc 500 w D.
KVFD, Fort Dodge, Ia.—Mod. CP to 250 w unl.
WSMB, New Orleans—License replace antenna.
KAWM, Gallup, N. M.—Mod. license to 250 w N & D.
KMPC, Beverly Hills, Cal.—Mod. CP change hours, increase power, asking auth. use former KECA antenna and trans.
KWEW, Hobbs, N. M.—Mod. license to 100 w unl.
WHDL, Olean, N. Y.—Mod. license D to unl., 250 w.
KVOO, Tulsa—Extension exp. auth. un-limited, directional N, to 2-1-41.
KDDM, Beaumont, Tex.—Mod. license to Class III-A.
WMBI, Chicago—Mod. license ltd., Sh-WCBD, to ltd. only, contingent WCBD shift.
NEW, KAW Valley Bstg. Co., Topeka—CP 1500 kc 250 w unl.



NEW two-part neon sign atop the WFAA-WBAP transmitter, midway between Dallas and Fort Worth, signifies that the 50 kw. transmitter now is owned jointly by the two stations, which share the 800 kc. channel. Until recently WFAA, which owned the transmitter, leased it part-time to WBAP, the sister station in Fort Worth, and the latter had no sign. The left half points toward Fort Worth, and the WFAA half toward Dallas.

Network Accounts

all time EST unless otherwise indicated.

New Business

JARNATION Co., Milwaukee (milk), on Jan. 3 starts *Arthur Godfrey* on 9 MBS stations, Mon., Wed., Fri., 9-1:15 a. m. Agency: Erwin, Wasey & Co., N. Y.

JAMPANA SALES Co., Batavia, Ill. (hand cream, Dreskin, Coolies, J.D.D.), on Jan. 7 starts *Grand Hotel* on 30 CBS stations, Sun., 1:35-1 p. m. Agency: Aubrey, Moore & Wallace, Chicago.

ALBERS BROS. MILLING Co., Seattle (Friskies Dog Food), on Jan. 4 starts for 26 weeks *Adventures of Dr. Dave* on 9 CBS Pacific Coast stations, Sun., 2:30-2:45 p. m. (PST). Agency: Erwin, Wasey & Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King Soap), on Jan. 1 starts for 52 weeks *Dialer in Dreams* on 7 CBS Pacific Coast stations, Mon. thru Fri., 5:15-5:30 p. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine Toilet Soap), on Jan. 7 starts for 52 weeks *The Spelling Bee-Linear* on 7 CBS Pacific Coast stations, Sun., 2-2:30 p. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

THOMAS J. LIPTON Ltd., Toronto (tea), on Dec. 31, starts *Lipton's Tea Musicale* on 31 Canadian Broadcast Corp. network stations, Sunday 5:30-6 p. m. Agency: Vickers & Benson, Toronto.

Renewal Accounts

JARNATION Co., Milwaukee (milk), on Jan. 1 renews for 52 weeks *Contented Hour* on 64 NBC-Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

RALSTON PURINA Co., St. Louis (Ralston cereal), has extended *Tom Mix*, Mon. thru Fri., 4:45-5 p. m. (EST), on 51 NBC-Blue stations, through April 27, 1940. Agency: Gardner Adv. Co., St. Louis.

WANDER Co., Chicago (Ovaltine), on Jan. 1 renews for 52 weeks *Little Orphan Annie*, Mon. thru Fri., 4:45-5 p. m. (CST), on 16 NBC-Red stations; and *Carters of Elm Street*, Mon. thru Fri., 11-11:15 a. m. (CST), on 7 NBC-Red stations. Agency: Blackett-Sample-Hummert, Chicago.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., on Jan. 2 renews *Woman's Magazine of the Air* on 6 NBC Pacific Red stations, Tues. and Thurs., 6:30-6:45 p. m. (EST). Agency: Newell-Emmett Co., N. Y.

Favor Vertical Cut

RESULTS OF A survey independently conducted by Reuben S. Donnelly Co., indicating that station managers show a "9-1" preference for vertical cut transcriptions, were announced Dec. 12 by World Broadcasting System. The survey also showed, according to the WBS announcement, that station engineers expressed a 12-1 preference for vertical over lateral, with the inquiry sent to leading independent stations affiliated with the major networks. The announcement said that of 132 managers having vertical and lateral equipment, 119 voted for vertical cut wide-range recordings for faithful reproduction of music. It was added a 7-2 preference was shown for WBS reproduction of speech, a 12-1 preference for WBS pressings and a 4-1 preference on shipping and delivery service.

STANDARD BRANDS. New York (Fleischman's Foil Yeast), on Jan. 1 for 52 weeks renews *I Love a Mystery* on 32 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p. m. (rebroadcast, 11:15-11:30 p. m.). Agency: J. Walter Thompson Co., N. Y.

C. F. MUELLER Co., Jersey City, N. J. (macaroni), on Jan. 1 renews *Thunder Over Paradise* on 5 NBC-Blue stations, Mon. thru Fri., 10-10:15 a. m. Agency: Kenyon & Eckhardt, N. Y.

AMERICAN TOBACCO Co., New York (Half and Half tobacco), on Jan. 7 renews *Ben Bernie* on 53 CBS stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam, N. Y.

COLUMBIA RECORDING CORP., Bridgeport, Conn., has renewed *Young Man With a Horn* on 31 CBS stations, Fri., 10:30-11 p. m. Placed direct.

GULF OIL Corp., Pittsburgh, on Nov. 30 renewed *Screen Guild Theatre* on 64 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

TEXAS Co., New York (Texaco products), on Dec. 6 for 13 weeks renewed *Texaco Star Theatre* on 91 CBS stations, Wed., 9-10 p. m. Agency: Buchanan & Co., N. Y.

GOSPEL BROADCASTING ASSN., Los Angeles, on Dec. 31 renews for 52 weeks *The Old Fashioned Revival* on 68 MBS stations, Sun., 9-10 p. m. Agency: R. H. Alber Co., Los Angeles.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 1 renews *True or False* on 34 NBC-Blue stations, Mon. 8:30-9 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL ELECTRIC Co., Cleveland (Lamp Division), on Dec. 18 renews *Hour of Charm* on 58 NBC-Red stations, Mon., 10-10:30 p. m. Agencies: BBDO, N. Y., and Foster & Davies, Cleveland.

Network Changes

P. LORILLARD & Co., New York (Sensation cigarettes), on Jan. 1 replaces *Larry Clinton* with different name bands on *Sensation & Swing* on 67 NBC-Red stations, Mon., 7:30-8 p. m. Agency: Lennen & Mitchell, N. Y.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., on Dec. 16 discontinues *Uncle Jim's Question Bee* on 7 NBC-Blue stations, Sat., 7:30-8 p. m., returning in January. Agency: Cecil & Presley, N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (nose drops, cough drops), on Jan. 2 shifts *Beyond Reasonable Doubt* on 11 NBC Pacific Blue stations, from Tues., Thurs., Sat. 6-6:15 p. m. (PST) to Tues., Wed., Thurs., 9-9:15 p. m. (PST). Agency: Morse International, N. Y.

STANDARD BRANDS. New York (Chase & Sanborn coffee), on Jan. 7 shifts *Chase & Sanborn Hour* on 62 NBC-Red stations, Sun., from 8-9 p. m. to 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

Riot Over Molar

ROLAND BRADLEY, of the production department of KOMO, Seattle, recently had a toothache and couldn't sleep. Drug stores were closed. Finally, however, Bradley found an apothecary working overtime behind locked doors. He started pounding on the shop window; passersby learning of his plight cooperated and pounded with him. The astonished proprietor sensed a riot, called police. A squad car wheeled up, Bradley pointed to his swollen jaw, and the police started pounding on the window with the others. Finally the druggist fearfully opened up. And Bradley got relief for the toothache.

LEVER BROS Co., Cambridge, Mass. (Lux soap), on Dec. 29 discontinues *The Life & Love of Dr. Susan* on 60 CBS stations, Mon. thru Fri., 2:15-2:30 p. m. Agency: J. Walter Thompson Co., N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 1 renews for 26 weeks *Sensations & Swing* and adds 20 NBC-Red stations making a total of 88 NBC split Red stations, Mon. 7:30-8 p. m. (repeat, 10:30-11 p. m.). Agency: Lennen & Mitchell, N. Y.

NONZEMA CHEMICAL Co., New York, on Dec. 11 shifted *Bob Trout* on 38 CBS stations, from Tues., Thurs. Sat. to Mon., Wed., Fri., 3:30-3:55 p. m. Agency: Rutherford & Ryan, N. Y.

Bounty on Spot

P. LORILLARD Co., New York, on Dec. 12 started its first program series for Bounty cigarette tobacco on WNEW, New York, following an announcement test on WWL, New Orleans, last July. Program, titled *Bound-T Ranch*, features Arizona Red and Western music, Tuesday, Thursday and Saturday, 7:30-7:45 p. m. Agency is Lennen & Mitchell, New York.

Tales of the Famous

PHILIP MORRIS & Co., New York (cigarettes) has replaced the tall story dramatizations heard as part of the weekly *Breezing Along* program on NBC-Blue with *Pipe Dreams*, a feature dealing with success stories of famous persons, as narrated by David Ross.

Does C. R. E. I. Training Pay Dividends?

The success of a school is not indicated by its number of graduates... but by the number of graduates EMPLOYED! A survey made of our resident school graduates of 1934 through 1937 disclosed that 96% WERE EMPLOYED IN THE RADIO AND COMMUNICATION INDUSTRY WITHIN AN AVERAGE ELAPSED TIME OF ONE MONTH AFTER GRADUATION. Such a record is proof that C.R.E.I. technical training PAYS because it is PRACTICAL. May we send you details?

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-12 3224-16th St. N.W., Wash., D.C.



BLILEY CRYSTAL UNITS

PRECISION BUILT FOR *dependable* OPERATION

Bliley Broadcast Crystals and Ovens meet all F.C.C. requirements. Write for Catalog G-11 describing complete line.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC **\$30** Each

Supplied in Isolantite Air-Gap Holders in the 660-1650 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Awards of Cash Featured in Many Quiz Broadcasts

Prizes From \$1 to \$1,000 Are
Given on Network Programs

NATIONAL advertisers on the three major networks are giving away cash prizes ranging from \$1 to \$1,000 to listeners sending in questions and to contestants in the studio audiences taking part in the many "quiz" type programs which are currently on the air and which have been steadily growing in popularity during the past year. The quiz broadcasts and the cash prizes given follow.

NBC

Dr. I.Q., Mars Inc. (candy bars)—Each listener sending in three sets of right or wrong statements gets \$50, if used. For descriptions of famous persons used, listeners get \$50, and \$50 is paid member of studio audience guessing identity after first clue with reductions if further clues are needed. Contest questions in questions with varying cash awards. (NBC-Red)

Fred Allen's Town Hall, Bristol-Myers Co. (Ipana, Sal Hepatica)—\$50 for the best opinion sent in on the "question of the week". (NBC-Red)

Grouch Club, General Mills (Corn Kix)—First prize \$50 for best "grouch" sent in. Fifty \$10 prizes for others accepted in a special offer during December. (NBC-Red)

Information Please, Canada Dry Ginger Ale—Each question used on program wins sender \$5. Additional \$10 and set of the Encyclopedia Britannica if the question stumps the experts. (NBC-Blue)

Kay Kyser's College of Musical Knowledge, American Tobacco Co. (Lucky Strikes)—Six candidates from studio audience. First prize of \$35, second of \$20. Four prizes of \$10 each. Each contestant gets carton of Luckies, and each member of studio audience gets a pack of Luckies. (NBC-Red)

Melody Marathon, Ohio Oil Co.—Listeners submit musical questions. Those used win \$2 if on official blank, \$1 if not. Dealer gets \$2 for quining blank for questions used. (NBC-Blue)

Paul Wing's Spelling Bee, Cummer Products Co. (Energin)—Teams of five participants. First prize of \$50 watch, second of \$20 watch, third of \$10 in cash, fourth of \$5. Each participant gets package of Energin products. (NBC-Red)

Pot O' Gold, Lewis-Howe Medicine Co. (Tums)—Person telephoned, chosen by chance, gets \$1,000. If no one answers phone, money carries over to next week. (NBC-Red)

Quicktinner, Lewis-Howe Medicine Co. (Tums)—Riddles used on program win sender \$5. \$1 paid studio contestants giving wrong answers; \$5 or more for correct answers depending on cash left over from previous programs. (NBC-Blue)

Trus or Pals, J. B. Williams Co. (shaving cream)—Two teams of six contestants. \$25 first prize. Each contestant gets "I.Q." game and \$5. (NBC-Blue)

Uncle Jim's Question Bee, G. Washington Refining Co. (coffee)—Listeners send in questions, get can of coffee for questions used. Six contestants, \$25 for highest score, and each gets coffee and instant Broth supply. (NBC-Blue)

Uncle Walter's Dog House, Brown & Williamson Tobacco Co. (Raleigh tobacco)—Winner gets \$50 for best "dog house" story of the week. Next 11 stories win pipe and tobacco. (NBC-Red)

We, the Wives, Quaker Oats Co. (Farina)—Sender gets \$10 for used question. Husbands and wives form teams. \$25 in cash given out during broadcast at rate of \$1 for each question answered correctly. Money divided among winning team if left over. (NBC-Red)

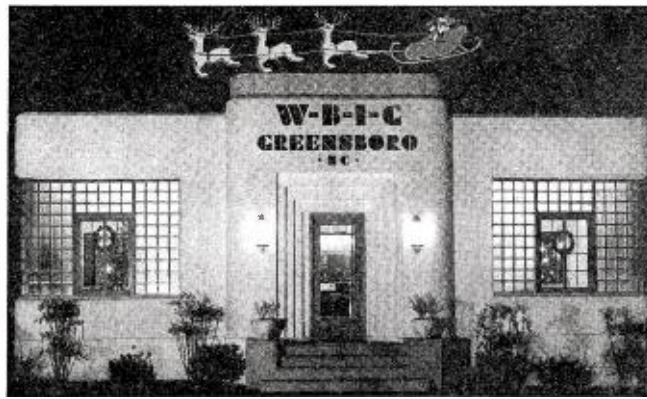
What's My Name, Procter & Gamble Co. (Oxydol)—\$10 for each entry used. Contestants guess identities. \$10 for correct answer after first clue, \$5 for second clue, etc. \$5 if question not answered correctly. Each contestant gets "What's My Name" game. (NBC-Red)

Youth vs. Age, Wm. R. Warner Co. (Vince)—\$2 for questions used on program to senders. Four youngsters and four oldsters for teams. \$10 to each member of winning team. \$5 losers. (NBC-Blue)

Only NBC quiz program not offering cash prize is **Bottle of the Seas**, Cummer Products Co. (Molle). Winning team members receive Buvoa watches, losing team members get Westfield watches. All get tubes of Molle shaving cream. (NBC-Red)

CBS

Ask It, Basket, Colgate-Palmolive-Peet Co. (shaving cream)—Studio contestants get prize of \$25, \$10 and \$5 with awards



HOLIDAY spirit prevails at the new transmitter house of WBIG, Greensboro, N. C., with Santa and reindeer cavorting above the modernistic doorway of the attractive structure built by Manager Edney Ridge.

DuMont's Television System Is Shown In Demonstration to Radio Engineers

By BRUCE ROBERTSON

THE DuMONT system of television transmission and reception, which differs in several particulars from the system approved by the Radio Manufacturers Assn. and now used by NBC and CBS, was demonstrated Dec. 8 to three members of the FCC staff and a group of some 50 television engineers.

The FCC representatives were E. K. Jett, chief engineer; Andrew D. Ring, assistant chief engineer, and William H. Bauer, FCC senior attorney. Demonstration, conducted by Allen B. DuMont, consisted of two sessions, one in the Allen B. DuMont Laboratories at Passaic, N. J., and the other in Mr. DuMont's residence, about seven miles distant.

Flicker Problem

At the danger of over-simplifying a highly technical subject, the essence of the DuMont system may be termed an attempt to reduce the standard RMA video transmission of 30 frames per second, with 60 interlaced fields per second, to 15 frames per second, and 30 interlaced fields.

Result would be either an increase in definition (number of scanning lines on the image), producing pictures with more detail on the receivers if the present 6-megacycle television broadcasting band for each station is maintained, or keeping the same definition of 441 lines which the RMA has accepted as satisfactory, but reducing the width of the band to 3 megacycles. This reduction would

of \$1 to members of audience answering when contestants fail.

Professor Quiz, Procter & Gamble Co. (Teel)—\$25 to persons sending in best five questions used, plus bottles of Teel and "Professor Quiz" games to contestants.

MBS

Name Three, Philip Morris & Co. (Dunhill cigarettes)—Listeners get \$6 for three-part questions used. Contestant gets \$2 for each part correctly answered. If contestant can't answer, becomes "jackpot" question for all contestants. Money to next broadcast if not answered at all.

Quiczie-Doodle Contest, Mennen Co. (shaving cream)—\$100 offered on each program, questions varying in value. If contestant answers correctly, he gets money; if not sender gets money. Also \$25 for best "daffynitions" submitted, and \$5 for five best questions sent in.

Out of Poise

RAY GAUDIN, engineer of WWL, New Orleans, in broadcasting a recent prize fight with Henry Dupre from the Coliseum Arena became so excited that he jumped into the air shouting "Kill that lousy bum"—which not only went on the air but at the same time jerked Mr. Gaudin's head forward, almost breaking his neck because he had neglected to disconnect his ear phones before his thoughtless lunge.

permit a doubling in the number of bands available, and consequently in the number of television transmitters that could be operated in any locality, and would also tend to decrease the cost of receivers to the public.

Difficulty in achieving acceptable images by the DuMont system is that the less frequent images tend to produce a disturbing flicker on the receiver screen, necessitating the use of a new kind of fluorescent substance on the screen that will hold over the image for 1/15 second to eliminate this flicker and produce a steady picture. Several tubes were demonstrated, of which the most successful in reducing the flicker and producing a sustained image colored the picture a vivid golden yellow, which to this observer, at least, was less pleasant than the black and white images of the RMA standard sets, despite the fact that the DuMont pictures were of 625-line definition in contrast to the 441 lines of the others. Mr. DuMont stated, however, that progress to date had convinced him that achieving a black and white image tube for reception via his system is a problem that will easily yield to further research.

Mr. DuMont's contention is that instead of setting any standard definition or set number of scanning lines, the FCC should allow experimentation to continue on various standards, and protect the public from purchasing receivers and then discovering that they could tune in some stations but not

The Other Fellow's VIEWPOINT

A Case of Math

EDITOR, BROADCASTING:

Before the advertising Einsteins start to confound you with corrections, I'd like to point out two careless mathematical errors appearing in our CBS "Rip Off the Mask!" ad [BROADCASTING, Dec. 11]. I make the corrections here for the record. The errors, simple but irritating, do not affect either the accuracy of the headlines or conclusions of the message.

The ad reveals (in an unusually rigid test of the sales impact of a radio program) that among *known listeners* to a particular CBS program, 181 families use the sponsor's brand, for every 100 known listeners using the next competing brand. A differential of 81% in favor of radio.

In the "explanatory" paragraph that went with the charts, the text reported 195 families used the sponsor's product—when it should have said 181 families, to conform with the chart, the headline and the facts. And we quoted an 89% differential in favor of radio, in the same note, instead of the correct figure, 81%, used in the headline.

In the same table, in the comparison between *non-listeners* using the sponsor's brand and *non-listeners* using a competing brand, the chart showed that 107 of the non-listeners use the sponsor's brand, against 100 non-listeners using a competing brand. But the "explanatory" paragraph quotes a figure of 105 non-listeners using the sponsor's brand instead of 107.

Don't ask me how these errors happened. They just did. And I'd appreciate your giving them this space to keep accurate the record of BROADCASTING's advertising columns, and Columbia's advertisements. And to take any blemish off an otherwise remarkable radio case-history.

VICTOR M. RATNER
Director of Sales Promotion
CBS, New York
Dec. 8, 1939.

Annual Cardiac Benefit

WOR, Newark, and WMCA, New York, on Dec. 10 broadcast special programs of speeches by prominent members of stage, screen, politics and civic life at the annual dinner of the McCosker-Hersfield Cardiac Foundation, held at the Hotel Plaza, New York. The foundation was started in 1937 jointly by Alfred J. McCosker, president of WOR and chairman of the board of MBS, and Harry Hersfield, noted humorist and cartoonist, for the hospitalizing of needy cardiac cases.

others by requiring all transmitters to broadcast a sweep signal which a universal television receiver can pick up and reproduce clearly, regardless of the number of scanning lines used at the studio.

Among those attending the demonstration were O. B. Hanson, vice-president and chief engineer of NBC; Peter C. Goldmark, chief television engineer of CBS, and J. R. Popple, chief engineer of WOR, Newark.

A STATEMENT OF POLICY

We have now completed our first urban analysis.

WLW average weekly listening audience in 25 urban markets—

| | |
|------------------------------|-------|
| Cincinnati, Ohio..... | 51.8% |
| Charleston, W. Va. | 36.8% |
| Columbus, Ohio..... | 39.6% |
| Dayton, Ohio..... | 49.9% |
| Fort Wayne, Ind. | 34.7% |
| Indianapolis, Ind. | 33.8% |
| Kokomo, Ind. | 53.3% |
| Lexington, Ky. | 47.3% |
| Lima, Ohio..... | 53.0% |
| Louisville, Ky. | 11.3% |
| Muncie, Ind. | 62.4% |
| Newark, Ohio..... | 69.2% |
| Springfield, Ohio..... | 63.9% |
| Anderson, Ind. | 70.8% |
| Huntington, W. Va. | 50.2% |
| Ironton, O., & Ashland, Ky.. | 54.1% |
| Marion, Ind. | 55.0% |
| Marion, Ohio..... | 48.8% |
| Portsmouth, Ohio..... | 47.6% |
| Zanesville, Ohio..... | 45.2% |
| Terre Haute, Ind. | 31.7% |
| Richmond, Ind. | 73.4% |
| Bloomington, Ind. | 51.1% |
| Mansfield, Ohio..... | 54.2% |
| Lancaster, Ohio..... | 56.4% |

**AVERAGE FOR
25 MARKETS.....41.9%**

We believe that the industry will agree that the sample of 25 separate coincidental surveys made in cities with an aggregate trading zone population of 6,765,079* is adequate.

We expect to continue at regular intervals a re-auditing of listening habits in WLW-land using these same cities as a base.

We feel that the degree to which we can improve our service increases with the exactness of the knowledge we are accumulating through these studies.

We do not think of WLW only in terms of its huge number of strictly-urban listeners, but, in these test cities alone, we definitely know what we are doing among 6,765,079* people.

*ABC Trading Zone Areas as listed in Standard Rate and Data.

WLW

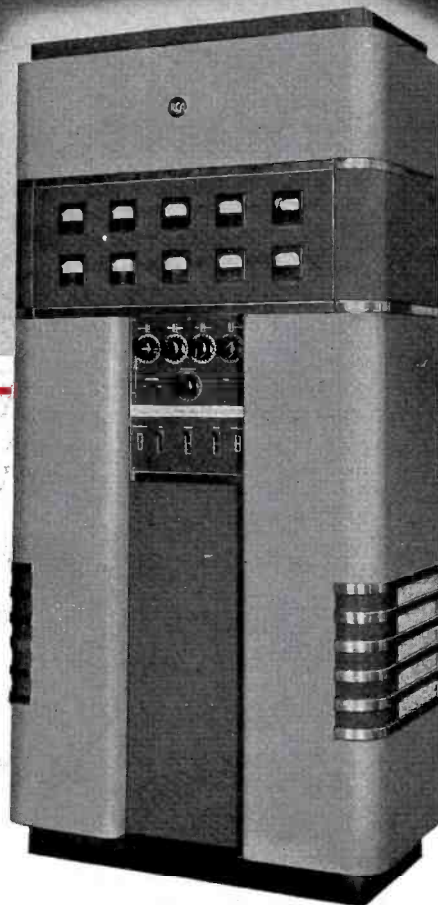
THE NATION'S

most "Merchandise-Able"

STATION

They let their **CONFIDENCE** be their Guide

Sight Unseen . . . Sound Unheard . . . Broadcasters buy
entire factory order of New RCA 250 watt transmitter



IN THIS TROUBLED WORLD where treaties are scraps of paper...where discord, distrust, and discontent are everyday headlines... we believe you will find this report of good-will and confidence as refreshing as we did.

No broadcaster ever saw an RCA 250-K Transmitter. No broadcaster ever heard an RCA 250-K. Nevertheless, broadcasters had such confidence in RCA engineering that they purchased the entire factory order of this new 250 watt transmitter...sight unseen, sound unheard.

RCA tries to merit confidence of this nature through the application of sound fundamentals of good engineering practice. Ours is a constant and studied effort to design and build the best possible equipment at the right price... We would welcome an

opportunity to be of service to your station. We are confident that the engineering resources of RCA will find the correct solution to any problem you may have.

Use RCA Tubes in Your Station For Reliable Performance

Specifications of the RCA 250-K

Frequency Response: Flat within ± 1.5 DB from 30 to 10,000 cycles at any percentage of modulation from 0 to 95.

Operation: Three power outputs, 100, 250, 100/250 Watts.

Frequency Range: 550-1600 KC.

Fidelity: Stabilized feedback reduces distortion to less than 3% RMS between 50-7500 cycles up to and including 95% modulation.

Carrier Noise Level: At least 60 DB below the level for 100% modulation—unweighted.

Utilizes power change switch and equipment where required.

High level class B modulation.

Uses RCA "V"-Cut Crystals.

All meters at eye level for convenience in reading.

Low Maintenance: Uses minimum number of inexpensive tubes.



Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Njnth St. • Hollywood: 1016 N. Sycamore Ave

4501 ;

