

**NILES TRAMMELL**



Highlighting a colorful career in mid west radio, Niles Trammell was appointed executive vice-president in New York of NBC, second in command to Major Loehr. In his new job, Trammell took an active part in all AFM, Ascap and NAB activities as the

representative of NBC, and was a frequent visitor at NBC stations from coast-to-coast.

**EDWARD KLAUBER**



As CBS's executive v.-p., Klauber has been an active supporter of NAB's Broadcast Music, Inc. to make available a source of tax-free music. Although keeping in the background, he contributed greatly to the smooth operations that figured in one of CBS's banner years.

**LEWIS ALLEN WEISS**



As general manager of Don Lee, Lewis Allen Weiss was active in promoting television on the west coast, with Don Lee leading telecasters in that area. High caliber of programs aired by Don Lee and smooth cooperation with MBS were several of

the matters handled ably by Weiss.

**WILLIAM S. HEDGES**



NBC's vice-president in charge of station relations completed his second year in office with an illustrious record. Traveling around the country all year, Hedges played host at the KDKA party, appointed Vince Callahan assistant manager of WBZ, and garnered an assistant, John H. Norton, to share some of the load.

**MARK ETHRIDGE**



One of the busiest men in the industry, Mark Ethridge gave time and energy to radio activities, including Ascap, AFM, IRNA and disk problems. Besides these activities, Ethridge also served as unofficial advisor to industry organization members as well as continuing his work as an executive of the "Louisville Times."

**ELLIOTT ROOSEVELT**



Apart from operating his Texas State Network, Roosevelt during the year came to the fore as a commentator of note, took the opposite viewpoint on the NAB Code, and then resigned his membership. Worked on organization of Transcontinental Broadcasting System but resigned his presidency to return to Texas to reorganize his regional web there.



*Call NBC*

**FOR LOCAL STATION PROGRAMS**

NBC THESAURUS—"A Treasure House of Recorded Programs"—supplies a wide variety of fine musical material recorded by established "name" artists and ensembles, with weekly continuity for eighteen sparkling program series (total, 65 programs per week).

NBC Syndicated Programs include skillfully produced dramatic and musical shows such as "The Lone Ranger," "Secret Agent K-7 Returns," "Carson Robison and His Buckaroos," "Heart Throbs of the Hills," "Five Minute Mysteries," and others.

*Call NBC*

**FOR "SPOT" PROGRAMS**

NBC plans and produces complete "custom" recorded programs. This service covers writing, casting and production of the show, plus recording, processing, manufacturing and distribution of duplicate pressings.

For agencies having their own production facilities, recording—NBC ORTHACOUSTIC—

together with processing and manufacturing of pressings is available.

"Spot" and local advertisers have discovered a gold mine in NBC THESAURUS programs available for sponsorship at economical cost on over 200 stations. NBC Syndicated Programs are also available to "spot" advertisers in one or more markets.

*Call NBC*

**FOR PLANNING AID**

NBC Radio-Recording Division is eager to assist advertising agencies in planning recorded programs. It offers the outstanding facilities of the "Program Center of Radio"—studios and the finest technical service with or without casting help and other production aids. . . . And your recorded program is the nearest thing to a live studio broadcast when reproduced—it's NBC ORTHACOUSTIC.

*Call NBC*

**FOR AIR-CHECKS**

If you are a radio artist, call NBC for your "off-the-line" or "off-the-air" recording requirements.



**NBC Radio-Recording Division**

**NATIONAL BROADCASTING COMPANY**

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

**JAMES D. SHOUSE**



Acclaimed one of the outstanding men in radio at a recent dinner in his honor, James Shouse, v.-p. in charge of broadcasting for Crosley Corp., had a busy year in 1939. Besides materially adding to the station personnel, guiding station to maximum commercial business, and keeping a weather eye on WLW and WSAI, he managed to make many business trips during the year.

commercial business, and keeping a weather eye on WLW and WSAI, he managed to make many business trips during the year.

**JOHN SHEPARD III**



Despite the many duties involved in running two large regional webs, Shepard found time to act as one of the leaders in NAB and labor activities during 1939. Involved in the Code controversial provisions, due to prior pacts, Shepard solved the problem, meanwhile continuing his active experiments in frequency modulation.

meanwhile continuing his active experiments in frequency modulation.

**ROY C. WITMER**



NBC's banner year insofar as billings are concerned can in no small measure be credited to Roy Witmer, vice president in charge of sales. With the network surpassing the \$43,000,000 mark, and setting new highs each month during 1939, Witmer's

office was a beehive of activity during the entire year.

**LAWRENCE W. LOWMAN**



Complex union negotiations in addition to regular network duties gave CBS's v.-p. in charge of operations, Lawrence W. Lowman, one of his busiest years. Lowman aided in effecting a peaceful settlement with AFRA, preventing what might have developed into a serious strike.

might have developed into a serious strike.

**DONALD THORNBURGH**



Handling the affairs of CBS on the west coast kept Donald Thornburgh on the jump. Further expansion of CBS facilities was completed, and an educational conference that was designed to set up 1940 standards of broadcasting was headed by Thornburgh.

burgh.

**SAMUEL R. ROSENBAUM**



Landing in the headlines with regularity was a habit formed by Samuel Rosenbaum during 1939. Highlighting the activity was the AFM-IRNA tangle that resulted from contractual problems. A spearhead for the affiliates, Rosenbaum was active in that organization while also handling duties as prexy of WFIL.

# WHY IS WORLD



## THE BIGGEST SINGLE FACTOR IN SPOT RADIO?

### *Because*

**WORLD ALONE** offers an exclusive and complete radio transcription service. World operates studios and recording facilities in New York, Chicago, and Hollywood, and its own fully-equipped processing, pressing and shipping facilities in New York.

**WORLD ALONE** among all transcription companies provides true Wide Range quality because only World records on Western Electric equipment, by the Western Electric Wide Range method.

**WORLD ALONE** in its field offers advertisers a completely flexible group of tested stations—the Gold Group—with one headquarters for production, responsibility and control, just like network operation.

In 1939 over 100 leading national advertisers and hundreds of regional and local advertisers specified World transcriptions for their spot radio campaigns. This business involved more than 30,000 station hours—\$10,000,000 in time alone—testifying to World quality and World service.

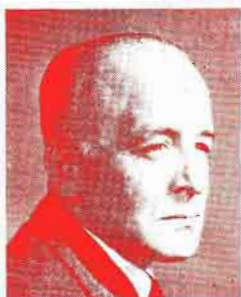
TRANSCRIPTION HEADQUARTERS IS SPOT BROADCASTING HEADQUARTERS

## WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

## RADIO HISTORY MAKERS OF 1939

### JOHN F. ROYAL



Continuing NBC's high program standards, John Royal, v.-p. in charge of programs, aided in keeping the web running smoothly during the many crises experienced this year. His study of Latin American programs and listening habits was fol-

lowed by an extended program service to the Latin American nations.

### FRED WEBER



Banner year in the short history of MBS is the major achievement of Fred Weber in 1939. Not only did he garner an exclusive on the World Series, but the web expanded in the south and midwest to swell total affiliates to over 118 and billings were the largest since the network's inaugural in 1934.

the network's inaugural in 1934.

### GEORGE HENRY PAYNE



Active FCC Commissioner again figured prominently in the radio news during 1939, what with the new chairman taking office, and the ruling on the question of intervention in FCC cases which caused considerable comment early in October among at-

torneys in radio.

### L. B. WILSON



One of the most progressive men in radio, L. B. Wilson, president and general manager of WCKY, this year put through an increase in power to 50,000 watts for his station, and switched from NBC to CBS early last fall. Duties at the station, however, did not interfere with his other activities which were many.

other activities which were many.

### JOHN PATT



His suggestion for greater variety on daytime schedules through additional non-serial productions caused widespread interest in the industry. Another stand taken by the WGAR-WJR and KMPC executive which aroused many discussions was his opposition

to sections of the NAB Code which he believes imposed censorship of programs.

### STERLING FISHER

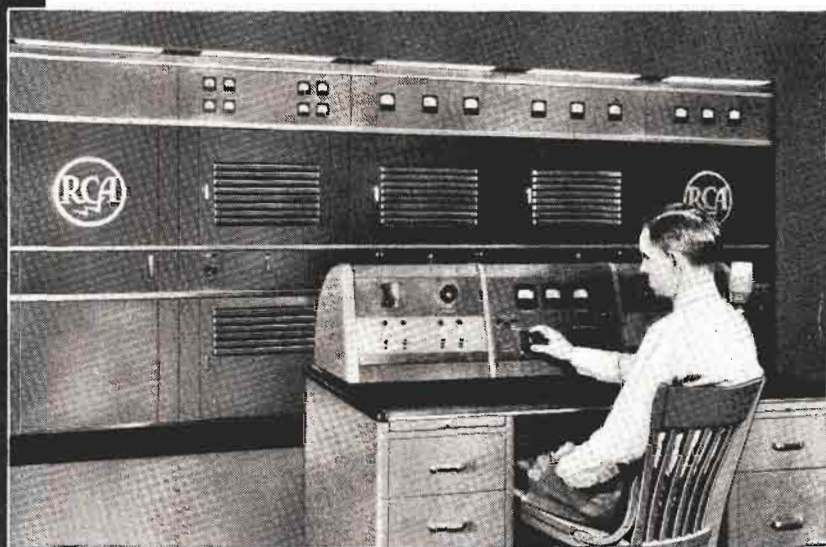


As Director of Education and Talks at CBS, Fisher in 1939 carried out the most comprehensive educational program ever attempted in the industry. Directing the Adult Education Board and the "American School of the Air" took up the majority of his time, but Fisher managed to appear in person at all major conferences.

person at all major conferences.



# *Offers a complete line of* **RCA Transmitters from** **100 watts to 50,000 watts**



To meet the needs of the nation's radio stations, RCA makes two lines of transmitters...a de luxe line and an economy line. Both are backed by capable engineering, extensive production facilities, a thorough test system, and an organization recognized among broadcasters for its ability to produce functional apparatus at reasonable prices.

RCA de luxe transmitters offer you high fidelity, reliable performance at low operating cost. They are designed for flexibility that permits you to increase power

by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, oversize components.

The RCA economy line of transmitters combine excellent performance with low initial cost and low operating cost. They are thoroughly dependable and are built to the highest standards.

The many stations it is the privilege of RCA to serve are active examples of how it pays to go "RCA All the Way."

*Use RCA Tubes in Your Station—for reliable performance*



# *Broadcast Equipment*

[www.americanradiohistory.com](http://www.americanradiohistory.com)

## RADIO HISTORY MAKERS OF 1939

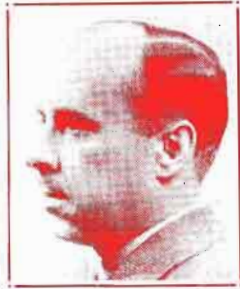
### JOHN S. YOUNG



As radio director of the World's Fair, Young was responsible for the initial tele show, a series of programs from every major point in Europe, and a successful promotion campaign by radio for the Fair. Taking a South American jaunt, Young completed

arrangements for a series of Pan-American airings for early 1940.

### FRANK MASON



Following European activities closely to insure complete coverage, Frank Mason, NBC v.-p. in charge of the press division, also helped guide the network's expanded short wave activities. He also spent considerable time in Washington and in the field, keeping in close touch with the industry and public pulse.

### DR. JAMES R. ANGELL



With education entering radio on a major scale in 1939, Dr. Angell kept well abreast of the situation organizing the educational set-up of NBC on a coast-to-coast basis. Although a comparative newcomer to radio, Dr. Angell has proven to be a

most important cog in the network picture in the past year.

### POWEL CROSLY, JR.



Continuous upswing of WLW, was a tribute to Powel Crosley in the past year. The radio fare from the Crosley booth at the World's Fair, improved rural service and increased billings also kept the boss busy. He made sports headlines when the Cincinnati Reds won the N. L. pennant.

### KEITH KIGGINS



Appointed Director of the Blue Network in July, 1939, Kiggins has been largely responsible for the accelerated growth of the Blue Network as a national advertising medium. Not tied down to any single function in connection with building up

the Blue Network, Kiggins supplied a central personality around which the increasingly energetic Blue Network activities have revolved. At year's end, the Blue reported a healthy increase.

### DONALD FLAMM



Concentrating his efforts on building WMCA into one of the foremost public service stations in the country, Flamm in 1939 headed the air campaign for the cause of Democracy. Institution of policies governing that phase of broadcasting, further strengthening the Inter-City network, and acquiring a considerable number of national accounts highlighted his business year.



# EQUIPMENT

## for Complete Television Service...



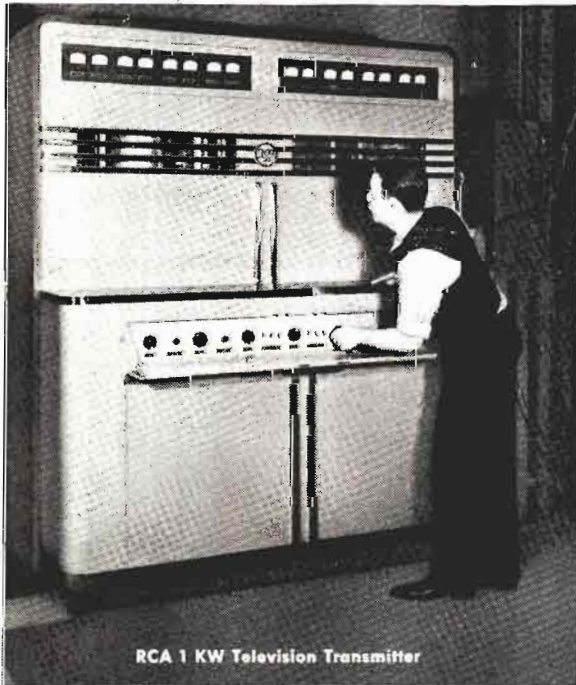
RCA Television Equipment has already earned the right by performance to take its place with RCA Broadcast Equipment.

The technical excellence achieved by RCA picture apparatus is another example of the value of the intensive research and pre-testing of equipment which precedes the marketing of any type of RCA Broadcast Equipment.

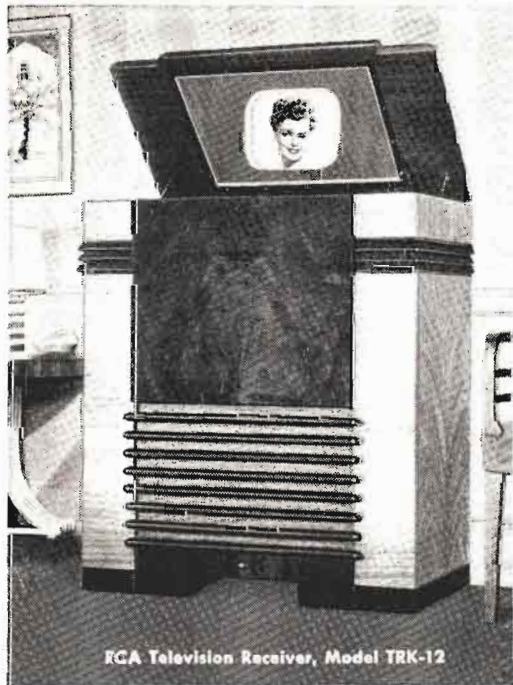
RCA Television Equipment is integrated just as is RCA Broadcasting Equipment. It includes receivers of several different types, video amplifier and terminal equipment, transmitters, vacuum tubes, measurement apparatus and television field pick-up units. We are prepared to equip stations with apparatus for complete television broadcasting service.



RCA Television Camera



RCA 1 KW Television Transmitter



RCA Television Receiver, Model TRK-12



# Broadcast Equipment

RCA MANUFACTURING CO., INC. GARDEN CITY, N. Y. A Division of the Radio Corporation of America



## RADIO HISTORY MAKERS OF 1939

### JOHN V. L. HOGAN



In addition to duties as proxy of WQXR, John Hogan, one of the most important engineers in radio, was extremely active in experimentation with the new frequency-modulation system of broadcasting developed by Major Armstrong. Hogan was one of the first to experiment, and was also associated with the first f.m. no-wire network experiments.

### FRANK E. MULLEN



Long and colorful career, culminated on May 1, with Mullen being elected vice-president in charge of advertising and publicity of RCA. One of the most active executives of the organization, he was especially interested in the inauguration and development of television by NBC and RCA during the past year.

### ARTHUR H. HAYES



Closing 1939 with almost all local time sold out, Arthur Hull Hayes, sales manager of CBS's key station, WABC, continues intent on selling every available minute of local time. Hayes and George Allen, program director, continue the formula of developing shows with punch—and selling them.

### HERBERT L. PETTEY



Assuming full charge of WHN during 1939, Herb Pettey has been responsible for the amazing growth of the station during 1939. Setting a new all-time high in billings and steadily improving the program standards of the New York station, Pettey still found time to visit Washington frequently during the year.

### MILTON BIOW



Concentrating on his own advertising agency during the past year, Milton Biow was responsible for the continued success of the Philip Morris Co. account via radio, and also planned the radio drive that introduced Dunhill cigarettes into the American market. Agency was among the top ten in expenditures on MBS in 1938.

### O. B. HANSON



With 1939 marking the kick-off of television, O. B. Hanson was kept on the jump most of the year overseeing NBC's telecasts, and improving the technique constantly. However, the new audio-visual art did not take all his time, as he conducted technical field tests, and studied technical advances of NBC outlets from coast-to-coast.

# AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

## **BLAW-KNOX DIVISION**

OF BLAW-KNOX COMPANY

2038 Farmers Bank Bldg. · PITTSBURGH, PA.

*... Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?*



**BLAW-KNOX**  
VERTICAL  
**RADIATORS**

**VICTOR RATNER**



Appointment of several new sales promotion managers at CBS M. & O. stations, augmenting the CBS sales promotion staff, and coordinating the entire headquarter staff were only a few of matters handled by the CBS director of sales promotion during the

past year. One of the younger execs in radio, Ratner is regarded as one of the most efficient.

**CLAY MORGAN**



Climaxing his third 12th month as a director of public relations for NBC, Clay Morgan during the year was appointed assistant to the president as well. In his new position, Morgan acted as host to NBC visitors from all over the world during 1939, and was instrumental in building good-will for the network.

**A. D. WILLARD, JR.**



Pushing through a grant for 50,000 watts for WJSV, where he is general manager, was only one of the jobs accomplished by Willard in 1939. As Washington outlet for CBS, Willard was kept busy maintaining a thorough war coverage from that point, and also managed to keep the station practically 100 per cent commercial.

**ALFRED H. MORTON**



Completing his first year as an NBC vice-president, A. H. Morton doubled in brass so to speak when he was appointed to handle television activities in addition to his M. & O. station duties. Busy at all times "Doc" Morton has worked quietly, building

and developing new tele technique.

**ROGER W. CLIPP**



Completing his first year as general manager of WFIL, Roger Clipp, decided to devote his entire interest to the Philly outlet, and completed sale of his 50 per cent of WTBO to Arnold Nigron and Edward Pamphilon. Clipp also supervised the 17-station Quaker Network which he formed in 1938.

**LINCOLN DELLAR**



Completing his first year as head of WBT, Dellar saw increased billings, a new rural market created and recognition on a national basis for WBT as fruits of his labors. Last month Dellar tendered his resignation to WBT in order to accept the managership of

KSFO, San Francisco station.

# The Federal Recorder (16" SYMPHONIC MODEL)



is particularly  
well adapted for  
use in Broadcasting  
Studios



## MANY NOW IN SUCCESSFUL USE IN WELL KNOWN STATIONS

• Easy to operate, portable and handy to use, with faithful recordings made economically,—these advantages of the Federal Recorder, "Symphonic" 16 inch Model, make it particularly well adapted for use in broadcasting studios. Many are now in successful use in well known stations throughout the country.

This new professional model includes many new and exclusive improvements, in addition to features generally found only in very expensive commercial recorders, yet it is priced in the easy range of the most modest station.

### Specifications

- **AMPLIFIER**—Of a radically new design with a frequency response and power output superior to any other recording amplifier of comparable cost. Completely shielded, eliminating all possibility of hum due to external pickup by microphone grids.
- **FEED MECHANISM** — Overhead feed mechanism of an entirely original design, with precision ground lead screw. Cuts outside-in 120 lines per inch.
- **CUTTING HEAD**—A permanent magnet cutting head is used, matched to the amplifier.
- **PICKUP**—Specially designed pickup arm, giving absolutely accurate tracking. The car-

tridge is of a crystal type, with a frequency response matched to the cutter. Completely sealed to prevent any damage due to careless handling. Operates at low pressure.

• **TURNTABLE**—Heavy duty, 27-pound steel alloy turntable, assures freedom from "wows" and reduces possibility of slippage. Friction drive with oversized idlers between motor and turntable. Simple adjustment changes speed from 78 to 33 $\frac{1}{3}$  R.P.M.

• **LOUD SPEAKER**—Heavy duty, permanent magnet speaker, mounted in cover of case.

• **MICROPHONE**—Dynamic microphone, adjustable for operation either uni-directional or bi-directional. Complete with floor stand.

### Highest Professional Quality

The Federal is the only recorder checked for tone quality, and speed fluctuations by the Conn Chromatic Stroboscope, which accurately measures sound to 1/100th of a semitone. The unmatched advantages of this Federal Recorder for the highest type recording make it the finest all-purpose recorder ever produced. Write for fully descriptive and illustrated literature. Price, in airplane luggage case, complete with Dynamic microphone and floor stand.....\$399.00

318

# FEDERAL RECORDER CO., INC.

Dept. 3754

50 W. 57th St., New York City

● **DR. LEON LEVY** ●



As president of WCAU, Levy found time to devote much energy and attention to the direction and operation of short wave and television activities, including the installation of directive antennae to Europe and South America at WCAB. Late in

October he filed application for a tele permit.

● **TED C. STREIBERT** ●



Some of the best news in radio came from Ted Streibert, WOR-MBS executive, during 1939 when he announced a return to good health. Watching the continued development of MBS, and being a key figure in WOR kept Streibert busy during the entire year, but he found time to follow the NAB activities with keen interest.

● **DON E. GILMAN** ●



NBC's v.-p. in charge of west coast operations put in a full year in 1939, supervising further expansion of the NBC plant, advocating the further use of transcriptions on the west coast, and keeping in constant touch with developments in his

domain. All-time high in coast billings were traced directly to Gilman's energy during the year.

● **H. LESLIE ATLASS** ●



One of the famous Atlass Brothers who just about run radio in the windy city, Leslie Atlass, in addition to handling the CBS plant in that city, was one of the spearheads in the drive to fill late evening periods with listenable radio fare. He also actually found time to move his family to the country, and become a commuter.

● **DR. LYMAN BRYSON** ●



The end of his third year as CBS chairman of the Advisory Board found Dr. Bryson busy working on the expanded educational set-up being formulated by that network. Much of Bryson's energy was directed towards the further development of the

"American School of the Air," and overseeing the educational programs which were so important at CBS in '39.

● **JOHN BENSON** ●



Serving his eleventh term as prexy of the AAAA, John Benson started off the year with a bang by successfully concluding the AFRA negotiations, and thus averting the threatened strike on commercial radio programs. Benson, the first paid president of the AAAA, was again elected to that office when the annual convention was held last summer.

# INTERNATIONAL ATTRACTIONS, INC.



REPRESENTING

THE FINEST IN TALENT

for

RADIO

STAGE

SCREEN

THEATRES

NIGHT CLUBS



JOHN N. GREENHUT, President

ME 3 { 1232  
1233  
1234

701 Seventh Ave., New York City

• • • **RADIO HISTORY MAKERS OF 1939** • • •

● **H. ALLEN CAMPBELL** ●



Guiding the growth of the Michigan Network and WXYZ did not hinder Campbell from following up his success with the "Lone Ranger" with a new series, "The Green Hornet." Responsible for making Detroit one of the key cities in the

broadcasting industry during the past year, Campbell saw two other MN shows go network during 1938.

● **PAUL MORENCY** ●



In addition to handling the affairs of WTIC, 50,000 watt in Hartford, Paul Morency was extremely active in the NAB during the past year. One of the founders of that organization, Morency was also instrumental in furthering the cause of Broadcast Music, Inc., and acted as a director of the NAB from his district.

● **LINUS TRAVERS** ●



Further building up the Yankee Network as a top-flight regional kept Linus Travers, v.-p. in charge of sales and operations, on the go most of the past year. Working in a quiet, efficient manner Travers divided his attentions between the

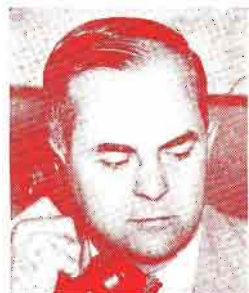
web and WAAB and WNAC in Boston, breaking billing records throughout the entire year.

● **W. B. LEWIS** ●



As CBS vice president in charge of programs, Bill Lewis had his hands full maintaining the schedules of the web during crisis and war times. Dropping his executive cloak, Lewis was on duty day and night with staff members to cover the European situation. He also took time off to act as CBS host at various social functions.

● **HARRY C. WILDER** ●



Celebrating the first anniversary of his newest station, WTRY, Harry C. Wilder, as president of the Central New York Broadcasting Corp., was busy dividing his time between WSYR, WJTN, WNBX and the Troy outlet. Wilder also served as

one of the NAB directors, representing the Second District, which in itself kept him traveling often.

● **HARRISON HOLLIWAY** ●



A veteran of radio since 1911, the general manager of KFI-KECA in 1939 supervised construction of new studios and pushed through an FCC okay for a new frequency, with a total expenditure of \$450,000. One of the most progressive broadcasters on the west coast, Holliday continued to put through new ideas in programming during '39.

# NED WAYBURN

STAGE, SCREEN, RADIO, AND TELEVISION  
PRODUCTION AND INSTRUCTION STUDIOS

*What about YOUR child—and  
how about yourself?*

What are you doing to make it possible for the body to keep pace with the mind? After years of experience a system of training for voice and body has been evolved that has produced miraculous results. Thousands who have benefited by this world famous method are evidence. The man who has devoted a lifetime to developing these amazing and thoroughly tested courses is

## NED WAYBURN

Well Known Broadway Theatrical Producer who staged and helped create the Ziegfeld Follies, and over 600 other successful revues, musical comedies, light operas, motion picture presentations, headline vaudeville productions, dance units, pageants, fashion displays, Junior League shows, and private entertainment for individuals and social and business organizations and who coached, directed and helped up the ladder of fame such glamorous stars as:

George M. Cohan	Jeanette MacDonald
Fred Astaire	Fannie Brice
Eddie Cantor	Mae West
Al Jolson	Grace Moore

*and such new luminaries on the amusement  
horizon of stage, screen, and radio, as*

Claire Luce	George Murphy
Gertrude Niessen	Hal Leroy
Paulette Goddard	Georgie Tapps
Patricia Ellis	Olsen & Johnson

And Hundreds of Others

**FREE AUDITIONS**—and consultations . . . careers and courses cheerfully planned without obligation or charge.

*Call, Write or Phone for Information*

## NED WAYBURN

*New Address*—5 W. 46th St. (near 5th Ave.) New York City  
BRyant 9-1133 Cable Address—YAWDEN

**ENROLL NOW AT LOWEST RATES EVER!**

*Announcing Rounded Class  
or Private Lesson Training  
Courses*

### CHILDREN

Ages from 3 to 16

Regular Saturday Classes

or

**ONCE-WEEKLY AFTER  
SCHOOL**

### ADULTS

Ages from 17 to 77

**MORNING, AFTERNOON  
AND EVENING SESSIONS  
MONDAYS THRU FRIDAYS  
AND  
SATURDAY AFTERNOONS**

- **BALL ROOM DANCE LESSONS**
- Every type of stage dancing Tap, Classical, Acrobatic, Exhibition.
- Singing and rhythmic breathing.
- Speech work. Voice building.
- All phases of dramatic art, including facial make-up.
- Body culture—figure styling. Ladies classes once, twice, five times weekly.
- Home study course in stage dancing.
- Published dance routines.
- Recording service. Practice records.
- Staging for professional and amateur shows.
- Costumes, settings, properties, electrical equipment on rental basis.



● **E. H. GAMMONS** ●



WCCO's general manager rounded out a full year with completion of the station's new 50,000 watt transmitter late in 1939. Early in May Gammons was re-elected head of the 11th District of the NAB; opened new studios in Minneapolis for the station,

was instrumental in the formation of a new rate structure, and started work on a new antenna.

● **MARK WOODS** ●



Duties as vice president and treasurer of NBC kept Mark Woods moving fast during 1939. With the web celebrating its greatest year from a financial viewpoint, Woods still found time to actively participate in the AFM negotiations, AFRA contractual confabs, and towards the end of 1939, join in the tele jurisdictional talks among the unions.

● **ARTHUR PRYOR, JR.** ●



Key man in Batten, Barton, Durstine & Osborn radio, Arthur Pryor holds the position of v.-p. in charge of radio at the agency, and as such is in charge of the heavy air campaigns put on by clients. His latest is "Cavalcade of America" which

returned to the networks early in Jan. He attended NAB confabs and filled speaking engagements.

● **KEN R. DYKE** ●



NBC's Director of National Sales Promotion, in charge of Network Advertising, Promotion and Research. His long experience on the buyer's side of the fence plus two years as Eastern Sales Manager of NBC have given him an unusually keen insight into

what advertisers want. Under his direction, for the first time in NBC history, two distinctly complete advertising campaigns, for the Red and Blue networks respectively, were produced in 1939.

● **WM. A. SCHUDT, JR.** ●



CBS' ace trouble shooter, Bill Schudt completed his first year as general manager of CBS-owned WKRC in Cincinnati by placing the station in the ranks of the top outlets of the country. When CBS sold WKRC, Schudt was recalled to New

York, and after a short Miami vacation, returned to take over management of Columbia Records, Inc., newest CBS subsidiary.

● **HAROLD E. FELLOWS** ●

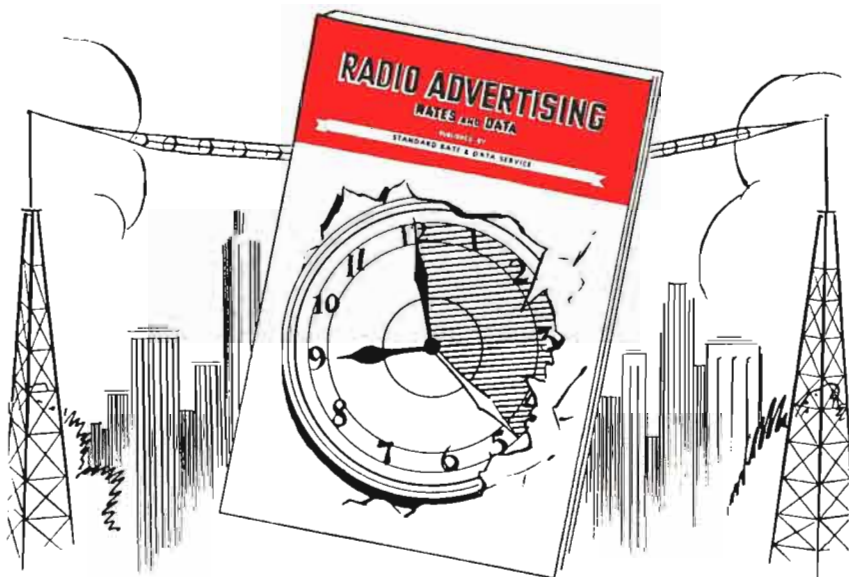


Keeping WEEI among the leaders in Boston was the major job accomplished by Harold Fellows, manager of the station, during 1939. A firm believer in progressive tactics, Fellows started off the year by opening a special training school for his employees, and then followed through with many new and revolutionary program ideas which gained wide acclaim.

---

# WHEN *TIME* IS THE MEDIUM

---



● You have decided to buy *TIME* to put your advertising message on the air! How about rates, power, station equipment, hours available and scores of other points of information you *must* have—just at the moment you are making your selection of stations?

You would naturally have many questions to ask about certain stations . . . you find the answers in **RADIO ADVERTISING**

**RATES & DATA!** It lists the rates, chain affiliations, mechanical facilities, broadcasting hours, closing times, etc., etc., of *every* commercial broadcasting station in the United States and Canada. All the information you need, **IN ONE CONVENIENT, COMPACT SERVICE!**

Revised and issued every month . . . supplementary bulletin service every week.

---

## **SUBSCRIPTION \$15 A YEAR**

---

*Published by*

**STANDARD RATE & DATA SERVICE, INC.**

CHICAGO

333 N. Michigan Avenue

NEW YORK

420 Lexington Avenue

● **JOHN A. KENNEDY** ●



Head of WCHS and the West Virginia broadcasting chain, Kennedy was extremely active in the important matters that faced the NAB since he is on the Executive Committee, Chairman of the Legislative group, as well as head of the 4th District.

He was especially active in BMI proceedings. Billings at WCHS went to a new all-time high during '39.

● **HORTON HEATH** ●



With television coming to the fore, and radio in general marking up a banner year, Horton Heath was kept on the jump handling the RCA tele from the New York's World Fair, actual launching of the visual-sound art, and the forthcoming developments of the new medium following its official introduction.

● **LEO FITZPATRICK** ●



Early in '39 Fitzpatrick hit the headlines when he was appointed executive vice-president of the three Richards stations. In addition to his new duties, Fitzpatrick led WJR to a new all-time high in billings, was instrumental in maintaining the CBS affiliation for

WJR.

● **ISAAC D. LEVY** ●



Most fiery of the Philadelphia Levys, Ike, as he is known to everyone in the industry, continued his stormy methods in effecting a more solidified NAB, watched WCAU climb to the top in the Philadelphia scene, and especially went to bat

for Broadcast Music, Inc.

● **J. L. GRIMES** ●



Proving that a new program idea can be carried through to a successful conclusion, J. L. Grimes, general advertising manager, supervised the steady growth of the Wheeling Steel broadcasts through 1939. Highspot of the all-company programs was a record-breaking appearance at the New York World's Fair last summer.

● **LESLIE W. JOY** ●



Appointment of Griff Thompson as his assistant, participating in NLRB hearings, and guiding KYW, Philadelphia, to a new all-time high in billings, with an increase of 55 per cent in the total gross noted, were a few of the things accomplished by KYW's

general manager during the past year.



1501 BROADWAY, NEW YORK CITY—Tel. Wisconsin 7-6336

**JOHN W. ALICOATE**

*Publisher*

**Don M. Mersereau**

*General Manager*

**Marvin Kirsch**

*Business Manager*

**Ralph Wilk**

*Los Angeles  
Representative*

**M. H. Shapiro**

*Editor*

**Norman Weiser**

*Associate Editor*

**Harold Winter**

*Special Representative*

**Benn Hall**

*Editorial*

**Ted Lloyd**

*Columnist  
Special Writer*

**Robert A. Litzberg**

*Statistician*

**Frances Egger**

*Editorial*

**E. Townsend Swalm**

*Editorial*

*Advertising*

MICHAEL GOODWIN  
ALBERT ASHCROFT  
HELEN K. MORRISON

**Sid Weiss**

*Advertising*

*Circulation*

M. B. ALTSCHULER  
JOHN ANDRUS  
GLADYS ZASORIN

**HOLLYWOOD**

**Ralph Wilk**

6425 HOLLYWOOD BLVD.

TELEPHONE GRANITE 6607

PUBLISHERS OF

**THE RADIO DAILY**



**THE RADIO ANNUAL**

● **HAROLD W. SMITH** ●



The past year was a full one for the president of WOKO - WABY, what with an affiliation with WHAZ effected, the opening of Albany's new Radio City late in the spring, and the continued climb in time billings. A pioneer of radio, Smith late in the

fall applied to the FCC for a facsimile permit for further experimentation.

● **EDWIN W. CRAIG** ●



Despite the complex duties besetting Craig as vice president of a major insurance concern, he again proved a leader in NAB activities during 1939. Figuring prominently in the new Code, IRNA activities, copyright matters and AFM negotiations,

Craig was a constant figure in the radio news of '39.

● **BERENICE JUDIS** ●



One of the few women executives in the industry, Berenice Judis again piloted WNEW to a record year in billings, which makes it a habit. Always on the job, her progressive ideas in the programming of the station have kept WNEW at the top

as one of the favored local New York outlets, both from a client and listener viewpoint.

● **LLOYD YODER** ●



Handling the affairs of NBC managed and owned KPO - KGO in San Francisco, kept Lloyd Yoder occupied until late in the year, when he was shifted to KOA as general manager of that outlet. The success of the San Francisco outlets under Yoder's able management can be seen from the 1939 high billings.

● **ARTHUR SIMON** ●



Completing his first year as general manager of WPEN, Simon, one of the newer executives in the radio field, almost single-handed built the commercial billings up to a new all-time high. Through no fault of Simon's, WPEN proved a powder keg in regard to the AFM situation, yet it was handled as tactfully as possible.

● **EUGENE O'FALLON** ●



One of the most popular executives in the radio picture, O'Fallon, as director of the NAB, and head of the 14th District, was busy in IRNA matters, the organization of Broadcast Music, Inc., and Code problems during the past year. As KFEL prexy, he established a new all-time high in billings, following FCC okay for full time and more power.



2,565,000 Italo-Americans Located in New York, New England and Pennsylvania are waiting to be entertained in their mother tongue. We reach this market.

DRAMA

MUSIC

COMEDY

SCRIPT WRITING

Under the Direction of

*Mr. Syd Leipzig*



• **VINCENT F. CALLAHAN** •



One of radio's most colorful figures, Callahan figured in radio news from the south and north last year. As general manager of WWL, he placed that station in the Black in an industrious sales drive, then resigned to become assistant manager

of WBZ-WBZA where he immediately set one of the largest local sales on record.

• **HAROLD V. HOUGH**



Despite the complex problems facing Hough in his position as manager of WBAP and KGKO, he was more than active in the NAB where he is a member of the executive committee, and a director-at-large. In September he was responsible

for the formation of the Lone Star Chain, which is rapidly growing into a strong regional.

• **WILLIAM F. MALO** •



In his capacity as commercial manager of WDRC, Hartford, Bill Malo was kept on the go during the major portion of the past year. Commuting between Hartford and New York became a weekly feature of his overflowing schedule. Malo

was also busy with the inauguration of frequency modulation transmission at WDRC.

• **E. P. H. JAMES** •



Now in his 13th year as NBC Advertising Manager, E. P. H. James also did some work in television during 1939. In the early spring, he was responsible for the publication of the first booklet on the use of television for advertising purposes, following

this up in May by making the first public announcement (at the New York Sales Executives Club) of NBC's willingness to cooperate with advertisers in the experimental development of sponsored television programs.

• **EDWARD SMITH** •



As radio director of one of the heaviest air advertisers, Ed Smith personally supervised General Mills' radio ventures during the past year, and added several new programs to the nine network shows heard the previous year on the networks. His

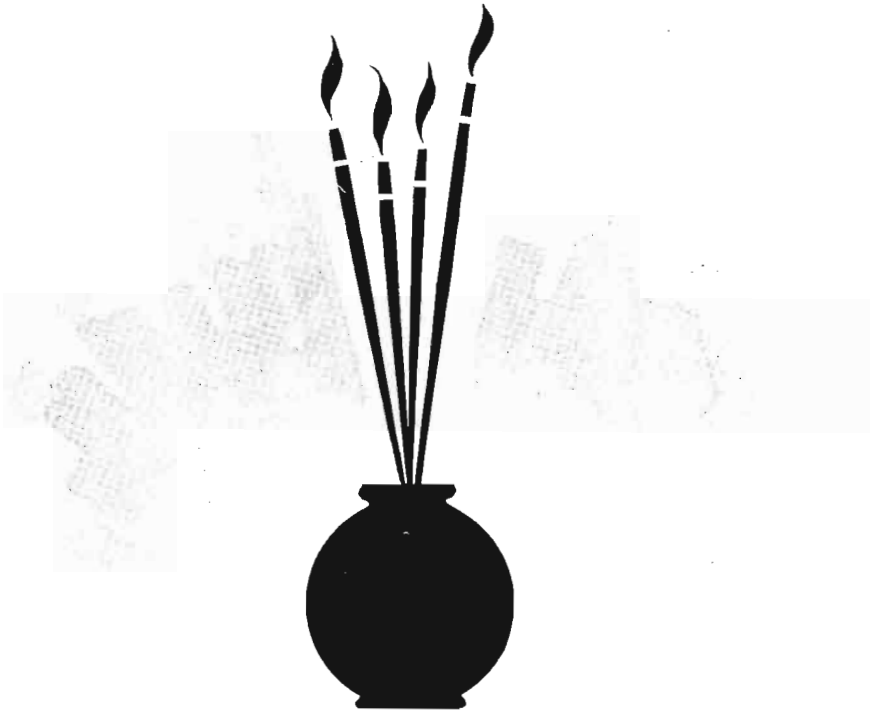
background as producer, announcer and director has been invaluable.

• **GRIFF B. THOMPSON** •



Appointed sales manager of KYW, Philadelphia, last July, Thompson closed the year with the highest billings in the history of the station, and started off the New Year with a 100 per cent hike in billings. Late in the year he was promoted to assistant general manager of the station, and in

addition, continued as sales head.



**HAP HADLEY**

**STUDIO  
OF COMMERCIAL ART**

•

1560 Broadway, N. Y. C. Phone: BRyant 9-4153-4

•

*Catering to the Artistic Needs  
of Radio Advertising*



**RADIO HISTORY MAKERS OF 1939**

**D. H. LONG**



Working in a quite, systematic manner, Dewey Long, WSAI general manager, more than doubled that station's billings during the past year, jumped the station definitely into the Cincinnati limelight. He put through personnel and policy

changes, kept on the move traveling around the country and pushed through a grant for 5,000 watts night power.

**A. E. JOSCELYN**



As head of CBS Radio Sales at the New York headquarters, Joscelyn proved to be a dynamic worker who never rested until a job was completed. After setting a record number of sales during 1939, Joscelyn was rewarded by CBS when he was named manager of WBT, Charlotte, to succeed Linc Dellar, who shifted to KSFO.

**FRANKLIN M. DOOLITTLE**



Aside from his duties as general manager of WDRC in Hartford, Franklin Doolittle was one of the pioneers in the frequency modulation field, and just a few months ago participated in the first network broadcast with F-M. He is one of the directors

of Frequency Modulation Broadcasters, Inc. At WDRC his efforts were rewarded by a continued influx of business. He is regarded as one of New England's most progressive executives.

**HYLA KICZALES**



Bringing to a close a year of most successful management of three stations (WOV-WBIL, New York and WPEN, Philadelphia) Hyla Kiczales started off 1940 with WOY being granted full time and 5,000 watts. However, due to this added

responsibility, Miss Kiczales relinquished her duties as general manager of WPEN. During 1939 she was honored by many prominent organizations for her outstanding work in Americanization.

**ED KIRBY**



One of the busiest men in the industry, Kirby, in connection with the NAB, served as secretary of the Code committee, started the first industry-promotion campaign, arranged initial joint NAB-ANPA confab, sold radio and Code to eight million organized

women, improved relations with educational leaders, made about fifty speeches, and started Bureau of Radio Advertising.

**JOHN GILLIN, JR.**



As general manager of WOW, Omaha, John Gillin was responsible for the progressive radio fare that emanated from that station during 1939, and which saw billings climb steadily. Gillin was active fighting Ascaph in the state legislature and appeared as chief radio witness in the Nebraska anti-Ascaph trial during December.

***Our “call” letters!***

**P E 6 4 7 4 0**

*This is the ...*

**BARNES PRINTING CO., INC.**

*Broadcasting on a wavelength of*

**229 W. 28th Kilocycles (St.)**

*through the courtesy of*

**Gutenberg**

---

*Serving the public 24 hours a day  
for the past 21 years*

*“Commercial”—Printers of Radio Annual for the past 3 years.*

## RADIO HISTORY MAKERS OF 1939

### W. G. H. FINCH



One of the nation's most active facsimile leaders, W. G. H. Finch licensed some thirty broadcasters during 1939, as well as licensing foreign governments and commercial wire companies. Predicting a big year ahead for facsimile, Finch is

readying his Passaic, N. J. plant for added production of facsimile units.

### GEORGE W. TRENDLE



Maintaining a position as one of the top regionals kept George Trendle on the hop during 1939. As head of the King-Trendle hook-up, he was one of the executives who placed Detroit on the map as a radio center, built the "Lone Ranger" and "Green Hornet" programs into major entertainment medias, and set two other coast-to-coast dramatic shows.

### PAUL PETER



Assembling the most complete factual history of Ascap was only one of the jobs accomplished by Paul Peter, NAB Research Director, during 1939. Study was broken down as to power and class of station and market covered. He is joint head of the Bureau of Radio Advertising, and is also working on new methods of market studies.

### BENEDICT GIMBEL, JR.



In addition to his duties as prexy of WIP, Philadelphia, Ben Gimbel managed to devote a great deal of time and energy to local and national problems as well during 1939. Proof of the job done at WIP is evidenced by the fact that business at WIP was at a new all-time high during the last year.

### GUNNAR WIIG



Relieved of his duties as NAB committeeman, Gunnar Wiig devoted most of his energies towards building WHEC into one of the major New York State outlets, with the station enjoying its greatest year in 1939. Wiig has been associated with the station in various capacities since 1927 and is one of the veterans of the industry.

### RALPH ATLASS



The name Atlass, synonymous with radio in the midwest, appeared frequently in the 1939 headlines as Ralph Atlass brought WJJD and WIND into the picture as leading outlets. Brother of Leslie Atlass, CBS boss in the windy city, Ralph was responsible for plenty of action in Chicago during the entire 12 months of '39.

# FACTS OF 1939

FROM THE RADIO DAILY

More than 9,000,000 receiving sets were sold in the past year.

400,000 persons are employed in the radio industry with an annual payroll totaling more than 500 million dollars.

Television transmission was officially launched, and seven new tele stations were authorized, three deleted, raising the total number of stations to 23 at the close of the FCC's fiscal year, June 30, 1939.

Number of network affiliated stations as of Jan. 1, 1940, were: NBC 181 (Red and Blue), CBS 118, and MBS 118.

7,500 applications were received by the FCC during 1939. Of that number, 1,650 requested increased power and facilities, 2,300 for renewals. 8 licenses were cancelled.

More than 375 bills related to the broadcasting industry were introduced in Federal and State legislatures.

Less than 5 per cent of all commercial copy submitted to the FTC by broadcasters in 1939 was found to contain misleading or objectionable material.

Net time sales in 1939 amounted to more than \$131,000,000 it was estimated, with the percentage increase close to 12 per cent.

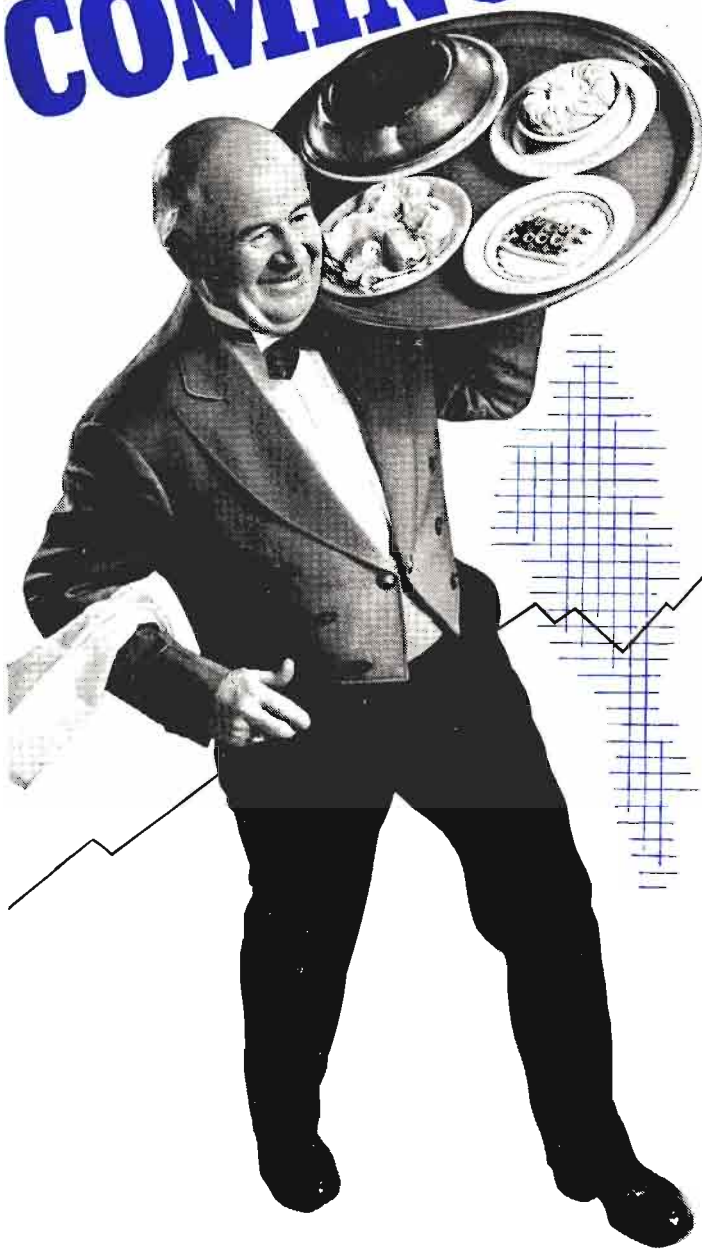
269 broadcasting stations in the United States and its possessions and 26 in Canada had newspaper interests included in their ownership as of Jan. 1, 1940.

Three major networks, for the first time in the history of broadcasting, reported combined gross billings exceeding \$84,000,000.

A nationwide study showed that radio entertainment as a whole, was the most popular with persons in the income bracket of \$2,000-\$3,000 annually.

# COMING UP

A FOUR COURSE FEAST OF SALES




**The NBC Blue Network is the cream in the canny advertiser's coffee. And here's why ...**


# THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!



**Coverage Canape...** With the NBC Blue Network you reach the important sales areas of the nation, with concentration in the "Money Markets"—where 70% of all retail income is located, where 72% of the effective buying income is located, where 73% of all food, 69% of all drugs, 68% of all new cars are sold.



**Economy Entree...** The Blue Network not only gives you coverage that is focussed on the markets with the spending money—but does it at lowest national cost. The Blue's low cost, which is unmatched by any other national medium reaching the home, enables advertisers to "go national" on an exceedingly modest budget.



**Facilities Supreme...** The Blue is up and coming! The network has become a more and more attractive buy for advertisers—because the circulation increases of the Blue, resulting from improvements in facilities, are offered to advertisers at no extra cost!



**Satisfaction Souffle...** The successful job this network has done for many canny, experienced buyers of network time is eloquently expressed in the fact that 70% of 1938 Blue Network advertisers came back for more in 1939—and 16 new ones signed up in the Fall of 1939.

The Blue Network can do a big job for you at low cost. The details are yours for a phone call. National Broadcasting Company. A Radio Corporation of America Service.

## NBC BLUE NETWORK

*Sales through the air with the greatest of ease*



# FEDERAL COMMUNICATIONS COMMISSION



**Headquarters: New Post Office Building, Washington, D. C.**

*Personnel as of January 1st, 1940*

## Commissioners

**JAMES LAWRENCE FLY**

**Chairman**

**PAUL A. WALKER**

**NORMAN S. CASE**

**T. A. M. CRAVEN**

**GEORGE HENRY PAYNE**

**FREDERICK I. THOMPSON**

**THAD H. BROWN**

## Secretary

**T. J. SLOWIE**

### Assistant Secretary

JOHN B. REYNOLDS

### General Counsel

WM. J. DEMPSEY

### Assistants to General Counsel

GEORGE B. PORTER

JAMES A. KENNEDY

WILLIAM C. KOPLOVITZ

### Chief Engineer

EWELL K. JETT

### Assistants to Chief Engineer

ANDREW D. RING

ANDREW CRUSE

E. M. WEBSTER

### Chief Accountant

WILLIAM J. NORFLEET

### Chief, International Division

GERALD C. GROSS

### Chief, Field Division,

### Engineering Dept.

W. D. TERRELL

GEORGE E. STERLING, (*Assistant*)

### Chief, License Bureau

WILLIAM P. MASSING

### Chief, Audits and Accounts

L. A. CORRIDON

### Chief, Supplies

NICHOLAS F. CURETON

### Chief, Duplicating

PAUL H. SHEEHY

### Chief, Minutes

ROBERT HODSON

### Chief, Dockets, Mail and Files

WALTER S. DAVIS

## FIELD FORCE

1. CHARLES C. KOLSTER  
Customhouse, Boston, Mass.
2. ARTHUR BATCHELLER  
748 Federal Bldg.,  
641 Washington St., New York, N. Y.
3. LOUIS E. KEARNEY  
1200 U. S. Customhouse,  
2nd & Chestnut Sts., Philadelphia, Pa.
4. CHARLES A. FLEERT  
Ft. McHenry, Baltimore, Md.
5. EDWARD BENNETT  
402 New P. O. Bldg., Norfolk, Va.
6. GEORGE S. TURNER  
411 Federal Annex., Atlanta, Ga.

- WILLIAM R. FOLEY  
Savannah, Ga.
7. ARTHUR S. FISH  
P. O. Box 150, Miami, Fla.  
PAUL H. HERNDON, JR.  
Tampa, Fla.
8. THEODORE G. DEILER  
Customhouse, New Orleans, La.
9. LOUIS L. McCABE  
404 Federal Bldg., Galveston, Texas.
10. JOE H. McKINNEY  
302 U. S. Terminal Annex, Dallas, Texas.
11. BERNARD H. LINDEN  
1105 Rives-Strong Bldg., Los Angeles, Calif.

# Federal Communications Commission

- WILLIAM E. DOWNEY  
San Diego, Calif.
12. V. FORD GREAVES  
Customhouse, San Francisco, Calif.
13. KENNETH G. CLARK  
207 New Courthouse Bldg., Portland, Ore.
14. L. C. HERNDON  
808 New Federal Bldg., Seattle, Wash.  
STACY W. NORMAN  
Juneau, Alaska.
15. EDWIN S. HEJSEK  
504 Customhouse, Denver, Colo.
16. C. W. LOEBER  
927 Main P. O. Bldg., St. Paul, Minn.
17. WM. J. McDONELL  
927 U. S. Court House, Kansas City, Mo.
18. H. D. HAYES  
246 U. S. Courthouse Bldg., Chicago, Ill.
19. EMERY H. LEE  
1025 New Federal Bldg., Detroit, Mich.
20. FRANK M. KRATOKVIL  
518 Federal Bldg., Buffalo, N. Y.
21. LEE R. DAWSON  
Aloha Tower, Honolulu, T. H.
22. W. D. JOHNSON  
Box 294  
San Juan, Puerto Rico.

## MONITORING STATIONS

BENJAMIN E. WOLF  
Grand Island, Nebr.

IRVING L. WESTON  
Great Lakes, Ill.

## ACCOUNTING OFFICE

LACK E. BUCKLEY  
45 Broadway, New York, N. Y.

### Chief, Technical Division

L. P. WHEELER

### Chief, Docket Section

CHARLES W. WORTHY

### Chief, Classifying and Files

ELDEN J. MILLER

### Chief, Mail and Indexing

DONALD RODIER

### Press Section

GEORGE O. GILLINGHAM

*Director of Information*

MARY O'LESON

*Assistant Chief of Press Section*

## LEGAL STAFF

WILLIAM H. BAUER, *Head Attorney*

### Principal Attorneys

D. H. DEIBLER  
FANNEY NEYMAN  
WALTER D. HUMPHREY  
J. FRED JOHNSON, JR.  
RALPH L. WALKER  
ROSEL H. HYDE  
FRANK B. WARREN  
ROBERT M. COOPER  
P. W. SEWARD

### Senior Attorneys

THEODORE L. BARTLETT  
JAMES D. CUNNINGHAM  
BENEDICT P. COTTONE  
MARSHALL S. ORR

### Assistant Attorneys

ROBERT M. FENTON  
STEPHEN TUHY, JR.  
EUGENE L. BURKE  
JOHN E. WICKER  
MARY ELIZABETH ERICKSON  
VIOLET L. HALEY

### Senior Examiners

GEORGE H. HILL  
TYLER BERRY  
ROBERT L. IRWIN

### Attorneys

ELIZABETH C. SMITH  
ANNIE PERRY NEAL  
JAMES L. McDOWELL  
BASIL P. COOPER  
HUGH B. HUTCHINSON

### Associate Attorneys

MAX H. ARONSON  
GEORGE M. HARRINGTON  
HARRISON T. SLAUGHTER  
JOHN A. HARTMAN, JR.  
FRANKLIN C. SALSBUARY  
HARRY M. PLOTKIN

JAMES G. McCAIN  
RUSSELL ROWELL  
LESTER W. SPILLANE  
JOHN H. LITZELMAN,  
*Assistant Legal Editor*

### Junior Attorneys

MAURICE WHTON



**ENGINEERING STAFF**

*Senior International  
Communications Engineer*  
PHILIP F. SILING

**Principal Engineers**

R. D. JONES  
MANFRED K. TOEPPEN  
EDWIN LEE WHITE  
GEORGE P. ADAIR

**Senior Engineers**

RAYMOND ASSERSON  
A. T. JENKINS  
JOHN A. WILLOUGHBY  
MARION H. WOODWARD  
WILLIAM N. KREBS  
PAUL M. LION

**Engineers**

GEORGE J. DEMPSEY  
RALPH L. CLARK  
KENNETH A. NORTON  
EDWARD W. ALLEN

**Associate Engineers**

JAMES P. BUCHANAN, JR.

L. C. QUAINANCE  
CLURE H. OWEN  
BYRON J. SHIMEALL  
HOWARD C. LOONEY  
CHARLES WILLIAMS  
GEORGE K. ROLLINS  
WAYNE MASON  
WILLIAM C. BOESE  
H. UNDERWOOD GRAHAM  
LESLIE R. BRADY  
GLEN E. NIELSEN  
IVAN H. LOUCKS

**Assistant Engineers**

H. E. BROYLES  
CECIL G. HARRISON  
ROSS BATEMAN

**Engineering Aides**

HAROLD LINK

**Engineer Draftsman**

PAUL A. WARNER

**ACCOUNTING STAFF**

HUGO REYER  
*Assistant Chief Accountant*

**Assistants to Chief Accountant**

RILEY A. GWYNN  
HENRY M. LONG

**Head, Field Division**

MARK S. McCOY

**Head Accountants**

DE QUINCY V. SUTTON  
HENRY F. BUCHANAN

**Principal Accountants**

HARRY TENNYSON  
EUGENE J. WAY  
JAMES B. LOWELL  
EDWARD C. HARTUNG  
ROBERT E. STROMBERG

**SECRETARIAL STAFF**

NATHAN DAVID, . . . . . Secty. to Chairman Fly  
CHARLOTTA GALLAP  
Asst. Secty. to Chairman Fly  
CORWIN R. LOCKWOOD, . . . . .  
Secty. to Comm. Brown  
ROSE L. STOUGH, Asst. Secty. to Comm. Brown  
EDWARD F. McKAY, . . . . . Secty. to Comm. Walker  
LENAH J. FERRO, Asst. Secty. to Comm. Walker  
HENRY M. BARRY, . . . . . Secty. to Comm. Case  
MINNIE SPARKS, . . . . . Asst. Secty. to Comm. Case  
MARGARET L. PRESTON, . . . . .  
Secty. to Comm. Craven  
MIRIAM K. EASTBURN, . . . . .  
Asst. Secty. to Comm. Craven  
ABRAHAM MILLER, . . . . . Secty. to Comm. Payne  
RUTH T. KOPPIALSKY, . . . . .  
Asst. Secty. to Comm. Payne  
GEORGE W. BAINS, . . . . . Secty. to Comm. Thompson  
LAURA L. HOLLINGSWORTH, . . . . .  
Secty. to Mr. Slowie  
PANSY E. WILTSHIRE, Secty. to Mr. Reynolds  
RUTH RITTER, . . . . . Secty. to Chief, License Bur.

PATRICIA M. CROWLEY, . . . . .  
Secty. to Genl. Counsel Dempsey  
ELEANORE M. BROWNE, . . . . .  
Secty. to Asst. Genl. Counsel Porter  
LOUISE L. DUNCAN, . . . . .  
Secty. to Asst. Genl. Counsel Kennedy  
MARGARET HERRELL, . . . . .  
Secty. to Asst. Genl. Counsel Koplovitz  
IRENE M. DURGIN, . . . . .  
Secty. to Chief Engr. Jett  
HELENI MUSTAPARTA, . . . . .  
Secty. to Asst. Chief Engr. Ring  
ROSE E. HAULEN, . . . . .  
Secty. to Asst. Chief Engr. Cruse  
EVA E. HOCUTT, . . . . .  
Secty. to Asst. Chief Engr. Webster  
LILLIAN M. CONLEY, . . . . .  
Secty. to Chief, International Division  
MARY E. POLOSKE, . . . . .  
Secty. to Chief, Field Division  
RUTH H. DRISCOLL, . . . . .  
Secty. to Chief, Technical Division  
FRANCES GROOM, . . . . . Secty. to Chief Accountant

# FCC REVIEW OF PROGRESS IN RADIO FROM 1930—1940

By E. K. JETT,  
Chief Engineer

*Federal Communications Commission*

During the past ten years the broadcasting services have undergone rapid changes, and with each change has come some added improvement in quality of service to the public. It is not possible in the limited space here available to describe all of the important technical changes which have occurred in the field of broadcasting during the past decade; however, it may be of interest to compare some of the important standards, practices and rules which were in effect in 1930 with those which now obtain.

## Standard Broadcasting

In 1930 the standard broadcast band comprised all frequencies between 550 and 1500 kilocycles. At that time, the band was divided into 96 channels, of which 6 were given over for exclusive use by Canada, and 11 for shared use between Canada and the United States. Since there was no formal international agreement regarding the use of frequencies with Cuba and Mexico, the old Radio Commission considered that the remaining 79 channels were available for exclusive use in the United States. The channels were classified as "clear," "regional," and "local." Clear channels were available for stations using power not in excess of 50,000 watts; regional channels for stations up to 1000 watts; and local channels for stations up to 100 watts.

As the year 1940 ushers in a new decade, we find a different situation. The band now includes all frequencies between 550 and 1600 kilocycles, which are divided into 106 channels. Ninety-two of these channels are available for use in the United States by 4 classes of broadcast stations. The three classes of channels generally remain as first projected, i.e., local, regional, and clear channels. There are 6 local channels, 42 regional channels, and 44 clear channels available for use by stations in the United States.

Local channels are assigned to Class IV stations which operate with a maximum power of 250 watts. These stations are designed to render a purely local

service and a great many stations (50 to 100) may be assigned to each channel. Regional channels are assigned to Class III stations which operate with power from 500 watts to 5 kilowatts. This class of station is designed to serve centers of population and the immediate surrounding regions. The territory may extend from 40 to 100 miles in the daytime, but the service areas of the stations are generally much more restricted at night, due to mutual interference. Class III channels are divided into two classes: Class III-A and Class III-B. The Class III-A stations may be authorized to operate with power ranging from 1 to 5 kilowatts and are given greater protection from interference than Class III-B channels, on which the power is limited to 500 watts or 1 kilowatt night, and 5 kilowatts day.

Class I stations are assigned to clear channels and may be authorized to use power from 10 to 50 kilowatts. The purpose of these stations is to serve large centers of population and the large rural areas of the United States. The clear channels are divided into two groups so as to permit, (1) the exclusive operation of Class I stations at night, and (2) simultaneous operation of two or more Class I and also Class II stations. Class II stations are the secondary stations on clear channels which are subjected to such interference as the Class I or dominant stations on the channel may give to them. Their purpose is to make full use of clear channels and permit of more urban service when engineering circumstances permit.

There were no official standards of good engineering practice governing standard broadcast stations in 1930. Today, however, the industry is provided with such standards. They include standards of allocation; field intensities; data required with applications involving directional antenna systems; locations of transmitters; minimum antenna heights; requirements for measurements of power; power rating of vacuum tubes; operating power tolerance; construction, general operation and safety requirements; requirements with respect to indicating instruments; approval of broadcast transmitters, automatic frequency control; frequency monitoring apparatus; and many other important standards which all serve to improve constantly the quality of broadcast service to the public.

### International Broadcasting

The first successful rebroadcasts in the United States of European programs received by short wave took place approximately ten years ago. Since that time international broadcasting has been constantly improved. Programs are now regularly received from all parts of the world and rebroadcasts are being made daily over the networks in the United States.

On May 23, 1939, the Commission approved new rules and regulations governing international broadcast stations which changed their status from experimental to commercial. These stations are licensed for the transmission of broadcast programs for international public reception and are assigned frequencies between 6000 and 26600 kilocycles in accordance with the provisions of the General Radio Regulations, Cairo, 1938. International broadcast stations may transmit sponsored programs, provided the program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction which is being advertised. There are further rules regarding the commercial aspect of international service which are now generally known and will not be repeated herein.

### Television

Ten years ago, the Commission, in its annual report to Congress, stated that "important preliminary information had been obtained" regarding television, and made special reference to "the relative definition of 24-48, and 60-line scanning under various conditions." At that time, all television transmission was carried out on five channels, each 100 kilocycles wide, in the frequency band 2000-3000 kilocycles.

Television is still licensed on an experimental basis; however, this service has been steadily improved and is now receiving the careful consideration of the Commission, with a view to providing rules and standards which may permit the inauguration of a scheduled service to the public.

There are 19 television channels which are divided into two groups, viz.: Group A, including 7 channels, each 6 megacycles wide, between 44 and 108 megacycles; and Group B, including 12 channels between 156 and 294 megacycles.

The Radio Manufacturers Association has recommended certain standards for television operation which are now generally recognized as being suitable for experimental program service to the public. These standards provide for tele-

vision channel width, television and sound carrier spacing, polarity of transmission, frame frequency of 30 per second and a field frequency of 60 per second, interlaced; 441 lines per frame; and other standards including aspect ratio, synchronization, and modulation capability.

In its latest report, the Television Committee, consisting of Commissioner T. A. M. Craven, Committee Chairman, and Commissioners Norman S. Case and Thad H. Brown, reported on the progress which had been made in television since the submission of its first report in May 1939, and stated that a "crucial" stage has been reached. The Committee pointed out that "to date only 7 of the 19 channels available for television have been developed to the point of initial readiness for technical service of any character." Accordingly, the Committee made specific recommendations which embraced the following:

- "1. Greater public participation in experimental operation.
- "2. Construction of more stations by properly qualified applicants.
- "3. Elimination of any regulation which interferes with proper business economic processes.
- "4. Adoption of a license policy for television broadcasters.
- "5. Allocation of the seven lower frequency channels as follows: 3 channels to metropolitan districts in excess of 1,000,000 population; 2 channels to areas of between 500,000 and 1,000,000, and 1 channel for districts of less than 500,000.
- "6. Stimulation of technical development on additional channels now reserved for television.
- "7. Development of program service in conjunction with research and experimentation.
- "8. Establishment of minimum requirements for television transmitters.
- "9. Protection of the public, as far as possible, against loss through obsolescence in receivers.
- "10. Modification of prohibition against commercialism to permit sponsorship on experimental programs, under certain conditions."

### Facsimile Broadcasting

Facsimile broadcasting was only mentioned as a possible service in 1930. Since that time, apparatus has been developed and stations licensed on an experimental basis to provide for the transmission of images of still objects for record reception by the general public.

The rules and regulations of the Commission provide 25 frequencies for facsimile operation. Ten of these frequencies are in the 25 megacycle band, 11 in

the 43 megacycle band, and 4 in the 116 megacycle band. In addition, other broadcast of experimental frequencies may be assigned on an experimental basis, provided a need is given and no interference will be caused to the established services.

Licenses to facsimile broadcasting stations are granted only after a satisfactory showing has been made regarding the program of research and experimentation. The program must include the distribution and operation of a sufficient number of facsimile recorders to obtain information regarding the performance of the service and must also be placed in charge of qualified engineers. As in the case of television, under existing rules, a licensee of a facsimile broadcast station may not make any charge, either directly or indirectly, for the transmission of programs.

### High Frequency Broadcasting Stations

In 1930 the Federal Radio Commission reported to Congress that "above 23,000 kilocycles there exists a wide band of very high frequencies whose characteristics and usefulness are not definitely known and which offers a fruitful field of experimentation." Since that time many thousands of stations have been experimenting in this range of frequencies and specific bands are now allocated to every class of service recognized under the rules and regulations of the Commission.

High frequency broadcast stations are authorized for the experimental transmission of aural programs for reception by the general public. They may be authorized to use frequencies in the following bands: 25.3-27 megacycles; 42-43.5 megacycles; 116.5-118 megacycles and any frequencies above 300 megacycles excluding the amateur band from 400 to 401 megacycles. The specific channels which may be licensed are given in Section 44.04 of the Commission's regulations. It will be noted that two general groups of channels are provided, depending upon the system of modulation used—i.e., amplitude and frequency modulation.

The greatest interest is now being directed toward the service possibilities of frequency modulated broadcast stations. This system of modulation is known to possess characteristics whereby it is possible to reduce the effects of all kinds of disturbances including atmospheric static, electrical noise and background signal interference.

There are, of course, many problems to be considered before frequency or amplitude modulation can be accepted on a regular basis for broadcasting in the ultra high frequency bands. Aside from

the problem of deciding upon which of these systems should be accepted as standard, there is the important problem of allocating sufficient frequencies to accommodate all of the frequency modulated or amplitude modulated stations, as the case may be, which may be necessary to provide a satisfactory program service. In considering this problem, studies should be made with respect to the frequency needs of other services utilizing frequency modulation as well as amplitude modulation. In addition to broadcasting, the other services include television, government, aviation, police, common carrier and amateur.

### High Frequency Broadcast Stations (As of Nov. 27, 1939)

	Frequency Modulation	Amplitude Modulation
Outstanding authorizations	20	34
Applications pending (new stations)	15	1

### Summary

In general, it may be stated that broadcasting, which each year has become a more integrated part of the daily life of the nation largely because of its intimate character as an invited guest in each of the millions of homes for a regular period of time each day, has assumed a greater responsibility in its appreciation of public service with its growth in stature. In 1930 there were 15,000,000 receiving sets in American homes; today, a conservative estimate is 40,000,000 receiving sets.

By way of statistics, the following may be of interest:

	1930	1940
Number of standard broadcast stations	604	813
Number of international broadcast stations	27 <sup>1</sup>	13
Number of television broadcast stations	:	21
Number of facsimile broadcast stations	:	16
Frequency tolerance:		
Standard broadcast	500 cycles	20 cycles
International broadcast	0.05%	0.005%
No. of directional antennas	None	93

<sup>1</sup>In 1930, this class of station was known as "experimental relay broadcast." Since that time, the procedure for licensing international broadcast stations has been changed. All of the frequencies now authorized to be used with one call signal are counted as one station; therefore, the 13 stations now licensed utilize 37 frequencies between 6,000 and 26,600 kc.

<sup>2</sup>In 1930, television and facsimile stations were classed as "experimental visual broadcast stations." There were 30 such stations authorized.

<sup>3</sup>Transmitters installed prior to January 1, 1940 are authorized to be operated within 50 cycles of the assigned frequency until January 1, 1942. After that date, all standard broadcast stations shall be maintained within 20 cycles of the assigned frequency.

<sup>4</sup>0.01% is allowed until January 1, 1941 for the operation of equipment installed prior to January 1, 1940.

---

# FCC PROCEDURE IN REGULATING RADIO

*A summary of broadcasting procedure as followed by the Federal Communications Commission in the regulation of commercial radio in the United States and its possessions.*

---

Problems of neutrality and the role radio would play in a national emergency have recently been added to the chores of the Federal Communications Commission. In the World War there was no broadcast as we know it today: only wireless. Today, in addition to ordinary regulation, the ether waves are necessarily subject to a degree of policing for the preservation of neutrality and in the interest of the national defense.

Broadcasting has grown to the extent that there are now more than 40,000,000 receiving sets in this country, not to mention 800 broadcast stations, and more than 50,000 amateur stations and 5,000 commercial stations. The business of regulating this vast service in the public interest requires a major part of the time of the Commission.

## Early Radio

Before creation of the Commission in 1934, supervision of communications was shared by the Post Office Department, the Interstate Commerce Commission, and the Federal Radio Commission. The latter was set up in 1927 to handle this post-war "baby." The Communications Act of 1934 coordinated administration under a single agency—the Federal Communications Commission — and, at the same time, laid the framework for a national communications policy.

Since that time the Commission has pursued the mandate of Congress as set forth in the Act, as amended:

"For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and world-wide

wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication . . . additional authority with respect to interstate and foreign commerce in wire and radio communication."

## Services

An outstanding contribution to the broadcast industry during the year was revision of the Commission's rules and regulations covering all types of radio services. Chief among these were the rules pertaining to standard broadcast stations, which became effective August 1, 1939. More than 2,500 pages of testimony and more than 200 exhibits were considered as a result of hearings. Incorporated in the general revision were standards of good engineering practice, adoption of which was preceded by a conference with 45 representatives of broadcast equipment manufacturers.

During the year 7,500 applications were received for various types of broadcast stations. Of that number, 1,650 were for new or increased facilities, and 2,300 were renewals. In that same time the Commission heard oral argument in more than 100 broadcast matters, and adopted formal decisions in more than 200 such cases. Inspection was made of 265 broadcast stations, and licenses of eight stations were canceled or otherwise vacated.

## Public Service

Public service is the basic consideration in licensing broadcast stations. "Just as it may be a powerful instrumentality for public good," said the Commission in a recent case, "so a broadcast station has potentialities of causing great public harm, and it is accordingly imperative

that the limited broadcast channels belonging to the public should be entrusted to those who have a sense of public responsibility."

Continued growth in the broadcast field was reflected in the number of new stations and increased facilities authorized by the Commission during the year. Twenty-nine new stations were licensed and 76 applications were denied.

Also of interest was action of the Commission in increasing the license period for standard broadcast stations from six months to one year starting August 1, 1939.

### **Commercial Aspect**

The commercial aspect of broadcasting was attested by reports received by the Commission during the fiscal year which showed that 660 stations, with an investment of \$73,000,000 reported revenues of \$111,000,000 compared with expenses of \$92,500,000, or a net broadcast income of \$19,000,000. These stations employed more than 23,000 persons with an annual payroll of more than \$45,000,000.

During the year a committee of Commissioners sat for 73 days, listened to 100 witnesses, and examined some 700 exhibits and 9,000 pages of testimony with respect to "chain" broadcasting. It was in 1938 that the Commission launched its inquiry into network practices, such as contractual relationship in programs and advertising, competitive practices, and chain policies in general.

### **International**

The Commission's first attempt to define the nature of services to be rendered by international broadcast resulted in the issuance, on May 23, 1939, of certain fundamental rules governing international service. In doing so it adopted a new policy in opening these channels to commercial programs.

The Commission is also charged with carrying out certain provisions of treaties and international agreements to which the United States is a party which relate to communications. It cooperates with other Federal agencies in assisting other American Republics work out mutual radio problems.

### **Field Staff**

The Commission's field staff is particularly valuable in administering and en-

forcing laws, regulations, and international agreements pertaining to radio. This is done through 26 district offices located throughout the United States and its possessions, supplemented by seven monitoring stations, the latter at Atlanta, Baltimore, Boston, Grand Island, Nebraska; Great Lakes, Illinois; San Pedro, California; and Portland, Oregon.

During the year the Commission's administrative procedure was completely revised to eliminate much out-moded red tape. This has meant economy and expediency both for the Commission and for those doing business with it.

### **FCC Unit**

In its early years the Commission functioned with three divisions—Broadcast, Telephone, and Telegraph. Today it operates as a single unit. The Examining Department was abolished in November, 1938. Hearings are now conducted by Commissioners or suitably qualified employees. Effective in November, 1939, an Administrative Board was created to handle routine matters. However, matters of policy are reserved for the Commission as a whole.

The routine of the past year indicates that about four days out of every Commissioner's work-week is spent in personal attendance at formal meetings, informal conference, and hearings.

### **Personnel**

The present Commissioners are: James Lawrence Fly, chairman; Paul A. Walker, Norman S. Case, T. A. M. Craven, George Henry Payne, Frederick I. Thompson, and Thad H. Brown. On April 8 Commissioner Thompson succeeded Eugene O. Sykes, resigned, and, on September 1, Chairman Fly replaced Frank R. McNinch, also resigned.

The Commission is now assisted by a technical and administrative staff operating through four divisions:

Secretary's Office, which has charge of matters of internal administration, plus other routine duties.

Law Department, whose functions include the legal phases of broadcast licensing and regulation, and litigation before the courts.

Engineering Department, whose work embraces the engineering phases of broadcast, supervision of the field staff, and technical and research matters.

Accounting, Statistical and Tariff Department, which handles accounting regulations, compilation and analysis of statistics, and tariff analysis and regulation.

The Commission has slightly more than 400 employees in Washington and less than 200 in the field.

### **Authorizations**

The Communications Act authorizes radio grants without hearing if the Commission is satisfied that such authorization would serve public interest, convenience and necessity. Formerly broadcast grants were subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to hold hearings in virtually all these cases. This often involved needless expense to the parties without disclosing new pertinent information. Under the new practice, if the Commission is satisfied from the evidence before it that a grant is warranted, it proceeds to issue the license, which is final rather than conditional. The new rules fully protect the interests of persons other than the applicant by providing for filing of petitions for reconsideration within a 20-day period.

The Commission formerly required affirmative proof of all items enumerated in applications for hearings. As a result, the paperwork for hearings was extremely burdensome and hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not in controversy. The Commission now limits the issues on which the result of the hearing must turn.

### **Channels**

Under former rules, three classes of standard broadcast channels were defined—clear, regional, and local. The new rules clarify the purpose of each class of channel and, in general, insure the protection of stations operating in these channels. Four general classes of stations are now established, namely:

Class 1—Dominant stations operating

on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances.

Class 2—Secondary stations which operate on a clear channel and designed to operate over a primary service area which is limited by and subject to such interference as may be received from Class 1 stations.

Class 3—Stations which operate on regional channels and designed to render service primarily to a metropolitan district and the contiguous rural area. Class 3 stations are subdivided into two divisions: (a) Stations operating on a regional channel with power of not less than 1 kw. nor more than 5 kw.; (b) Stations operating on a regional channel with power of not less than 0.5 kw. nor more than 1 kw. at night and 5 kw. daytime.

Class 4—Stations operating on a local channel and designed to render service primarily to a city or town and adjacent suburban and rural areas.

### **Conclusion**

Although the broadcast band is extended to 1600 kc., no allocation of stations is proposed in the band 1500 to 1600 kc. except on the frequencies 1530 and 1550 kc. to which special broadcast stations are at present assigned. These stations are now called Class 3 broadcast stations instead of special broadcast stations.

The rules have been made as flexible as possible, as the Commission feels that by this means the fullest usage can be made of the broadcast facilities at the present time as well as providing for the future. Also, the rules have been made general insofar as possible, and all specific requirements, particularly of a technical nature, have been made applicable to change as further broadcast progress is made.

The flexibility of these regulations affords the Commission not only the means to bring about better equalization and distribution of facilities to states and communities, but also an opportunity to permit the exercising of judgment in licensing stations for service in accordance with the needs of a particular region or community.

# 65,000 Active Call Letters Have Been Assigned By FCC

## Study

A study recently completed by the FCC shows that there are now about 65,000 active radio call letter assignments outstanding, exclusive of government stations. Broken down into round figures, this includes some 800 standard broadcast call letters; 600 broadcast other than standard; 400 experimental; 3,800 ship radio; 1,800 aviation radio; 1,100 police radio, etc.

Included in the study is a definite explanation of the dissemination of call letters, i.e., call letters starting with K are, generally, reserved for stations west of the Mississippi, while W precedes call letters of stations east of the dividing line. In instances such as KDKA, Pittsburgh, where the geographical location differs from the ruling, station was licensed prior to the inauguration of the rule.

## Construction

In the granting of call letters for experimental stations, including television and facsimile, the construction is as follows: initial letter is K for outside stations, and W for those within the continental limits of the U. S., followed by number designating the radio district, followed by X which designates experimental, followed by a group of not more than two letters.

Licensing of stations and operators, it is pointed out in the report, now follows a more definite plan. There are still many requests from stations for call letters with significance such as WGN, standing for the World's Greatest Newspaper, and WIOD, for the Wonderful Isle of Dreams.

The assignment of call letters in the United States is governed by international agreement. Under international agreement the first letter or the first two letters of radio call signals indicate the nationality of the station. According to Section 1, Article 14, of the International Radio Conference at Cairo in 1938,

as annexed to the International Telecommunications Convention at Madrid in 1932:

## International

"All stations open to the international service of public correspondence and all aircraft stations not open to the international service of public correspondence, as well as amateur stations, private experimental stations and private radio stations, must have call signals from the international series assigned to each country . . ."

The Cairo convention further provides that when a fixed station in the international service uses more than one frequency, each frequency is designated by a separate call signal used for that country only.

As a general rule, land stations use three letters, ship stations four letters, and aircraft stations five letters. One or two letters and a single figure followed by a group of not more than three letters identify amateur stations and private stations.

## Rulings

The 26 letters of the alphabet, as well as figures (with use of "0" and "1" limited to amateurs) may be used to form call signals. Chief exceptions are combinations beginning with A or B, these two letters being reserved for the International Code of Signals, and combinations which might be confused with distress and other emergency signals, and combinations reserved for certain approved abbreviations.

Says the international agreement further:

"Each country shall choose call signals for its stations from the international series which is allocated to it and shall notify the Bureau of the Union of the call signals which it has assigned to its stations. This notification does not concern the call signals allocated to amateur stations, to private experimental stations, and to private radio stations."



# Allocation of Call

## Letters As Set In Cairo

<i>Call Signals</i>	<i>Country</i>	<i>Call Signals</i>	<i>Country</i>
CAA-CEZ	Chile	ONA-OTZ	Belgium & Colonies
CFA-CKZ	Canada	OUA-OZZ	Denmark
CLA-CMZ	Cuba	PAA-PIZ	Netherlands
CNA-CNZ	Morocco	PJA-PJZ	Curacao
COA-COZ	Cuba	PKA-POZ	Netherlands Indies
CPA-CPZ	Bolivia	PPA-PYZ	Brazil
CQA-CRZ	Portuguese Colonies	PZA-PZZ	Surinam
CSA-CUZ	Portugal	Q	(Abbreviations)
CSA-CXZ	Uruguay	R	U.S.S.R.
CYA-CZZ	Canada	SAA-SMZ	Sweden
D	Germany	SMA-SRZ	Poland
EAA-EHZ	Spain	SSA-SUZ	Egypt
EIA-EJZ	Ireland	SVA-SZZ	Grocece
EKA-EKZ	Japan	TAA-TCZ	Turkey
ELA-ELZ	Liberia	TDA-TDZ	Guatemala
EPA-EQZ	Iran	TEA-TEZ	Costa Rica
ERA-ERZ	Japan	TFA-TFZ	Iceland
ESA-ESZ	Estonia	TGA-TGZ	Guatemala
ETA-ETZ	Ethiopia	THA-THZ	France and Colonies
EUA-EYZ	Japan	TIA-TIZ	Costa Rica
EZA-EZZ	Germany	TJA-TZZ	France and Colonies
F	France and Colonies	U	U.S.S.R.
G	Great Britain	VAA-VGZ	Canada
HAA-HAZ	Hungary	VHA-VNZ	Australia
HBA-HBZ	Switzerland	VOA-VOZ	Newfoundland
HCA-HDZ	Ecuador	VPA-VSZ	British Colonies
HEA-HEZ	Switzerland	VTA-VWZ	British India
HFA-HFZ	Poland	VXA-VYZ	Canada
HGA-HGZ	Japan	VZA-VZZ	Australia
HHA-HHZ	Haiti	W	United States
HIA-HIZ	Dominican Republic	XAA-XFZ	Mexico
HJA-HKZ	Colombia	XGA-XUZ	China
HJA-HMZ	Japan	XVA-XWZ	France and Colonies
HNA-HNZ	Iraq	XXA-XXZ	Portuguese Colonies
HOA-HPZ	Panama	XYA-XZZ	Burma
HQA-HRZ	Honduras	YAA-YAZ	Afghanistan
HSA-HSZ	Siam	YBA-YHZ	Netherlands Indies
HTA-HTZ	Nicaragua	YIA-YIZ	Iraq
HUA-HUZ	El Salvador	YJA-YJZ	New Hebrides
HVA-HVZ	Vatican City	YKA-YKZ	U.S.S.R.
HWA-HYZ	France and Colonies	YLA-YLZ	Latvia
HZA-HZZ	Saudi, Arabia	YMA-YMZ	Danzig
I	Italy and Colonies	YNA-YNZ	Nicaragua
J	Japan	YOA-YRZ	Rumania
K	United States	YSA-YSZ	El Salvador
LAA-LNZ	Norway	YTA-YUZ	Yugoslavia
LOA-LWZ	Argentina	YVA-YWZ	Venezuela
LXA-LXZ	Luxemburg	YXA-YZZ	U.S.S.R.
LYA-LYZ	Lithuania	ZAA-ZAZ	Albania
LZA-LZZ	Bulgaria	ZBA-ZJZ	British Colonies
M	Great Britain	ZKA-ZMZ	New Zealand
N	United States	ZNA-ZOZ	British Colonies
OAA-OCZ	Peru	ZPA-ZPZ	Paraguay
ODA-ODZ	Syria and Lebanon	ZQA-ZQZ	British Colonies
OEA-OEZ	Austria	ZRA-ZUZ	Union of So. Africa
OFA-OJZ	Finland	ZVA-ZZZ	Brazil
OMA-OMZ	Czechoslovakia		

Radio People, in  
order to be well  
informed on what's  
going on in the  
Radio Industry,  
read

# RADIO DAILY

A Publication  
Devoted to the  
Better Interests of  
Commercial Radio  
and Television

SUBSCRIPTION, \$5.00 — FOREIGN, \$10.00  
INCLUDES

RADIO DAILY AND RADIO ANNUAL  
PUBLISHED BY

THE RADIO DAILY

1501 Broadway

New York City

# NATIONAL ASSOCIATION OF BROADCASTERS



**Headquarters: 1626 K. St., N.W., Washington, D. C.**

*Personnel as of January 1st, 1940*

## HEADQUARTERS STAFF

Neville Miller  
*President*  
Edwin M. Spence  
*Secretary-Treasurer*  
Russell P. Place  
*General Counsel*  
Andrew W. Bennett  
*Special Copyright Counsel*  
Edward M. Kirby  
*Director of Public Relations*  
Joseph L. Miller  
*Director of Labor Relations*

Paul F. Peter  
*Director of Research*  
Lynne C. Smeby  
*Director of Engineering*  
Arthur Stringer  
*Institutional Promotion*  
Samuel J. Henry, Jr.  
*Bureau of Radio Advertising*  
Everett L. Revercomb  
*Auditor*

## BOARD OF DIRECTORS

District No.		States Comprising District
1.	Paul W. Morency, General Manager Radio Station WTIC Hartford, Conn.	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
*2.	Harry C. Wilder, President Radio Station WSYR Syracuse, N. Y.	New York
3.	Clifford M. Chafey, President Radio Station WEEU Reading, Pa.	Delaware, New Jersey, Pennsylvania
*4.	John A. Kennedy, President Radio Station WBLK Clarksburg, W. Va.	District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
5.	W. Walter Tison, Director Radio Station WFLA Tampa, Fla.	Alabama, Florida, Georgia, Puerto Rico
*6.	Edwin W. Craig, Vice-President Radio Station WSM Nashville, Tenn.	Arkansas, Louisiana, Mississippi, Tennessee
7.	J. H. Ryan, Vice-President, General Manager Radio Station WSPD Toledo, Ohio	Kentucky, Ohio
*8.	John E. Fetzer, President Radio Station WKZO Kalamazoo, Mich.	Indiana, Michigan
9.	William H. West, General Manager Radio Station WTMV East St. Louis, Ill.	Illinois, Wisconsin
*10.	John J. Gillin, Jr., Manager Radio Station WOW Omaha, Nebr.	Iowa, Missouri, Nebraska

• • • **National Association of Broadcasters** • • •

- |      |   |  |
|------|---|--|
| 11.  | Earl H. Gammons, General Manager<br>Radio Station WCCO<br>Minneapolis, Minn.    | Minnesota, North Dakota,<br>South Dakota   |
| *12. | Herbert Hollister, General Manager<br>Radio Station KANS<br>Wichita, Kans.      | Kansas, Oklahoma   |
| 13.  | O. L. Taylor, General Manager<br>Radio Station KGNC<br>Amarillo, Texas          | Texas  |
| *14. | Eugene P. O'Fallon, President<br>Radio Station KFEL<br>Denver, Colo.            | Colorado, Idaho, Wyoming,<br>Utah, Montana   |
| 15.  | Howard Lane, General Manager<br>Radio Station KFBK<br>Sacramento, Calif.        | Nevada, Hawaii, California<br>(excluding the counties<br>of San Luis Obispo, Kern,<br>San Bernardino, Santa<br>Barbara, Ventura, Los Angeles,<br>Orange, Riverside,<br>San Diego, and Imperial). |
| *16. | Donald W. Thornburg, Vice-President<br>Radio Station KNX<br>Los Angeles, Calif. | Arizona, California (counties<br>of San Luis Obispo, Kern,<br>San Bernardino,<br>Santa Barbara, Ventura,<br>Los Angeles, Orange, Riverside,<br>San Diego and Imperial, only),<br>New Mexico.     |
| 17.  | C. W. Myers<br>Radio Station KOIN<br>Portland, Ore.                             | Alaska, Oregon, Washington   |

\* Term expires in 1940.

**DIRECTORS-AT-LARGE**

◆ ◆  
**Large Stations**

Harold Hough, General Manager  
Radio Station WBAP  
Fort Worth, Texas

Frank M. Russell, Vice-President  
Radio Station WRC  
Washington, D. C.

**Medium Stations**

George Norton, Jr., President  
Radio Station WAVE  
Louisville, Ky.

Don S. Elias, General Manager  
Radio Station WWNC  
Asheville, N. C.

**Small Stations**

John Elmer, President  
Radio Station WCBM  
Baltimore, Md.

Harry R. Spence, General Manager  
Radio Station KXRO  
Aberdeen, Wash.

**COMMITTEES**

**Executive**

Paul W. Morency, Hartford, Conn.  
Harry C. Wilder, WSYR, Syracuse,  
N. Y.  
John A. Kennedy, WBLK, Clarksburg,  
W. Va.  
Edwin W. Craig, WSM, Nashville,  
Tenn.  
Herbert Hollister, KANS, Wichita,  
Kans.  
John Elmer, WCBM, Baltimore, Md.  
Neville Miller, NAB, Washington, D. C.

**Accounting**

Chairman—C. T. Lucy, WRVA, Richmond, Va.  
H. W. Batchelder, WFBR, Baltimore,  
Md.  
S. R. Dean, CBS, New York, N. Y.  
E. J. Gluck, WSOC, Charlotte, N. C.  
N. J. Kidd, WSYR, Syracuse, N. Y.  
Harry F. McKeon, NBC, New York,  
N. Y.

**Code Compliance**

Chairman — Edgar L. Bill, WMBD,  
Peoria, Ill.

## National Association of Broadcasters

Secretary—Edward M. Kirby, NAB, Washington, D. C.

Martin B. Campbell, WFAA, Dallas, Texas.

E. K. Cargill, WMAZ, Macon, Ga.

Walter J. Damm, WTMJ, Milwaukee, Wis.

Earl J. Glade, KSL, Salt Lake City, Utah.

Edward Klauber, CBS, New York, N. Y.

Don Searle, KOIL, Omaha, Nebr.

Calvin J. Smith, KFAC, Los Angeles, Calif.

Theodore C. Streibert, MBS, New York, N. Y.

Niles Trammell, NBC, New York, N. Y.

### Committee of Six of Federal Radio Education Committee

Chairman—Levering Tyson, National Advisory Council on Radio in Education, Inc., New York, N. Y.

Hadley Cantril, Princeton University, Princeton, New Jersey.

Dr. W. W. Charters, Ohio State University, Columbus, Ohio.

Neville Miller, National Association of Broadcasters, Washington, D. C.

John F. Royal, National Broadcasting Company, Inc., New York, N. Y.

Frederick A. Willis, Columbia Broadcasting System, New York, N. Y.

### Committee to Consider Question of Affiliation of State Organizations

Chairman—W. Walter Tison, WFLA, Tampa, Fla.

Ralph R. Brunton, KJBS, San Francisco, Calif.

Martin B. Campbell, WFAA, Dallas, Texas.

Dietrich Dirks, KTRI, Sioux City, Ia.

Richard H. Mason, WPTF, Raleigh, N. C.

Leonard Reinsch, WHIO, Dayton, Ohio.

John Shepard, 3rd, The Yankee Network, Boston, Mass.

### Committee to Study Question of Associate Memberships in NAB

Chairman—John J. Gillin, Jr., WOW, Omaha, Nebr.

Earl H. Gammons, WCCO, Minneapolis, Minn.

Eugene P. O'Fallon, KFEL, Denver, Colo.

### Copyright

Edwin W. Craig, WSM, Nashville, Tenn.

Walter J. Damm, WTMJ, Milwaukee, Wis.

John Elmer, WCBM, Baltimore, Md.

Gregory Gentling, KROC, Rochester, Minn.

Edward Klauber, CBS, New York, N. Y.

Lenox Lohr, NBC, New York, N. Y.

Clair McCollough, WGAL, Lancaster, Pa.

John Shepard, 3rd, The Yankee Network, Boston, Mass.

Theodore C. Streibert, MBS, New York, N. Y.

Harold Wheelahan, WSMB, New Orleans, La.

I. R. Lounsberry, WGR, Buffalo, N. Y.

### Engineering

Chairman—\*John V. L. Hogan, WQXR, New York, N. Y.

\*E. K. Cohan, Columbia Broadcasting System, New York, N. Y.

J. H. DeWitt, Jr., WSM, Nashville, Tenn.

William G. Egerton, KTSA, San Antonio, Texas.

John E. Fetzer, WKZO, Kalamazoo, Mich.

\*O. B. Hanson, National Broadcasting Company, Inc., New York, N. Y.

\*Albert E. Heiser, WLVA, Lynchburg, Va.

Herbert Hollister, KANS, Wichita, Kans.

Porter Houston, WCBM, Baltimore, Md.

Paul A. Loyet, WHO, Des Moines, Iowa.

\*Paul de Mars, WNAC, Boston, Mass.

Carl J. Meyers, WGN, Chicago, Ill.

\*J. R. Popple, WOR, New York, N. Y.

John T. Schilling, WHB, Kansas City, Mo.

William H. West, WTMV, East St. Louis, Ill.

\*Member of Executive Engineering Committee.

### Finance

Chairman — Harold Hough, WBAP, Fort Worth, Texas.

Earl H. Gammons, WCCO, Minneapolis, Minn.

John Shepard, 3rd, Yankee Network, Boston, Mass.

### Labor

Chairman — Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.

Ralph R. Brunton, KJBS, San Francisco, Calif.

Don S. Elias, WWNC, Asheville, N. C.

Earl J. Glade, KSL, Salt Lake City, Utah.

George W. Norton, Jr., WAVE, Louisville, Ky.

J. H. Ryan, WSPD, Toledo, Ohio.

Lloyd C. Thomas, KGFV, Kearney, Neb.

### Legislative

Chairman—John A. Kennedy, WBLK, Clarksburg, W. Va.

Harry C. Butcher, WJSV, Washington, D. C.

Edwin W. Craig, WSM, Nashville, Tenn.

William B. Dolph, WOL, Washington, D. C.

John Elmer, WCBM, Baltimore, Md.

Luther L. Hill, KRNT, Des Moines, Iowa.

Frank M. Russell, WRC, Washington, D. C.

Theodore C. Streibert, Mutual Broadcasting System, New York, N. Y.

**Committee of Cooperation Between  
Press, Radio and Bar**

Harry C. Butcher, WJSV, Washington, D. C.

Louis G. Caldwell, Attorney, Washington, D. C.

Philip G. Loucks, Attorney, Washington, D. C.

Neville Miller, NAB, Washington, D. C.

Frank M. Russell, WRC, Washington, D. C.

**NAB—RMA Committee  
For the NAB**

Chairman — Neville Miller, National Association of Broadcasters, Washington, D. C.

Edward Klauber, Columbia Broadcasting System, New York, N. Y.

I. R. Lounsberry, WGR-WKBW, Buffalo, N. Y.

H. Bliss McNaughton, WTBO, Cumberland, Md.

Theodore Streibert, Mutual Broadcasting System, New York, N. Y.

Ed Kirby, NAB, Washington, D. C.

**For the RMA**

Chairman—James M. Skinner, Philadelphia Storage Battery Company, Philadelphia, Pa.

Henry C. Bonfig, RCA Manufacturing Company, Inc., Camden, N. J.

Powell Crosley, Jr., The Crosley Corporation, Cincinnati, Ohio.

Com. E. F. McDonald, Jr., Zenith Radio Corporation, Chicago, Ill.

A. S. Wells, Wells-Gardner Company, Chicago, Ill. (ex-officio member).

**Research**

Chairman—\*Arthur B. Church, KMBC, Kansas City, Mo.

H. K. Carpenter, WHK, Cleveland, Ohio.

John V. L. Hogan, WQXR, New York, N. Y.

\*Paul Keston, Columbia Broadcasting System, New York, N. Y.

\*J. O. Maland, WHO, Des Moines, Iowa.

George Roeder, WCBM, Baltimore, Md.

\*Roy C. Witmer, National Broadcasting Company, Inc., New York, N. Y.

Ex-officio — Paul F. Peter, National

Association of Broadcasters, Washington, D. C.

\*Neville Miller, National Association of Broadcasters, Washington, D. C.

\*Committee of five representing NAB on the Joint Committee on Radio Research. Mr. Miller is chairman of this group.

**Sales Managers**

Chairman—William R. Cline, WLS, Chicago, Ill.

**District 1**

William Malo, WDRC, Hartford, Conn.

**District 2**

Clifford M. Taylor, WBEN, Buffalo, N. Y.

**District 3**

Lester W. Lindow, WCAE, Pittsburgh, Pa.

**District 4**

John H. Dodge, WRC, Washington, D. C.

**District 5**

Maurice Coleman, WATL, Atlanta, Ga.

**District 6**

Vernon Anderson, WJBO, Baton Rouge, La.

**District 7**

Edward Y. Flanagan, WSPD, Toledo, Ohio.

**District 8**

Ford Billings, WGL, Ft. Wayne, Ind.

**District 9**

Charles Calev, WMBD, Peoria, Ill.

**District 10**

Karl Koerper, KMBC, Kansas City, Mo.

**District 11**

Barney Lavin, WDAY, Fargo, N. D.

**District 12**

Ellis Atteberry, KCKN, Kansas City, Kans.

**District 13**

Sam Bennett, KGKO, Fort Worth, Texas.

**District 14**

W. E. Wagstaff, KDYL, Salt Lake City, Utah.

**District 15**

Wilt Gunzendorfer, KSRO, Santa Rosa, Calif.

**District 16**

Wilbur Eickelberg, KHJ, Los Angeles, Calif.

**District 17**

Loren B. Stone, KIRO, Seattle, Wash.

**Wage and Hour Act Committee**

Acting Chairman—Joseph L. Miller, National Association of Broadcasters, Washington, D. C.

H. W. Batchelder, WFBR, Baltimore, Maryland.

William B. Dolph, WOL, Washington, D. C.

John V. L. Hogan, WQXR, New York, N. Y.

C. T. Lucy, WRVA, Richmond, Virginia.

# Station Members of the National Ass'n of Broadcasters

## Active Members

- |                              |                             |                           |
|------------------------------|-----------------------------|---------------------------|
| WAAB—Boston, Mass.           | WDAY—Fargo, N. D.           | WHIO—Dayton, Ohio         |
| WAAF—Chicago, Ill.           | WDBJ—Roanoke, Va.           | WHK—Cleveland, Ohio       |
| WAAT—Jersey City, N.J.       | WDBO—Orlando, Fla.          | WHKC—Columbus, Ohio       |
| WABC—New York, N. Y.         | WDGY—Minneapolis,<br>Minn.  | WHLS—Port Huron, Mich.    |
| WABI—Bangor, Me.             | WDNC—Durham, N. C.          | WHO—Des Moines, Iowa      |
| WABY—Albany, N. Y.           | WDRC—Hartford, Conn.        | WHOM—New York, N. Y.      |
| WAGF—Dothan, Ala.            | WDSU—New Orleans, La.       | WHP—Harrisburg, Pa.       |
| WAIR—Winston-Salem,<br>N. C. | WDWS—Champaign, Ill.        | WIBA—Madison, Wisc.       |
| WAPO—Chattanooga,<br>Tenn.   | WDZ—Tuscola, Ill.           | WIBG—Glenside, Pa.        |
| WATL—Atlanta, Ga.            | WEAF—New York, N. Y.        | WIBW—Topeka, Kans.        |
| WATR—Waterbury, Conn.        | WEAN—Providence, R. I.      | WIBX—Utica, N. Y.         |
| WAVE—Louisville, Ky.         | WEBQ—Harrisburg, Ill.       | WICC—Bridgeport, Conn.    |
| WAWZ—Zarephath, N. J.        | WEEI—Boston, Mass.          | WIL—St. Louis, Mo.        |
| WBAL—Baltimore, Md.          | WEEU—Reading, Pa.           | WIND—Gary, Ind.           |
| WBAP—Fort Worth, Tex.        | WELL—Battle Creek,<br>Mich. | WINS—New York, N. Y.      |
| WBAX—Wilkes-Barre, Pa.       | WEMP—Milwaukee, Wisc.       | WIOD—Miami, Fla.          |
| WBBM—Chicago, Ill.           | WENR—Chicago, Ill.          | WIP—Philadelphia, Pa.     |
| WBCM—Bay City, Mich.         | WENY—Elmira, N. Y.          | WIRE—Indianapolis, Ind.   |
| WBEN—Buffalo, N. Y.          | WEW—St. Louis, Mo.          | WIS—Columbia, S. C.       |
| WBEO—Marquette, Mich.        | WEXL—Royal Oak, Mich.       | WISN—Milwaukee, Wisc.     |
| WBIG—Greensboro, N. C.       | WFAA—Dallas, Tex.           | WJAC—Johnstown, Pa.       |
| WBLK—Clarksburg,<br>W. Va.   | WFAM—South Bend, Ind.       | WJAG—Norfolk, Nebr.       |
| WBNS—Columbus, Ohio          | WFAS—White Plains,<br>N. Y. | WJAR—Providence, R. I.    |
| WBNX—New York, N. Y.         | WFBG—Altoona, Pa.           | WJBK—Detroit, Mich.       |
| WBOW—Terre Haute,<br>Ind.    | WFBL—Syracuse, N. Y.        | WJBL—Deatur, Ill.         |
| WBRC—Birmingham, Ala.        | WFDF—Flint, Mich.           | WJBO—Baton Rouge, La.     |
| WBRV—Waterbury, Conn.        | WFBM—Indianapolis, Ind.     | WJMS—Ironwood, Mich.      |
| WBT—Charlotte, N. C.         | WFBR—Baltimore, Md.         | WJR—Detroit, Mich.        |
| WBZ-WBZA—Boston,<br>Mass.    | WFIL—Philadelphia, Pa.      | WJSV—Washington, D. C.    |
| WCAE—Pittsburgh, Pa.         | WFLA—Tampa, Fla.            | WJTN—Jamestown, N. Y.     |
| WCAO—Baltimore, Md.          | WGAL—Lancaster, Pa.         | WJW—Akron, Ohio           |
| WCAU—Philadelphia, Pa.       | WGAR—Cleveland, Ohio        | WJZ—New York, N. Y.       |
| WCAX—Burlington, Vt.         | WGBF—Evansville, Ind.       | WKBH—La Crosse, Wisc.     |
| WCBA—Allentown, Pa.          | WGBI—Scranton, Pa.          | WKBN—Youngstown,<br>Ohio  |
| WCBM—Baltimore, Md.          | WGES—Chicago, Ill.          | WKBO—Harrisburg, Pa.      |
| WCBS—Springfield, Ill.       | WGH—Norfolk, Va.            | WKBZ—Muskegon, Mich.      |
| WCCO—Minneapolis,<br>Minn.   | WGL—Fort Wayne, Ind.        | WKOK—Sunbury, Pa.         |
| WCHS—Charleston,<br>W. Va.   | WGN—Chicago, Ill.           | WKRC—Cincinnati, Ohio     |
| WCKY—Covington, Ky.          | WGPC—Albany, Ga.            | WKZO—Kalamazoo, Mich.     |
| WCLE—Cleveland, Ohio         | WGR-WKBW—Buffalo,<br>N. Y.  | WLAC—Nashville, Tenn.     |
| WCLO—Janesville, Wisc.       | WGTM—Wilson, N. C.          | WLAP—Lexington, Ky.       |
| WCLS—Joliet, Ill.            | WGY—Schenectady, N. Y.      | WLAW—Lawrence, Mass.      |
| WCOL—Columbus, Ohio          | WHAI—Greenfield, Mass.      | WLBC—Muncie, Ind.         |
| WCOP—New York, N. Y.         | WHAM—Rochester, N. Y.       | WLBZ—Bangor, Me.          |
| WCOU—Lewiston, Me.           | WHAS—Louisville, Ky.        | WLLH—Cambridge, Mass.     |
| WCSC—Charleston, S. C.       | WHAT—Philadelphia, Pa.      | WLNH—Laconia, N. H.       |
| WCSH—Portland, Me.           | WHB—Kansas City, Mo.        | WLS—Chicago, Ill.         |
| WDAE—Tampa, Fla.             | WHBC—Canton, Ohio           | WLVA—Lynchburg, Va.       |
| WDAF—Kansas City, Mo.        | WHBF—Rock Island, Ill.      | WLW—Cincinnati, Ohio      |
| WDAN—Danville, Ill.          | WHBL—Sheboygan, Wisc.       | WMAL—Washington,<br>D. C. |
| WDAS—Philadelphia, Pa.       | WHBY—Green Bay, Wisc.       | WMAQ—Chicago, Ill.        |
|                              | WHDL—Olean, N. Y.           | WMAS—Cambridge,<br>Mass.  |
|                              | WHFC—Cicero, Ill.           | WMAZ—Macon, Ga.           |
|                              |                             | WMBD—Peoria, Ill.         |
|                              |                             | WMBH—Joplin, Mo.          |

**National Association of Broadcasters**

- WMBI—Chicago, Ill.  
 WMBR—Jacksonville, Fla.  
 WMC—Memphis, Tenn.  
 WMEX—Boston, Mass.  
 WMFD—Wilmington, N. C.  
 WMFR—High Point, N. C.  
 WMIN—St. Paul, Minn.  
 WMMN—Fairmont, W. Va.  
 WMP5—Memphis, Tenn.  
 WMT—Cedar Rapids, Iowa  
 WNAC—Boston, Mass.  
 WNAX—Yankton, S. D.  
 WNBX—Springfield, Vt.  
 WNEL—San Juan, P. R.  
 WNEW—New York, N. Y.  
 WOAI—San Antonio, Tex.  
 WOC—Davenport, Iowa  
 WOKO—Albany, N. Y.  
 WOL—Washington, D. C.  
 WOLS—Florence, S. C.  
 WOPI—Bristol, Tenn.  
 WOR—New York, N. Y.  
 WORC—Worcester, Mass.  
 WOW—Omaha, Nebr.  
 WPAR—Parkersburg, W. Va.  
 WPAX—Thomasville, Ga.  
 WPRO—Providence, R. I.  
 WPTF—Raleigh, N. C.  
 WQAM—Miami, Fla.  
 WQDM—St. Albans, Vt.  
 WQXR—New York, N. Y.  
 WRAK—Williamsport, Pa.  
 WRAL—Raleigh, N. C.  
 WRBL—Columbus, Ga.  
 WRC—Washington, D. C.  
 WRDW—Augusta, Ga.  
 WREC—Memphis, Tenn.  
 WRGA—Rome, Ga.  
 WRJN—Racine, Wis.  
 WRNL—Richmond, Va.  
 WROK—Rockford, Ill.  
 WRTD—Richmond, Va.  
 WRUF—Gainesville, Fla.  
 WRVA—Richmond, Va.  
 WSAI—Cincinnati, Ohio  
 WSAL—Salisbury, Md.  
 WSAR—Fall River, Mass.  
 WSAZ—Huntington, W. Va.  
 WSB—Atlanta, Ga.  
 WSFA—Montgomery, Ala.  
 WSGN—Birmingham, Ala.  
 WSIX—Nashville, Tenn.  
 WSJS—Winston-Salem, N. C.  
 WSM—Nashville, Tenn.  
 WSMB—New Orleans, La.  
 WSOC—Charlotte, N. C.  
 WSPD—Toledo, Ohio  
 WSPR—Springfield, Mass.  
 WSTP—Salisbury, N. C.
- WSUN—St. Petersburg, Fla.  
 WSYB—Rutland, Vt.  
 WSYR—Syracuse, N. Y.  
 WTAD—Quincy, Ill.  
 WTCN—Minneapolis, Minn.  
 WTAG—Worcester, Mass.  
 WTAM—Cleveland, Ohio  
 WTAR—Norfolk, Va.  
 WTBO—Cumberland, Md.  
 WTEL—Philadelphia, Pa.  
 WTHT—Hartford, Conn.  
 WTHC—Hartford, Conn.  
 WTMJ—Milwaukee, Wis.  
 WTMV—East St. Louis, Ill.  
 WTOC—Savannah, Ga.  
 WTRC—Elkhart, Ind.  
 WVFW—Brooklyn, N. Y.  
 WWJ—Detroit, Mich.  
 WWL—New Orleans, La.  
 WWNC—Asheville, N. C.  
 WWRL—Woodside, N. Y.  
 WWVA—Wheeling, W. Va.
- KABR—Aberdeen, S. D.  
 KALB—Alexandria, La.  
 KALE—Portland, Ore.  
 KANS—Wichita, Kans.  
 KARM—Fresno, Calif.  
 KAST—Astoria, Ore.  
 KATE—Albert Lea, Minn.  
 KBTM—Jonesboro, Ark.  
 KCKN—Kansas City, Kans.  
 KCMO—Kansas City, Mo.  
 KDFN—Capes, Wyo.  
 KDKA—Pittsburgh, Pa.  
 KDLR—Devil's Lake, N. D.  
 KDON—Monterey, Calif.  
 KDYL—Salt Lake City, Utah  
 KECA—Los Angeles, Cal.  
 KELO—Sioux Falls, S. D.  
 KERN—Bakersfield, Calif.  
 KREX—Portland, Ore.  
 KFAB—Lincoln, Nebr.  
 KFBB—Great Falls, Mont.  
 KFBI—Abilene, Kansas  
 KFBX—Sacramento, Calif.  
 KFDM—Beaumont, Texas  
 KFEL—Denver, Colo.  
 KFH—Wichita, Kans.  
 KFI—Los Angeles, Calif.  
 KFIZ—Fond du Lac, Wis.  
 KFJB—Marshalltown, Iowa  
 KFJI—Klamath Falls, Ore.  
 KFNF—Shenandoah, Iowa  
 KFPY—Spokane, Wash.  
 KFRO—Longview, Texas  
 KFRU—Columbia, Mo.  
 KFSD—San Diego, Calif.
- KFVS—Cape Girardeau, Mo.  
 KFXD—Nampa, Idaho  
 KFXJ—Grand Junction, Colo.  
 KFXM—San Bernardino, Calif.  
 KFYO—Lubbock, Texas  
 KFYR—Bismarck, N. D.  
 KGBX—Springfield, Mo.  
 KGCU—Mandan, N. D.  
 KGCX—Wolf Point, Mont.  
 KGEZ—Kalispell, Mont.  
 KGGF—Coffeyville, Kans.  
 KGHL—Billings, Mont.  
 KGIR—Butte, Mont.  
 KGKB—Tyler, Texas  
 KGKO—Fort Worth, Tex.  
 KGKY—Scottsbluff, Nebr.  
 KGLO—Mason City, Iowa  
 KGMB—Honolulu, Hawaii  
 KGNC—Amarillo, Tex.  
 KGNF—North Platte, Nebr.  
 KGNO—Dodge City, Kans.  
 KGO—San Francisco, Calif.  
 KGOV—Missoula, Mont.  
 KHJ—Los Angeles, Calif.  
 KIEM—Eureka, Calif.  
 KIEV—Glendale, Calif.  
 KIRO—Seattle, Wash.  
 KJBS—San Francisco, Calif.  
 KJR—Seattle, Wash.  
 KLRA—Little Rock, Ark.  
 KLS—Oakland, Calif.  
 KLLX—Oakland, Calif.  
 KMA—Shenandoah, Iowa  
 KMBC—Kansas City, Mo.  
 KMED—Medford, Ore.  
 KMJ—Fresno, Calif.  
 KMMJ—Grand Island, Nebr.  
 KMO—Tacoma, Wash.  
 KMOX—St. Louis, Mo.  
 KMPC—Beverly Hills, Calif.  
 KNX—Los Angeles, Calif.  
 KOA—Denver, Colo.  
 KOAM—Pittsburg, Kans.  
 KOCY—Oklahoma City, Okla.  
 KOH—Reno, Nev.  
 KOIL—Omaha, Nebr.  
 KOIN—Portland, Ore.  
 KOMA—Oklahoma City, Okla.  
 KOMO—Seattle, Wash.  
 KONO—San Antonio, Tex.  
 KOOS—Marshfield, Ore.  
 KOY—Phoenix, Ariz.  
 KPAB—Laredo, Texas  
 KPDN—Pampa, Texas  
 KPFA—Helena, Mont.  
 KPMC—Bakersfield, Calif.



KPO—San Francisco, Cal.	KSL—Salt Lake City, Utah	KUTA—Salt Lake City, Utah
KPOF—Denver, Colo.	KSLM—Salem, Ore.	KVI—Tacoma, Wash.
KPRC—Houston, Texas	KSO—Des Moines, Iowa	KVOD—Denver, Colo.
KQW—San Jose, Calif.	KSOO—Sioux Falls, S. D.	KVOO—Tulsa, Okla.
KRE—Berkeley, Calif.	KSRO—Santa Rosa, Calif.	KVOS—Bellingham, Wash.
KRGV—Weslaco, Texas	KS'P—St. Paul, Minn.	KWBG—Hutchinson, Kans.
KRIS—Corpus Christi, Texas	KTAR—Phoenix, Ariz.	KWK—St. Louis, Mo.
KRMD—Shreveport, La.	KTFI—Twin Falls, Idaho	KWKH—Shreveport, La.
KRRR—Roseburg, Ore.	KTKC—Visalia, Calif.	WKNO—Winona, Minn.
KRNT—Des Moines, Iowa	KTMS—Santa Barbara, Calif.	KWOC—Poplar Bluff, Mo.
KROC—Rochester, Minn.	KTOK—Oklahoma City, Okla.	KWYO—Sheridan, Wyo.
KROY—Sacramento, Calif.	KTRH—Houston, Texas	KXA—Seattle, Wash.
KRSC—Seattle, Wash.	KTSA—San Antonio, Tex.	KXL—Portland, Ore.
KSAL—Salina, Kans.	KTSM—El Paso, Texas	KXOK—St. Louis, Mo.
KSAN—San Francisco, Calif.	KTUC—Tucson, Ariz.	KXRO—Aberdeen, Wash.
KSEI—Pocatello, Idaho	KUOA—Siloam Springs, Ark.	KXYZ—Houston, Texas
KSFO—San Francisco, Calif.		KYSM—Mankato, Minn.

### New Applications to Be Approved by Board of Directors

WALR—Zanesville, Ohio	WTJS—Jackson, Tenn.
WAYX—Waycross, Ga.	WJLS—Beckley, W. Va.
WBRE—Wilkes-Barre, Pa.	KBND—Bend, Ore.
WCMI—Ashland, Ky.	KFAC—Los Angeles, Cal.
WCOV—Montgomery, Ala.	KFAM—St. Cloud, Minn.
WFMJ—Youngstown, Ohio	KGY—Olympia, Wash.
WGRC—New Albany, Ind.	KOWH—Omaha, Nebr.
WIBC—Indianapolis, Ind.	KQV—Pittsburgh, Pa.
WILM—Wilmington, Del.	KSUN—Lowell, Ariz.
WKAQ—New York, N. Y.	KVAN—Vancouver, Wash.
WLOR—Lima, Ohio	KVNU—Logan, Utah
WLTH—New York, N. Y.	KVOA—Tucson, Ariz.
WPAY—Portsmouth, Ohio	KWFT—Wichita Falls, Texas
WWSW—Pittsburgh, Pa.	KYOS—Merced, Calif.
WBAB—Atlantic City, N. J.	KFDA—Amarillo, Texas
WGBR—Goldsboro, N. C.	KGER—Long Beach, Calif.
WJHL—Johnson City, Tenn.	KFPW—Ft. Smith, Ark.
WMBG—Richmond, Va.	KOVO—Provo, Utah
WAPI—Birmingham, Ala.	KVGB—Great Bend, Kans.
WJRD—Tuscaloosa, Tenn.	KDRO—Sedalia, Mo.
WCHV—Charlottesville, Va.	KGFL—Roswell, N. M.
	KOBH—Rapid City, S. D.
	KVFD—Ft. Dodge, Iowa
	KTSW—Emporia, Kans.

# **Departments and Activities of National Ass'n of Broadcasters**

The National Association of Broadcasters is an organization whose membership is made up of representatives of radio stations licensed to operate broadcasting stations in the United States and its possessions.

Any duly licensed radio broadcasting station is eligible for membership. In February, 1938, the NAB—as it is known in abbreviated form—was reorganized. Seventeen geographical sections of the United States were laid out, and from each of these seventeen districts a director to represent the district was chosen by the broadcasters residing therein, to become a member of the Board of Directors of the NAB. The reorganization further provided that six additional directors be elected at large, by the annual convention. The Board, in turn, selected a permanent president and a full-time staff to administer the industry's affairs nationally. Delegated power and policy remain, however, in the hands of the individual broadcasters assembled in national convention, whose combined individual votes determined the industry's major policies and NAB activities.

Before every department, every commission, every committee of Congress, the NAB acts as spokesman for American radio. More than this, it acts as interpreter of Federal activities, issues digests and reports so that broadcasters may be kept abreast of developments on the Washington scene, carefully evaluates new legislation and new regulations. The NAB likewise represents the interests of American broadcasting stations at such international radio conferences as the North American Conference in Mexico City and World Radio Conferences at Lisbon and Budapest.

## **Labor Relations**

The NAB set up its Labor Relations Department in May, 1938, to foster friendship between the broadcasting industry and organized labor. Joseph L. Miller, for many years labor editor of the Associated Press, was appointed director.

The department deals with all problems involving broadcasting stations and labor—both personnel problems and problems concerning labor programs on the air. The department advises all member stations on the application of labor laws to their employees; furnishes information and advice with regard to collective bargaining; and keeps the membership informed of all labor developments affecting the industry.

The director's principal work, however, has been to mediate in countless minor disputes between labor unions and broadcasting stations. In this field the director has been singularly successful. During the first year of the department's existence, there was not a single strike in the industry or a single complaint carried by a labor union to the FCC.

## **Research Department**

Recognition that research can materially contribute to the success of broadcasting caused the Board of Directors to establish the office of Research Director as a vital part of the Association. The director maintains contact and relations with organizations engaged in radio research and cooperates with the government departments concerned with radio and business information.

The work of this department dovetails into all NAB activities in that its collection, analysis and dissemination of facts supplies the raw materials for the other departments.

Information gathered by the NAB Research Department is instantly available in usable form to members. This is essential to an industry accustomed to move at incredible speed.

An important function of the department is to develop the values of research as a management tool. Proper research methods are being developed so that NAB member stations will be able to gather pertinent facts with which to gauge the success of station operation in all its departments. Naturally, in

this work, the Research Department is readily available to the membership for research counsel.

Constant effort is made to expand and improve the existing store of information on radio set ownership, listening habits of the radio audience and other fundamental data on the broadcasting industry. In this work contact is maintained with the research heads of advertiser organizations and advertising agencies.

### **Promotion Department**

As one of the concluding steps of its reorganization plan as specified by its board of directors, NAB established an industry wide promotion department.

It deals with the Radio Manufacturers Association, co-sponsors of the NAB-RMA campaign, radio service groups, radio distributors, utilities, broadcasting stations and other organizations. Some phases of the work are closely allied to NAB's department of public relations.

During the year three nation wide promotions were launched. "Open House," the spring promotion, brought hundreds of thousands of visitors to radio stations. Millions of other radio listeners heard the story of the American system of broadcasting and the facts of our dictatorless radio over independent stations and networks.

The theme, "Listen While You Play," came along in the early summer. New portable sets increased summer time listening by millions. Sharply increased purchases of auto radios also contributed.

Coincident with the launching of the 1940 radio season by set manufacturers was the "Curtain Raiser" campaign which was conducted during the last week of September and early October, 1939. It covered the entire country, Maine to Honolulu.

The year's final promotion was "Radio Christmas," an effort which materially assisted in increasing the number of receiving sets in the United States to between forty-four and forty-six millions.

In a number of cities NAB members, in cooperation with local chapters of the Radio Servicemen of America and radio distributors, solicited older radios from listeners, repaired them and then gave the sets as Christmas gifts to the less fortunate.

### **The Bureau of Radio Advertising**

The NAB has long recognized the importance of radio's commercial side

through the existence of the NAB Sales Managers' Division. This recognition has now been given new emphasis with the establishment of the Bureau of Radio Advertising.

The Bureau is designed to promote radio as an advertising medium. Its work takes two major forms: 1. To provide the industry with facts and figures of a promotional nature and in other ways to assist stations to sell more time in the national and local fields. 2. To cooperate with broadcasters and others in increasing the effectiveness of radio advertising.

Special efforts are made to develop certain untapped fields of business for stations, and to combat the claims and challenges of competing media. The Bureau is also charged with protecting members from the so-called "time chiselers"—and from advertisers who seek to place business on a percentage or "cost-per-inquiry" basis. It acts as a buffer against exorbitant publicity and merchandising requests by sponsors.

In cooperation with the NAB Sales Managers' Committee, of which William R. Cline, commercial manager, WLS, Chicago, is chairman, the Bureau formulates its plans and policies for furthering the commercial aspects of the industry.

### **Broadcast Music, Inc.**

Broadcast Music, Inc., has been incorporated for the purpose of developing a music pool. It is sponsored by the NAB, but will be managed by an independent board of directors, representing the entire industry, and will be staffed by an executive and assistants experienced in the music business.

All radio stations, whether members of NAB or not, were invited to become stockholders of the corporation at a cost equal to 50 percent of the station's total payments to ASCAP in 1937. This amount has been apportioned one fifth to stock and four fifths for license, and is payable in pre-arranged and equitable installments. In registering its stock issue before the Securities and Exchange Commission in November, Broadcast Music, Inc. stated that it would license performing rights in musical and literary material to the broadcasters. A deadline of Feb. 1st, 1940, was set for broadcasters to subscribe to the issue and at a meeting of the board of directors held Feb. 8. BMI was voted operative as of this day.

# **Annual Report of Neville Miller, President.**

## **National Association of Broadcasters**

*As Presented to the 1939 NAB Convention.*

In a recent radio talk, President Roosevelt quoted a portion of George Washington's Farewell Address which reads as follows:

"Promote then as an object of primary importance, institutions for general diffusion of knowledge. \* \* \* In proportion as the structure of a government gives force to public opinion, it is essential that public opinion be enlightened."

In speaking of radio, President Roosevelt then added, "It is hard for me to conceive of any method of diffusing knowledge that would more exactly meet the purpose our first President had in mind, although radio had not been dreamed of in his time."

Realizing the important part radio plays today in the public life and as a means of diffusion of knowledge, you can readily understand that I considered it a high honor and a privilege to accept the presidency of this Association and to join with you, the broadcasters of America, in fulfilling the responsibility which we necessarily assume as guardians of a force of such potential power in our daily life. It is my privilege today to render an accounting of the trust which you confided to my care approximately one year ago.

Many have been the problems which I have analyzed during the past twelve months. It has been my purpose to approach each problem with an understanding and tolerant attitude, and without prejudice or bias, to give equal attention and regard for the position of every person or group within our membership. Believing that the president of this Association must know and enjoy the confidence of the entire membership, I have travelled 35,000 miles attending district meetings, committee meetings and upon other business of the Association. After much travel and study, I am convinced that our problems cannot be explained by the presence of villains nor solved by heroes, but that there lies within our membership the ability and the cooperative spirit to solve all of our problems, provided—and this is of the greatest importance—we are willing to present a united front and to repose confidence in those whom you may select as your representatives so that their negotiations may enjoy a certain secrecy of movement, and it will not be required that every step

which they propose to take, every move they propose to make, be exposed to unfriendly eyes and exploited during the early stages of the negotiations. Those with whom I have talked, at recent meetings which we have held, convince me that today, more than ever before, radio is united by bonds of common interest and during this convention and afterwards may we guard that solidarity as a precious jewel.

### **A Brilliant Radio Record**

American broadcasting has completed another year of brilliant accomplishment and of striking public service. No other broadcasting service in the world even approached its record. We know this is because of those social and economic differences which distinguish the American system from that of all others. Through the American system we have been able to lavish millions of dollars on entertainment and talent for the enjoyment of the American people. We have contributed substantially to their educational, religious and cultural enrichment. And at not one cent of program cost to the listener. And more than this, we have been free to keep our countrymen informed as to what was going on, in this country, and in other countries. The contributions made by American broadcasters during this war-torn year, especially during the Munich crisis, demonstrated the blessings of our radio democracy and give promise that through such a system of radio as the American system, the peoples of the world may some day be encircled by the bonds of brotherhood, and not forever enslaved in the shackles of hate.

There is more to the record: Again American radio lent its great voice in the saving of human life and in the alleviation of human suffering. Especially was this true during the New England disaster when our New England stations dropped schedules and threw commercial considerations overboard to save lives, to rescue women and children from the ravages of a cruel disaster. Let it be said that our American stations were "not called upon to serve"; they were already there, ready to serve, before any one needed to "call" them. This is in the American radio tradition.

During the year you have been kept advised of headquarters activities through the NAB Reports, and detailed informa-

tion is available in the annual reports of the members of the staff and of the committees, which have just been published for submission to you.

Our staff has worked diligently, and with good results. This being our first year, considerable time has been spent in organization and in foundation work. I think we have laid a solid foundation and one that will stand to serve us throughout the years ahead. Without in the least disparaging this year's work, I am confident that future years' work will produce even better results.

The members of the Executive Committee, of the Board of Directors, and of the various committees, have given unsparingly of their time and have accomplished much. I wish at this time to publicly express my appreciation to all of them for their work and for the cheerful spirit of cooperation which they have exhibited at all times.

### **Legislation**

Legislation, both Federal and local, has occupied much of our time. Radio being a young industry and one in which all are interested, it is natural that many laws would be proposed. In studying each law, in appearing before committees and in discussing the subjects with various interested groups, we have asked only that radio's story be heard, that opportunity be given us to present pertinent facts and figures, and that as a new, growing industry, no laws be enacted which would place radio in a straight-jacket and prevent our natural development. Due to the loyal support of the industry as a whole, and to the consideration shown us by the lawmakers and the public, we can report that during the year no adverse legislation of any major importance affecting radio was enacted. Our NAB Legislative Committee deserves the thanks of every member for its steadfast work. The most serious threat is embodied in the proposed International Copyright Treaty now on the Senate Executive Calendar. Copyright experts tell us that if the United States becomes an adherent to the International Copyright Union before we obtain an amendment to our domestic law, we may expect chaos in the broadcasting industry. This is a subject which deserves the serious consideration of every broadcaster and one of the most important Headquarters is handling.

### **Copyright**

Soon after I assumed office in July, I quickly found that the question of mu-

sical copyright was our most vital internal industry problem. Certainly the subject of copyright is one discussed whenever two broadcasters are together, and it is one to which we have directed our energies during the past year. The first definite assignment given me upon my assumption of office was in connection with the Bureau of Copyrights. After many consultations with many interested parties, we worked out an agreement with Lang-Worth by which the industry is given an opportunity to develop a library of tax-free music. Although we all realize that this plan does not offer a complete solution to our copyright problem, we do believe that this plan and the Davis and Schwegler plan are steps in the right direction; and I recommend them to your sympathetic consideration.

Believing that it is of the utmost importance that our negotiations with ASCAP be concluded long in advance of the expiration of our present contracts, a committee representative of the entire industry was appointed last March. This committee has given serious and careful deliberation to the copyright question and will report to this convention Wednesday afternoon. May I urge you to be present at that meeting and to give this committee's report your thoughtful consideration.

### **Self-Regulation and the Code**

Much has been said during the past year about self-regulation. Believing it is a subject which deserves the most careful consideration by this industry, a committee was appointed to thoroughly explore the subject and this afternoon that committee will present to this convention the results of its work in the form of a proposed code. Failure on our part to set in motion self-regulation in the industry will strengthen the demand of those favoring governmental regulation of programs and will stimulate the confidence of those within the industry who believe they can operate their stations without concern for the best interests of the industry as a whole. Every violation of program ethics by the few brings condemnation down upon the heads of the majority. This is a condition we wish to remedy through voluntary self-regulation. If we believe in self-regulation, then let us try it while the opportunity to do so still is ours.

### **Labor Relations**

The labor record of the broadcasting industry is truly a remarkable record. A survey by the Federal Communications

Commission shows that the average weekly payroll envelope of 18,359 full-time employees with or without union contracts contained \$45.20, the highest pay-check of any industry in the country.

One of the most progressive steps this industry took was in the establishment of a Department of Labor Relations last year. The work of this department has been outstanding. Under the capable and seasoned direction of its director, Joseph L. Miller, our relations with the organized ten million in American labor continue on excellent terms. Our labor director acts as labor's spokesman in the industry, and as broadcasting's spokesman in the labor movement.

Only two complaints have been filed with the National Labor Relations Board against member stations. Both of these were settled amicably, eliminating the necessity of the Board's decision. There has not been a single strike or lock-out in the industry during the past year. Again I say this is a remarkable record. Few other industries have as clean a slate on compliance with the Wagner Act. And despite certain injustices, the industry has complied strictly with the Federal Wage and Hour Act.

Labor programs on the air have been a source of some irritation, but not a single complaint against a member station has been filed with the FCC by a labor union during the past year. Such complaints as arose were handled to the satisfaction of all by your Labor Relations Director. Our thanks then to Joe Miller for a job well done.

### Legal

It has been the purpose of the Legal Department to assist members and their lawyers in all legal problems covering the entire field of radio where the questions did not involve matters between broadcasting stations themselves. Questions presented by members during the past year ranged from the common garden variety type to intricate problems of law: Pure Food and Drug Act, Social Security, Communications Act, interpretations of contracts such as the ASCAP license, questions of copyright, fair trade practices, lottery, postal regulations, taxes, broadcasting of phonograph records. All in all involving over 750 detailed discussions of legal problems, including more than 150 legal opinions.

The Legal Department, too, has kept up with the 344 bills introduced in Federal and State legislatures since January, 1939, which directly or indirectly

affected broadcasting. This work has been under the direction of Andrew W. Bennett, counsel. I know that all broadcasters here join me in extending our thanks to Andy for his painstaking and thorough work during the past year.

### Litigation

During the year, there have been a number of instances when the result of pending litigation would establish precedents of far-reaching effect to the entire industry. In each instance your Association has appeared by special counsel to present the industry viewpoint, and to emphasize the importance of the decision.

The right to broadcast phonograph records is of great importance to many stations and therefore this Association, through Stuart Sprague as special counsel, filed a brief as *amicus curiae* in the suits brought by Paul Whiteman and RCA Manufacturing Company against Station WNEW. No decision has been rendered in that suit as yet. (*Ed. Note: Since Mr. Miller's report the case was decided against the station in the lower courts and has been taken on appeal to higher court.*)

The liability of a radio station for alleged slanderous remarks made during a program by one not an employee of the station was raised in the case in Pennsylvania of Summit Hotel Company vs. National Broadcasting Company. We believed this question of such importance that we retained William A. Schnader as special counsel to intervene on behalf of the industry. We entertain high hopes for a favorable decision in this case.

Philip G. Loucks appeared as special counsel for the NAB at the hearings before the Commission on the proposed rules governing broadcast station operation and the standards of good engineering practice.

At the present time, Swagar Sherley is appearing as special NAB counsel at the hearing on the international short-wave broadcast rules which is scheduled to take place July 14, immediately following this convention. We take the position that the rules involved limit the right of free speech and constitute censorship of program material, in violation of Section 326 of the Communications Act. This strikes at the foundation of American radio, and the National Association of Broadcasters would be remiss in its duty to both itself and the public if we permitted it to go unchallenged and uncorrected.

## Public Relations

In years gone by, broadcasters suffered seriously from the lack of a comprehensive public relations policy based upon an over-all industry viewpoint.

The results of the work of our Public Relations department is already visible in a wider diffusion and appreciation of radio's story among all classes of listeners. At 3,500 key points upon which public opinion revolves, it has established direct and friendly contact with editors and publishers; church people and ministers; teachers and pupils; leaders of the cultural, civic and political life of our nation. It has turned out needed printed material and found interested readers for it in the tens of thousands. And it succeeded in devising a formula to start the long-awaited promotion of radio through the medium of radio itself.

Our relations with educators, with religious bodies, with women's groups and others have improved to a point of cordiality. Our relations with the press, long in need of improvement through neglect and perhaps oversight, have been developed into a new understanding and relationship. This culminated last April in the first joint conference between representatives of the NAB and the president and representatives of the American Newspaper Publishers Association. Our relations with industry and advertisers and advertising agencies have been cultivated. We are happy to report a deeper appreciation on their part of some of your problems, outside the realm of advertising, which the broadcaster must bear. This was especially apparent in the friendly two-way discussions we had with them recently, concerning the proposed code.

We are pleased to report, too, a new service in this field: the establishment of the new Bureau of Radio Advertising, whose frequent market and trade studies, and presentations of broadcasting will give American radio the national promotional drive it needs to insure and develop the economic stability of our industry.

This work has been under the energetic direction of Ed Kirby. In a nutshell, his job has been to make friends and to promote radio. I think he has done it and done it well.

## Research Activities

In setting up a Research Department last year, the Association fulfilled a determination to meet industry problems

with facts. We had for too long, I believe, been operating without adequate information both about ourselves and about others. Without information and figures, we had no way in which to make comparisons; we had no yardstick to measure our position and to guide our future actions whether it be negotiating contracts, answering charges of self-seeking pressure groups, measuring our trade position as an advertising media, meeting competing statements from competing media, and so on through the roster of our industry's activities.

Our Research Director has worked most diligently this year to equip us with such facts. As a key to all studies made, he has grouped all stations by channel and operating classification, and city-size classification. From this he is able to intelligently survey the industry on almost any subject, and give us detailed classification break-downs upon which fair and accurate comparisons may be based.

This technique has been especially valuable in uncovering extremely valuable information which is of vital importance in negotiations with ASCAP, SESAC and AMP.

The Director of Research has been conscious of the burden placed upon stations in answering the great many questionnaires and inquiries coming from the Commission and other government bodies, and from numerous other outside individuals and organizations. However, let me point out the need for full cooperation with all surveys sent out from Headquarters. The surveys which have been sent out, covering ASCAP, copyright, the volume of hard liquor and beer advertising, the amount of time being given away for outside exploitation, and others, have enabled Headquarters and your various committees to more successfully protect your interests.

The Research Department has already uncovered a gold-mine of information for us; and to Paul Peter, its able director, I convey your thanks and mine for the year's work.

## Engineering Problems

Radio itself presents many engineering problems. Add to these problems raised by television and facsimile, and it can be easily understood that our Engineering Committee has been very busy during the past year.

The hearings on the Proposed Rules and Standards of Good Engineering Prac-

tice were held June 6, 1938. Mr. John V. L. Hogan, the chairman of our committee, presented the case for the NAB. On the basis of this hearing, the Commission wrote a voluminous report which we have had analyzed. Certain exceptions were found to be necessary and these specific points were presented by Mr. Philip Loucks, as special counsel, last June 1 (1939).

In an industry founded upon scientific law, latest and up-to-the-minute information is absolutely necessary. This the NAB Engineering Department undertakes to give you.

An analysis of the effect of the proposed new FCC standards of allocation has been made and will be published shortly. The NAB Engineering Handbook is in the process of revision.

Several meetings with other organizations have been found necessary; such as the meeting with the Council of Physical Therapy of the American Medical Association. An attempt is being made through informal conference with the Civil Aeronautics Authority and the FCC, to develop some method by which a broadcaster would have an opportunity of presenting his case and of analyzing the reasons for having his antennae system refused because of possible danger to aircraft.

To Mr. Hogan and the members of the NAB Engineering Committee, and to Mr. R. M. Wilmotte, who has acted as our Engineering Director, we extend our thanks for a fine year of unselfish work.

So much for the past. May I have your indulgence first to take an accounting, and then to look briefly into the future.

This Association is seventeen years old and that brief span covers the development of commercial radio. This morning you will have a report of the financial standing and membership of the Association, to be given you by our Secretary-Treasurer, Mr. Edwin M. Spence. Mr. Spence has had a busy year keeping up with the expanding activities of your Association. He is well known to all of you, and I know you join me in expressing our thanks for the thorough job he has done in the past year.

I will not duplicate what Mr. Spence is going to tell you, but I think it is very significant to point out that at the present time the membership of the NAB numbers 422 active members and 3 non-active members, or a total of 425. These in turn are made up of 250 network affiliated stations and 159 independent radio stations.

During at least one-half of that time American business has been experiencing

the effects of a business depression, and yet the American people have invested the fabulous sum of four and one-half billions of dollars in radio receivers. Each year more and more people have purchased radio sets because they wanted to listen more and more, until today there are in the United States 40,800,000 radio receiving sets owned and used by 28,000,000 American families. American listeners own more than one-half of all the radio sets in the world. Radio, today a welcome visitor in the homes of 81 per cent of American families, has become a tremendous force in our life.

As a direct contribution to the industrial life of America, radio broadcasting has an annual payroll of over \$45,000,000, furnishing employment to more than 23,000 people.

Consider what your program service has done in creating the demand for more and better radio sets, giving employment to 323,000 others in factories, wholesale and retail stores. Who can measure the full contribution American radio is making every day in the year in the movement of commerce, in selling goods and in keeping factories open, in serving both American labor and American agriculture? For let our critics not forget that American radio makes jobs as well as swing music.

These above are only a few of the many facts which are available to show that radio has done a good job, that the American people have placed upon your work their stamp of approval and that radio is making a worthwhile contribution to both the social and economic life of America.

You have given this country the finest broadcast service in the world and you have justified the wisdom of Congress in setting up American radio on a private and competitive basis. No greater testimony could be given you, than the fact that one hundred million people listen, every day and every night, to programs you produce. I again congratulate you on the splendid job you have done.

And yet somehow, because of radio's success, we have become targets for certain self-seeking groups who come from the outside seeking plunder. They have been attracted like moths to a flame because they have the mistaken idea that radio is rolling in riches, and that they should exact their tribute while the boom is on. Let me point out to them that there is a limit to the expenses and demands which may be heaped upon radio without sucking its very life blood away, without depriving it of the resources needed for program building and tech-



nical development. When 240 stations out of 660, as shown by recent FCC figures for 1938, fail to derive enough revenue to pay their actual expenses, including depreciation, it is time to give serious thought to the future.

I think our friends of "Broadcasting" magazine stated the case very well in the editorial in the current issue. I am going to take the liberty of repeating portions of that editorial and commend its serious consideration by every member of this industry, as well as those outside this industry, who seek to devise ways and means to exact further tribute from us.

I quote:

"It's about time to puncture those tall tales about the radio treasure chest—glib stories telling how a government franchise, so-called, automatically makes a streamlined Midas out of the broadcaster.

"\* \* \* Let's look at the record while others, in and out of the government, prate loosely about radio rolling in wealth.

"The broadcaster quotes a rate for his time. A sale is made, and 15 per cent of that rate, often plus a 2 per cent cash discount, goes to the advertising agency. That's the first deduction.

"Then usually there is another 15 per cent to the national representative handling spot business; or on local business there is an equivalent commission to agency or salesman or both.

"Then ASCAP takes its 5 per cent of revenue, whatever the source of income, after deduction of one sales commission, usually the agency's.

"Then AFM, for employment of musicians, levies what amounts to a guarantee of another 5 per cent of the station's gross revenues.

"Then there are the miscellaneous fees—smaller copyright-owner units, for employment benefits, etc. These, conservatively, will total another 5 per cent.

"All of this adds up to about 47 per cent, as we figure it, of fixed overhead the moment a sale is made. Add to this general operating costs (including expenses entailed in Washington, such as legal and technical fees and responses to FCC questionnaires) and then take into account Federal and State taxes. Accountants tell us that income, corporate, social security, unemployment, intangible, sales excise and other levies mean an average radio management tax burden of at least 30 per cent.

"We could go on, but we're already a bit giddy about the whole business. Yes, broadcasting is a good business. But—dollar for dollar, hour for hour, watt for watt, it has more than its share of fiscal worries, Federal, State and local."

I believe the time has arrived when we can no longer continue to fight a long series of rear-guard actions attempting unsuccessfully to halt a steady advance of increasing demands. The time has come when we must make our stand and see the battle through.

And, lastly, may I speak briefly of our relationship with the Government. Eighteen months ago, the radio industry was torn asunder by internal troubles. Today your Association, with a membership of 422, comprising about 95 per cent of all commercial broadcasters, is truly representative of the industry and can speak for the industry. Let it be our hope that we can sit down with the Government and across the table discuss radio's problems. May it be that the President's recent statement that other than necessary technical regulation, "in all other respects, radio is as free as the press," and the action of the Commission in extending the licenses to one year, are indications that we are at last about to find the stability so vitally needed by American radio; that vague fears and shadowy intimidations will once and for all be removed from this industry, that we shall be accorded the same confidence by the Government itself as is already accorded us by the public itself.

We have serious business to consider at this convention. We will be called upon to think deeply and to think broadly. We will be called upon to exercise vision and to deliberate for the best interests of an entire industry. If we have met the issues within, we can present a united front without; if warring within ourselves, we should forever go forth with fear in our hearts.

I think I know the mind and heart of the American Broadcasters. Despite your complex problems and the unrelenting drive of competition which makes our American System of Broadcasting outstanding in the world, you, nevertheless, have remained good stewards in the public interest. And, if I read your minds and hearts aright, this Convention will go down in the record as one of rededication to the American listeners; as a milestone of mutual trust and cooperation for the common good, and as a signal that Radio's front has, at last, been united!

# THE NAB CODE

**T**HE NAB Code, a year in the making, received industry approval on July 11 (1939) at the seventeenth annual NAB convention, Atlantic City. By order of the board of directors it became effective October 1, 1939. Code provisions are six, as follows:

## ***Children's Programs***

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

## ***Controversial Public Issues***

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

### ***Educational Broadcasting***

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

### ***News***

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

### ***Religious Broadcasts***

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

### ***Commercial Programs and Length of Commercial Copy***

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate com-

merce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

<i>Daytime</i>	
Fifteen-minute programs.....	3:15
Thirty-minute programs.....	4:30
Sixty-minute programs.....	9:00
<i>Nighttime</i>	
Fifteen-minute programs.....	2:30
Thirty-minute programs.....	3:00
Sixty-minute programs.....	6:00

*Exceptions:*

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.



*This organization's status may best be summarized in the words of Samuel R. Rosenbaum, its Chairman:*

"After two years of operation as an informal group, Independent Radio Network Affiliates was directed by its membership in September, 1939, to reorganize and incorporate, with moderate annual dues. There are about 300 affiliates and about 100 have joined IRNA. The new IRNA board, however, has functioned on behalf of all affiliates whether they have paid dues or not. It appears that many affiliates have refrained from joining IRNA in order to avert a possible renewal of the National Plan of Settlement with musicians. As is now publicly known, the former National Plan has expired without renewal and the musicians took up negotiations with stations through the locals instead of nationally.

"IRNA has also been of service in protecting rights of stations in chainbreak periods and further activity in this direction is contemplated if sufficient stations join to enable IRNA to speak with authority on behalf of affiliates as a group."

IRNA's Executive Committee is comprised of Samuel R. Rosenbaum, WFIL, Chairman; Mark Ethridge, WHAS; Walter J. Damm, WTMJ; L. B. Wilson, WCKY, and John Shepard 3rd, WAAB.

# National Independent Broadcasters, Inc.

*An Outline of its Purpose and Organization*



**N**IB is an organization of the independent and local broadcasting stations of the United States. The formal organization took place at Chicago on September 15, 1939, at a meeting attended by representatives of the independent and local stations from all over the country. In the organization, the United States is divided into seventeen districts, corresponding to the seventeen districts of the National Association of Broadcasters, with which NIB is affiliated. NIB activities are governed by a board of seventeen directors, each of whom is elected from one of the seventeen districts and represents that district in NIB activities.

## NIB Need

NIB was organized because of the need of special representation for and by the independent and local stations of the United States in handling the problems that are peculiar to them, and their activities, and especially important to them, such as: music licenses; employment of staff musicians; push button sets; electrical transcriptions; record music and licenses for its use; allocation of operating power; legal representation for member stations as a group or groups before governmental and state bodies; to encourage the passage of fair and equitable legislation and to discourage unfair and inequitable legislation for independent and local stations; to give national and regional publicity to the activities of local and independent stations and the service they render; to transmit information to and from member stations on matters of interest to independent and local stations; and to give general attention to all matters of particular and peculiar interest to independent and local stations.

## Officers and Directors

Officers: Harold A. Lafount, President, New York City. Edward A. Allen, Vice President, Lynchburg, Virginia. Lloyd C. Thomas, Secretary-Treasurer, Kearney, Nebraska.

Directors: District 1. — Stanley N. Schultz, WLAW, Lawrence, Mass. 2.—Harold A. Lafount, WOV, New York City. 3.—Frank R. Smith, Jr., WWSW, Pittsburgh. 4.—Edward A. Allen, WLVA, Lynchburg, Virginia. 5.—Maurice C. Coleman, WATL, Atlanta, Georgia. 6.—Jack M. Draughon, WSIX, Nashville. 7.—Steve A. Cisler, WGRC, Louisville. 8.—James F. Hopkins, WJBK, Detroit. 9.—Ralph L. Atlass, WJJD, Chicago. 10.—Edgar P. Shutz, WIL, St. Louis, Mo. 11.—Gregory Gentling, KROC, Rochester, Minnesota. 12.—W. B. Greenwald, KWBG, Hutchinson, Kan. 13.—James R. Curtis, KFRO, Longview, Texas. 14.—Frank Hurt, KFXD, Nampa, Idaho. 15.—Arthur Westlund, KRE, Berkeley. 16.—Calvin J. Smith, KFAC, Los Angeles. 17.—T. W. Symons, Jr., KXL, Portland.



# ANGELO PALANGE

*Selling Merchandise for  
Radio Advertisers  
Since 1926*

◆  
Currently Supervising the  
Radio Production of  
FLAME FIGHTERS

◆  
*Announcing*  
THE STREET SINGER PROGRAM  
WOR

◆  
Under the Direction of  
WILLIAM SCOTT MOORE ASSOCIATES

45 W. 45th Street — New York  
LOngacre 3-2090



# THE BUSINESS SIDE OF RADIO



*Major Network Billings*

•

*Agency and Sponsor Network  
Expenditures*

•

*Advertising Agencies*

•

*F. T. C. Activities*

•

*Standard Conditions and Contract  
for Spot Broadcasting*

•

*Station Representatives*

•

*Foreign Language Field*

•

*American Association of  
Advertising Agencies*

•

*Research Firms*

•

*Radio Publications*

•

*Radio Editors of Newspapers*

**DURING**

**1939**

**ROSS FEDERAL  
MADE OVER  
400,000  
COINCIDENTAL  
INTERVIEWS**

**ROSS FEDERAL  
RESEARCH CORPORATION  
18 EAST 48TH STREET • NEW YORK**



---

# THE BUSINESS SIDE OF RADIO DURING 1939

By

**BENN HALL**

---

*RADIO DAILY Staff*

---

**R**ADIO came through 1939 with flying colors. Of the five major media, it was the only one to show a substantial gain—registering a 17.1 per cent increase over 1938, compared with an average increase of all media of 2.1 per cent. Gains were made each month, but most striking was the July-August increase of 29.4 per cent, indicating that advertisers are making greater use of radio during summer months. Better reception, improved shows and wide-spread use of auto and portable sets were at least partly responsible for this increase.

The combined gross revenue for CBS, MBS and NBC was \$83,113,801, an all-time high and more than \$10,000,000 over 1938 gross income. NBC's combined Red and Blue networks totalled \$45,244,354, a gain of 9.1 per cent over 1938. The Red network billings totalled \$34,982,163, a 9.9 per cent increase over 1938, while the Blue network gained 6.5 per cent, with billings of \$10,262,191. CBS cumulative billings in 1939 registered a 26.3 per cent increase with a total of \$34,539,665. MBS's cumulative total was \$3,329,782, up 14 per cent over 1938.

## **Sponsors**

Lever Bros. led all sponsor gross billings on CBS, with total expenditures of \$3,392,672, an increase of \$602,531. General Foods followed with \$3,191,167, while Colgate-Palmolive-Peet came in third with \$2,509,096. On MBS, Bayuk Cigars led with \$521,614, with Ironized Yeast Co. second with \$356,969. Gospel Broadcasting Assn. was third with \$304,651. On NBC, Procter & Gamble Co. was in top place with \$6,485,788, with Sterling Products, Inc., following with \$3,047,077. Standard Brands Inc., came in third with \$2,898,521.

## **Agencies**

Again Blackett-Sample-Hummert led all other agencies with combined billings on CBS, MBS and NBC of \$10,714,498. Young & Rubicam displaced J. Walter Thompson in second place with \$6,481,352. J. Walter Thompson dropped to third with \$6,342,268.

## **Industry Classification**

Foods and Food Beverages remained as top radio advertisers with combined billings on CBS, MBS and NBC of \$24,638,916, with Drugs and Toilet Goods at \$22,425,671. Cigars, Cigarettes and Tobacco were third with \$11,668,090.

## **Labor**

Sponsor talent expenditures increased after scales and working conditions set by the American Federation of Radio Artists, AFL affiliate, were adopted. Station and network officials also opened discussions with executives of the American Federation of Musicians. Strikes and violence, common in many industries in 1939, were conspicuous by their absence in broadcasting.

# COMPARATIVE MAJOR NETWORK BILLINGS

## FOR

### 1939—1938—1937—1936

### Columbia Broadcasting System

	1939	1938	1937	1936
January .....	\$2,674,057	\$2,879,945	\$2,378,620	\$1,901,023
February .....	2,541,542	2,680,335	2,264,317	1,909,146
March .....	2,925,684	3,034,317	2,555,716	2,172,382
April .....	2,854,026	2,424,180	2,563,478	1,950,939
May .....	3,097,484	2,442,283	2,560,558	1,749,517
June .....	2,860,180	2,121,495	2,476,576	1,502,768
July .....	2,311,953	1,367,357	1,988,412	1,292,775
August .....	2,341,636	1,423,865	1,955,280	1,232,588
September .....	2,563,132	1,601,755	2,028,585	1,838,932
October .....	3,366,654	2,387,395	2,505,485	2,751,802
November .....	3,474,163	2,453,410	2,654,473	2,429,917
December .....	3,529,154	2,529,060	2,786,618	2,433,353
<b>Total .....</b>	<b>\$34,539,665</b>	<b>\$27,345,397</b>	<b>\$28,722,118</b>	<b>\$23,168,112</b>

### Mutual Broadcasting System

	1939	1938	1937	1936
January .....	\$315,078	\$269,894	\$213,748	\$166,266
February .....	276,605	253,250	232,286	152,064
March .....	306,976	232,877	247,431	191,483
April .....	262,626	189,545	200,134	137,934
May .....	234,764	194,201	154,633	129,907
June .....	228,186	202,412	117,388	104,510
July .....	216,583	167,108	101,458	109,561
August .....	205,410	164,626	96,629	122,065
September .....	210,589	200,342	132,866	168,919
October .....	428,221	347,771	238,683	271,629
November .....	327,045	360,929	258,357	227,543
December .....	317,699	337,369	245,465	193,496
<b>Total .....</b>	<b>\$3,329,782</b>	<b>\$2,920,324</b>	<b>\$2,239,077</b>	<b>\$1,975,377</b>

### National Broadcasting Company

(Combined Blue and Red Networks)

	1939	1938	1937	1936
January .....	\$4,033,900	\$3,793,516	\$3,541,999	\$2,681,895
February .....	3,748,695	3,498,053	3,295,782	2,714,300
March .....	4,170,852	3,806,831	3,614,283	3,037,873
April .....	3,560,984	3,310,505	3,277,837	2,741,928
May .....	3,702,102	3,414,200	3,214,819	2,561,720
June .....	3,382,404	3,200,569	3,003,387	2,323,546
July .....	3,283,555	2,958,710	2,707,450	2,449,983
August .....	3,312,570	2,941,099	2,784,977	2,422,431
September .....	3,315,307	2,979,241	2,850,581	2,886,637
October .....	4,219,253	3,773,964	3,339,739	3,696,489
November .....	4,234,984	3,898,919	3,381,346	3,468,728
December .....	4,279,748	3,887,072	3,639,086	3,558,590
<b>Total .....</b>	<b>\$45,244,354</b>	<b>\$41,462,679</b>	<b>\$38,651,286</b>	<b>\$31,514,120</b>

# — AGENCY NATIONAL —

## NETWORK EXPENDITURES

	1939	1938	1937
Blackett-Sample-Hummert	\$10,714,498 (1)	\$9,093,125 (1)	\$7,293,490 (1)
Young & Rubicam, Inc.	6,481,352 (2)	5,093,640 (3)	3,821,010 (4)
J. Walter Thompson Co.	6,342,268 (3)	5,320,608 (2)	5,283,134 (3)
Benton & Bowles, Inc.	5,385,301 (4)	4,800,399 (4)	3,634,240 (5)
Ruthrauff & Ryan, Inc.	4,991,348 (5)	4,015,959 (6)	3,407,886 (6)
Lord & Thomas, Inc.	3,891,308 (6)	4,791,586 (5)	5,549,195 (2)
Compton Advertising, Inc.	3,811,128 (7)	3,107,788 (7)	3,001,600 (7)
Pedlar & Ryan, Inc.	2,902,570 (8)	1,588,185 (11)	(Not among 20 leaders)
Ward Wheelock Co.	2,595,270 (9)	2,258,425 (8)	1,128,540 (16)
B. B. D. & O.	2,481,316 (10)	1,588,554 (10)	1,801,695 (10)
Newell-Emmett Co.	1,987,362 (11)	1,693,314 (9)	1,951,261 (9)
William Esty & Co.	1,852,529 (12)	1,096,359 (18)	1,033,263 (17)
H. W. Kastor & Sons	1,732,120 (13)	1,245,302 (15)	(Not among 20 leaders)
Lennen & Mitchell, Inc.	1,613,974 (14)	1,500,635 (12)	1,380,063 (13)
Russell M. Seeds, Inc.	1,400,433 (15)	(Not among 20 leaders)	(Not among 20 leaders)
Stack-Goble, Inc.	1,294,410 (16)	1,007,060 (20)	1,495,307 (11)
Wade Advertising Co.	1,236,254 (17)	1,363,741 (14)	1,457,470 (12)
Biow Co.	1,234,522 (18)	1,081,115 (19)	(Not among 20 leaders)
Gardner Advertising Co.	1,165,253 (19)	1,109,681 (16)	928,326 (19)
N. W. Ayer & Son, Inc.	1,144,316 (20)	1,397,535 (13)	2,842,215 (8)

**Columbia Broadcasting  
System 1939 Sponsor  
Expenditures**

Lever Brothers Co.	\$3,392,672
General Foods Corp.	3,191,167
Colgate-Palmolive-Peet Co.	2,509,096
Frocter & Gambell Co.	2,283,347
Campbell Soup Co.	2,253,083
R. J. Reynolds Tobacco Co.	1,118,333
William Wrigley, Jr. Co.	1,304,391
American Tobacco Co.	1,286,703
Chrysler Corp.	950,146
Ford Motor Co.	919,397
Liggett & Myers Tobacco Co.	915,620
Texas Co.	875,118
American Home Products Corp.	801,839
Continental Baking Co.	729,513
Pet Milk Sales Corp.	699,212
Ethyl Gasoline Inc.	497,575
Hawaiian Pineapple Co., Ltd.	489,630
Phillip Morris & Co., Ltd.	487,170
Lambert Co.	460,650
U. S. Tobacco Co.	450,075
Lady Esther Co.	439,875
Campana Corp.	438,850
Gulf Refining Co.	426,360
Prudential Insurance Company of Am.	414,330
Beneficial Management Corp.	390,895
Internat'l Cellulose(ton Products Corp.	381,430
Cudatly Packing Co.	352,425
Sterling Products, Inc.	351,765
Kellogg Co.	347,032
Brown & Williamson Tobacco Co.	340,035
Sealfest, Inc.	325,550
U. S. Rubber Products Co.	301,850
American Oil Co.	295,048
George A. Hormel & Co.	283,753
General Mills, Inc.	272,925
Nellie, Inc.	261,248
International Silver Co.	235,211

Noxzema Chemical Co.	235,058
Chesebrough Mfg. Co.	227,385
P. Lorillard Co.	217,695
Pure Oil Co.	215,423
E. I. DuPont de Nemours & Co., Inc.	196,620
Griffin Mfg. Co.	190,255
Corn Products Refining Co.	164,983
Household Finance Corp.	134,763
Lehn & Fink Products Co.	116,415
Penn Tobacco	103,475
McKesson & Robbins, Inc.	102,375
Boways, Inc.	100,167
Columbia Recording Corp.	85,740
Fels & Co.	72,970
Purity Bakeries Service Corp.	63,985
Penick & Ford, Ltd.	63,620
John H. Woodbury Co.	56,020
California Fruit Growers Exchange	54,041
Stephano Brothers	30,495
Rio Grande Oil Co.	27,540
S. & W. Fine Foods, Inc.	26,410
Tidewater Associated Oil Co.	22,102
Fuelid Candy Co. of California	17,860
Duart Mfg. Co., Ltd.	17,690
Axton Fisher Tobacco Co.	17,280
Mennen Co.	16,310
Chamberlain Laboratories, Inc.	16,214
Union Oil Co.	15,275
Wilmington Transportation Co.	14,000
Paramount Pictures, Inc.	10,465
Atlantice Refining Co.	10,093
Ralston Purina Co.	8,235
Twentieth Century Fox Film Corp.	7,173
Coty, Inc.	6,041
Wilshire Oil Co.	5,910
Holland Furnace Co.	5,615
Bathasweet Corp.	3,960
Sofenz Sales Corp.	3,658
Cardinet Candy Co.	3,520
Knox Gelatine Co.	3,050
Old Trusty Dog Food Co.	2,701
Catco Growers of California	2,560
Colonial Dames, Inc.	1,470
I. J. Fox Co.	691
Political Advertisers	5,352

**GRAND TOTAL** ..... \$34,539,665

## Mutual Broadcasting System 1939 Sponsor Expenditures

Bayuk Cigars .....	\$521,614
Fronized Yeast Co. ....	356,969
Gospel Broadcasting Assn. ....	301,651
Lydia E. Pinkham Medicine Co. ....	220,073
General Baking Co. ....	212,733
Philip Morris & Co. ....	138,680
Philip Morris Cigarettes .....	\$82,360
Dunhill Cigarettes .....	37,180
Revelation Tobacco .....	19,140
Emerson Radio & Phonograph Corp. ....	102,576
Wheeling Steel Corp. ....	101,722
Lutheran Laymen League .....	99,565
Gillette Safety Razor Co. ....	93,577
P. Lorillard Co. ....	86,087
Mennen Co. ....	77,301
Metropolitan Life Insurance Co. ....	70,240
Delaware, Lackawanna & Western Coal Co. ....	63,047
Ramsdell Inc. ....	60,076
Richman Bros. ....	51,053
Gordon Baking Co. ....	42,768
Aston-Fisher Tobacco Co. ....	31,190
Detroit Corp. ....	30,977
Moody Bible Institute .....	30,738
Wheatena Corp. ....	21,228
General Cigar Co. ....	22,960
Bell & Co. ....	22,859
Sweets Co. ....	18,356
Lambert Co. ....	15,781
Congress Cigar Co. ....	14,662
American Bird Products .....	13,823
Thomas Leeming & Co. ....	12,510
Maltex Co. ....	11,301
Quaker Oats Co. ....	8,913
V. LaRosa & Sons .....	8,610

Aurora Laboratories .....	8,192
Hartz Mountain Products Co. ....	7,271
Hotel Roosevelt .....	6,825
Twentieth Century-Fox Film Corp. ....	5,910
Winter & Co. ....	5,505
Bathswest Corp. ....	4,698
Paramount Pictures .....	2,557
Vadeco Sales Corp. ....	2,013
Maine Development Commission .....	1,920
General Mills .....	1,110
Cooperative .....	113,715

**TOTAL .....** \$3,329,782

## National Broadcasting Co. 1939 Sponsor Expenditures

Adam Hat Stores, Inc. ....	\$ 151,893
Air Conditioning Training Corp. ....	15,356
American Home Products Co. ....	1,721,714
American Oil Co. ....	4,351
American Rolling Mill Co. ....	68,406
American Tobacco Co., Inc. ....	1,219,438
Babbitt, Inc., B. T. ....	436,200
Ballard & Ballard Co. ....	22,081
Bowey's, Inc. ....	47,498
Bristol-Myers Co. ....	1,111,518
Brown & Williamson Tobacco Corp. ....	1,707,501
Campbell Soup Co. ....	451,218
Canada Dry Group, Inc. ....	358,307
Cardinet Candy Co. ....	37,861
Carnation Co. ....	598,137
Cities Service Co. ....	718,282
Colgate-Palmolive-Peet Co. ....	210,637
Cook & Son, Wagon-Lits, Inc. ....	23,430
Cumner Products Co. ....	689,661
Dunn & McCarthy .....	70,728
Fels Co., The .....	212,702
Fendrich, Inc., II. ....	60,981
Firestone Tire & Rubber Co. ....	558,746
Fitch Co., F. W. ....	188,265
Food & Beverage Broadcasters Ass'n. ....	46,938
Gallenkamp Stores Co. ....	31,131
General Electric Co. ....	367,629
General Foods Corp. ....	2,078,400
General Mills, Inc. ....	2,136,953
General Motors Corp. (Buick Division) .....	19,983
Gilmore Oil Co. ....	18,012
Goodyear Tire & Rubber Co. ....	273,881
Gordon Baking Co. ....	39,312
Grove Laboratories, Inc. ....	180,007
Gulden, Inc., C. H. ....	59,296
Hecker Products Corp. ....	6,960
Jergens Co., Andrew .....	763,910
Johnson, S. C. & Son, Inc. ....	589,330
Kellogg Co. ....	514,442
Knox Gelatine Co., Chas. B. ....	3,796
Lady Esther Co., Ltd. ....	161,671
Lamont-Corliss & Co. ....	87,460
Langendorf Bakeries, Inc. ....	24,660
Lewis-Howe Co. ....	635,338
Liggett & Myers Tobacco Co. ....	992,032
Loose-Wiles Biscuit Co. ....	26,280
Lorillard Co., P. ....	490,232
Luft Co., Geo. W. ....	29,227
MacFadden Publications, Inc. ....	219,933
Magazine Repeating Razor Co. ....	7,602
Manhattan Soap Co. ....	101,898
Mars, Inc. ....	253,816
Miles Laboratories, Inc. ....	1,236,251
Modern Food Process Co. ....	23,236
Moore & Co., Benjamin .....	32,192
Morrell & Co., John .....	98,514
Morris & Co., Ltd., Philip .....	590,016
Mueller & Co., C. F. ....	31,816
Musterole Co. ....	171,456
National Dairy Products Corp. ....	1,161,930
Ohio Oil Co. ....	31,461
Pacific Coast Borax Co. ....	318,232
Palmer Bros. ....	31,182
Penn Tobacco Co. ....	190,272
Pepsodent Co. ....	603,400
Pillsbury Flour Mills Co. ....	561,710
Pittsburgh Coal Co. ....	1,087
Princess Pat, Ltd. ....	38,160
Procter & Gamble Co. ....	6,485,788
Quaker Oats Co. ....	1,192,004

## National Foreign Language Broadcasting Service • • •

- **P**ioneers in the specialized field of Foreign Language Broadcasting.
- **W**e offer Productive Program ideas in every language.
- **M**erchandising facilities for food products.
- **P**ertinent Facts, Figures and capable Station Presentation.

**J. FRANKLYN VIOLA & CO.**

152 W. 42nd Street

New York City

Radio Corp. of America	635,926
Ralston-Purina Co.	457,776
Keynolds Tobacco Co., R. J.	305,241
Richardson & Robbins	104,832
Richfield Oil Corp.	200,564
Sherwin-Williams Co.	307,065
Signal Oil Co.	62,246
Sloan, Inc., Dr. E. S.	208,536
Standard Brands, Inc.	2,898,521
Standard Oil Co. of Cal.	100,794
Sterling Products, Inc.	3,047,077
Sun Oil Co.	656,084
Swift & Co.	127,381
Tidewater-Associated Oil Co.	18,275
Tillamook County Creamery Ass'n	11,508
Time, Inc.	76,260
Vanette Hosiery Mills, Inc.	5,200
Vick Chemical Co.	121,488
Wander Co.	389,312
Ward Baking Co.	191,661
Washington, G., Coffee Refining Co.	108,077
Welch Grape Juice Co.	297,368
Wesson Oil & Snowdrift Sales Corp.	47,676
Westinghouse Elec. & Mfg. Co.	94,822
Whentena Corp.	26,442
Williams Co., J. B.	349,838
Wilshire Oil Co.	8,256
Democratic State (Cal.) Central Committee	421
No. on No. 5 Committee (Cal.)	701
Yes on No. 5 Committee (Cal.)	2,212

GRAND TOTAL ..... \$15,211,351

### Columbia Broadcasting System 1939 Agency Gross Billings

*(CBS did not make its 1939 Agency Gross Billings available for publication.)*

### Mutual Broadcasting Sys- tem 1939 Agency Gross Billings

Ivey & Ellington	\$521,614
Ruthrauff & Ryan	420,016
R. H. Alber Co.	301,651
Erwin, Wasey Co.	228,265
B. B. D. & O.	224,405
Biow Company	157,036
Critchfield Co.	132,160
Young & Rubiean	113,008
Grady & Wagner	102,576
Kelly, Stuhman & Zahndt	99,565
Anderson, Davis & Platte	22,859
Bass-Luckoff	30,977
Benton & Bowles	8,913
Blackett-Sample-Hummert	1,410
Brocke, Smith, French & Dorrance	1,920
Franklin Bruck	7,274
Buehanan & Co.	2,557
Commercial Radio	8,610
Samuel Croot Co.	16,806
Wm. Esty Co.	12,510
L. C. Gumbinner	2,013
M. H. Hackett	6,825
W. I. Hamilton Co.	60,076
Kayton-Spiero, Inc.	5,910
H. M. Kiesewetter	81,999
Lambert & Feasley	15,784
Lennen & Mitchell	86,087
Marschalk & Pratt	14,662
Maxon, Inc.	93,577
McCann-Erickson, Inc.	82,243
C. M. Rohrbach	21,228
J. W. Thompson Co.	22,960
Weston-Barnett, Inc.	13,823
Miscellaneous	402,013

GRAND TOTAL ..... \$3,329,782

### National Broadcasting Co. 1939 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	\$8,668,630
J. Walter Thompson Co.	4,732,169
Compton Advertising, Inc.	3,072,892
Lord & Thomas	2,406,474
Young & Rubiean, Inc.	2,296,137
Pedlar & Ryan, Inc.	2,022,048
Russell M. Seeds Co., Inc.	1,336,383
Stack-Goble Advertising Agency	1,294,410
Lennen & Mitchell, Inc.	1,254,172
Wado Advertising Agency	1,236,254
Benton & Bowles, Inc.	1,199,743
W. H. Kastor & Sons Advertising Co., Inc.	1,166,086
Newell-Emmett Co., Inc.	1,011,742
Ruthrauff & Ryan, Inc.	1,021,880
Erwin, Wasey & Co., Inc.	779,553
Roche, Williams & Cunningham, Inc.	656,084
Knox-Reeves Advertising, Inc.	619,701
Sherman K. Ellis & Co., Inc.	602,968
Biow Co.	590,016
Needham Louis & Brosby, Inc.	589,330
Hutchinson Advertising Co.	561,710
Sweeney & James Co.	558,746
Arthur Kudner Associates	513,797
Batten, Barton, Durstine & Osborne, Inc.	506,165
L. W. Ramsey Co.	488,265
Gardner Advertising Co.	457,776
Ward Wheelock Co.	451,248
McCann-Erickson, Inc.	419,026
J. M. Mathes, Inc.	365,909
Warwick & Legler, Inc.	357,162
Wm. Esty & Co.	305,241
Grant Advertising Co.	259,016
Henri, Hurst & McDonald, Inc.	235,781
Maxon, Inc.	211,828
Hixson-O'Donnell Advertising, Inc.	200,561
McKee & Albright, Inc.	182,856
Cecil & Presbrey, Inc.	181,487
C. W. Hoyt Co., Inc.	164,128
Glickman Advertising Co., Inc.	151,893
Morse International, Inc.	121,488
Westco Advertising Agency	112,287
Hays, MacFarland & Co.	105,162
Franklin Bruck Advertising Corp.	101,898
Foster & Davies, Inc.	97,014
Fuller & Smith & Ross, Inc.	94,822
Marshall & Pratt, Inc.	70,728
N. W. Ayer & Son, Inc.	68,406
Barton A. Stebbins Advertising Agency	56,306
Fitzgerald Advertising Agency, Inc.	47,676
Emil Brisacher & Staff	46,938
Kenyon & Eckhardt, Inc.	38,612
Gale & Pietsch, Inc.	38,160
Tomashke-Elliott, Inc.	37,864
Tucker Wayne & Co.	34,182
Byer & Bowman Advertising Agency	31,461
Long Advertising Service	31,131
Botsford, Constantine & Gardner	29,520
Leon Livingston Advertising Agency	21,660
The Clements Co., Inc.	23,236
Weill & Wilkins, Inc.	15,356
Dan B. Miner Co.	8,256
Logan & Stebbins	5,910
Joseph Katz Co.	4,351
Ray Davidson	2,636
Walker & Downing	1,087
Hanvey & Hams	701
No Agency (Billed Direct)	772,200

GRAND TOTAL ..... \$15,211,351

# ADVERTISING VOLUME

## IN 1939

By

**L. D. H. WELD**

*Director of Research, McCann-Erickson, Inc.*

*(Condensed from an article by Dr. Weld which appeared in Printers' Ink)*

**A**DVERTISING in 1939 showed a gain over 1938, but the increase was only 2.1 per cent. This gain was a little disappointing in view of the pick-up registered in general business conditions.

The gain in industrial production for eleven months, according to the Federal Reserve Board's index, was 23 per cent over the corresponding period in 1938. This index fluctuates more than advertising, and it also fluctuates more than actual trade conditions. The Trade Barometer, prepared by the writer, and published in *Dun's Review*, showed an increase of 9.3 per cent for the first eleven months of 1939 compared with 1938. This index represents the actual flow of goods into consumptive channels.

### Advances

The great gains in industrial and trade conditions did not take place until the last quarter of the year. Industrial production in October and November rose to 1929 levels. The trade barometer went up 12 per cent in October as compared with the previous year and 8 per cent in November. Department-store sales were up 8 per cent for four weeks in December as compared with the previous year, specialty stores jumped 12 per cent for the same period, eighteen chain stores and mail-order houses showed an increase of 10.8 per cent.

It will, therefore, be seen that advertising did not keep up with either industrial production or trade conditions. It usually keeps right in line with the latter. The explanation is to be found in the fact that the great increase in business conditions took place, as shown above, in the last quarter of the year, and that advertising did not respond to this third-quarter surge. This was because advertising plans were all set for the remainder of the year, and could hardly have been changed. This is especially true of advertising over the radio, in magazines, farm papers, and outdoor. Uncertainty about future conditions also probably had something to do with it.

### Studies

For this summary of 1939, six studies have been made—one for advertising as a whole (the P. I. Index of General Advertising activity) and one for each of the five important media covered by the P. I. indexes.

The general index for 1939 and the indexes for outdoor, newspapers, and farm papers have had to be partly estimated because December figures were not available at the time this is written. Experience in previous years, however, indicates that the estimates for the whole year will be affected by only a small fraction of 1 per cent, when the final figures for December come through.

The average for the years 1928-1932 equals 100 for the P. I. General Index, representing advertising as a whole. In 1939, this index stood at 83, as compared with 81 for 1938, an increase of 2.5 per cent. The Index for 1938 had shown a drop of 13.8 per cent as compared with 1937—the highest point it had reached since 1929.

### Increases

The lowest point for this index in recent years was 65 in 1933, so that the index for 1939 represents an increase of 27.7 per cent over that low year. On the other hand, the index will have to increase by more than 45 per cent to reach the high point of 121 in 1929.

The increases and decreases by quarters in the General Advertising Index for 1939 over similar quarters for 1938 follow:

- First quarter — 1.8 per cent.
- Second quarter + 4.2 per cent.
- Third quarter + 3.9 per cent.
- Fourth quarter + 2.5 per cent.

It will be seen that advertising started out in the first quarter of 1939 by registering a decrease of 1.8 per cent as compared with the previous year. The in-

creases over the previous year during the other quarters were fairly uniform.

This table brings out the fact that during the last quarter advertising did not respond to the rapid industrial and trade pickup which was stimulated by the outbreak of the war in Europe, and which started early in September.

We are now ready to see what happened to the individual media.

### Radio

Radio is the only medium that showed a substantial advance in 1939 as compared with 1938. The index went to 303 (based on the 1928-1932 average), or the highest point it has ever reached. This was an increase of 17.1 per cent over 1938.

Radio went ahead of 1938 in every month during 1939. During the early months the increases were nominal, but during July and August the increase was 29.4 per cent, indicating a greater use of radio for advertising purposes during the summer. During the last three months of the year, radio showed increases of 23.2, 21.4 and 21.7 per cent respectively.

### Magazines

The index for magazine advertising for 1939 was 79, or an increase of 1.9 per cent over 1938. This was about in line with the increase for advertising as a whole. During January, February and March, magazine advertising was under the corresponding months of 1938. It showed its best gains in May, June and July. For the last quarter it registered an increase of about 3 per cent over the previous year. It should be noted that magazines had dropped to 59 in 1933, but had recovered to 99 in 1937. They had dropped 22 per cent from 1937 to 1938.

### Newspapers

The increase in newspaper advertising from 1938 to 1939 was from 77 to 78 or an increase of 1.2 per cent. The December figure was estimated on the basis of the October-November indexes, and if December advertising proves to have been higher, because of heavy retail advertising, the figure for the year will have to be adjusted upwards fractionally.

### Farm Papers

Farm paper advertising fell off slightly in 1939. The decrease, however, was only about 1.8 per cent. After fairly definite decreases during the first part of the year, farm papers picked up and began to show encouraging increases beginning with September.

### Outdoor

Outdoor advertising just held its own for the year, and during the last two years it has stayed up to approximately the 1937 level. July and September showed the largest increases over 1938. It closed the year with 65, against 66 in 1938, a gain over 2.4 per cent.

### Future Prospects

The war situation and the political situation make predictions dangerous, but if nothing serious happens it looks as though advertising will show an advance in 1940.

Announcements of 1940 plans by a great many important advertisers indicate increased appropriations for 1940. The majority of economists and business leaders expect an improvement in business conditions, which will make 1940 a better year on the average than 1939 has been. Many business men expect a slight recession during the early part of 1940.

## BROADCASTING ABROAD Ltd.

Member of

ASSOCIATION OF REPRESENTATIVES FOR  
FOREIGN BROADCASTING STATIONS

A complete radio service for advertising agencies  
and exporters covering the Latin American markets.

119 West 57th STREET

NEW YORK, N. Y.

---

# SPOT BROADCASTING DATA VIA AGENCY COOPERATION

---

By N. CHARLES RORABAUGH, President  
National Radio Records

**N**ATIONAL RADIO RECORDS was formed in 1939 to fulfill a need in the radio industry for accurate and detailed information on spot broadcasting, as well as network data in usable form. The service is represented to be an effective selling tool for stations, station representatives, newspapers and newspaper representatives as well as a valuable asset to those departments in advertising agencies concerned with radio time buying, marketing and research.

It is generally understood that about 20 leading agencies place about 75 per cent of the national spot business. NRR plans to base its original spot reports upon the data reported by these agencies. At this time, most of them have entered into long-term agreements to supply the spot data consistently each month.

Using that as an important nucleus, every advertising agency in the United States will be invited into the cooperative project. The information required is of a non-confidential nature, not including any expenditure figures, contract dates, talent costs, or any data which has not already been made available to the general public through broadcasting. In return for their reporting, agencies receive without charge both the Network and Spot reports. Agencies without any spot business are eligible to receive the reports on the same basis providing they agree to supply the information if, as and when they acquire or develop a spot account.

## Sample Study

A sample study made in July, 1939 showed that 404 spot advertisers spent as much as \$776,000 for time on 14 stations in New York City. During the same month network expenditures for the entire country reached \$5,860,315. Which means, surprisingly enough, that 13.2 per cent as much money was spent for spot radio in one market alone as for national coverage via network shows.

One hundred fifty-three of the spot advertisers, grouped under the Retail classification, spent \$167,771 or 21.6 per cent of the total. Retail includes the advertising of the retail merchant who may sell many products in one store or store organization. Furniture and Household advertisers within this classification spent a total of \$39,072; Clothing Stores fol-

lowed with an expenditure of \$37,878; and the third largest group were the insurance advertisers who spent \$21,274.

Two hundred thirty-five advertisers were grouped under the General classification, and they spent \$524,910 or 67.6 per cent of the total. Leading this group were the Grocery advertisers who spent \$175,779; Toilet Requisites followed with \$78,725 and Medical at \$65,250.

Six Automotive advertisers spent \$48,092 or 6.2 per cent of the total. Automotive includes all divisions of the automotive industry. Gasoline and Oil advertisers were far in front with \$41,780, and the Tires and Tubes group a distant second with only \$6,240.

Ten Financial advertisers spent \$35,227 or 4.6 per cent of the total.

## Stations Cooperate

Tabulation of the report revealed that there were 12,357 commercially sponsored broadcasts during the month. Of that number 8,352 were *spot announcement* broadcasts, and 4,005 were *program* broadcasts. 6,827 announcements had *live* production, 1525 were *transcribed*, 2,638 programs were *live*, 648 were transcribed and 619 were *live with recordings*.

Figures for the spot total were based upon data supplied by the following 14 stations within the New York market: WABC, WAAF, WJZ, WOR, WMCA, WQXR, WHN, WINS, WAAT, WLTH, WOV, WBIL, WEVD and WFAS. Cost figures were computed by taking the one-time rate and multiplying it by the number of broadcasts for the month. This produced a gross cost which, while approximately 25 per cent higher than the net cost, compares with the gross figures reported for newspaper and magazine advertising by Media Records and Publishers' Information Bureau respectively.



---

# THE STATION REPRESENTATIVE LOOKS AT THE TIME BUYER

---

*The author of this article is the president of a nationally-known station representative firm who speaks from personal experience. For obvious reasons he prefers to remain anonymous. His article follows the piece in last year's RADIO ANNUAL by Francis H. Conrad, time buyer, McCann-Erickson, Inc., entitled "A Time Buyer Looks at Station Representatives."*

**R**ADIO is a relative newcomer to the ranks of advertising media. Few standards of value have been established and it has been, until recently, relatively difficult to determine in advance just what might be expected of any one radio station or group of radio stations. This has made the problem of "time buying" a very difficult one. In many cases, the buyer, with little or no factual information at hand, has had to depend upon mental comparison and sheer good judgment. In the face of these handicaps, time buyers as a group have done a remarkably efficient job.

In our contact with buyers of time in New York, Chicago, Detroit, Cleveland and other advertising centers, we have found them almost universally sincere and honestly trying to prepare the best possible plan and station line-up for the advertiser. Here and there is an occasional "square peg in a round hole," a man who, while trying to do his best, is not physically or mentally equipped for the job assigned to him, but there are no "bad eggs"—or practically none.

## Mistakes

The misfits referred to are the fault of the heads of the advertising agencies themselves. Usually they are the result of an attempt to economize, false economy applied in the wrong place. It is foolish to expect a man to sagely and wisely allocate a million dollar expenditure when he is only being paid \$30.00 or \$40.00 a week. His viewpoint, unless he is a most unusual individual, is never properly oriented.

After the foregoing problem, which is a real one, the next most serious criticism is in connection with the frequent unwillingness of the buyer to correct a mistake. Everyone makes mistakes but it seems that a man in the position of a buyer of time and space feels that he must always appear infallible to his superiors. This is unfortunate because it frequently means making a second blunder to cover the first error even after it has been seen and recognized. It is a simple thing to say, "I have been wrong here and would suggest this change," but few of us are willing to take this step.

The time buyer, having made his rec-

ommendation, having suggested something, which from all the factors and information at his disposal he believes to be the best, should have the courage to back it up. Too often do we find excellent schedules hopelessly jumbled and mixed up because of some chance remark from one of the "higher ups," frequently a remark made only to elicit information, but taken by the buyer as a criticism of his selection. The best time buyer I ever knew would study the problem carefully from every angle and weigh every factor before making his decision. But when once this decision had been reached his mind was made up and he would fight for his recommendation through every department and office of his own company, and the client's as well, in order that the others might see the facts as he understands them. This is the type of buying that is worth and gets big money.

## Corrections

Time buyers are human just like the rest of us. They have individual ideas and personal preferences and these, so to speak, are the weak spots. Naturally, the buyer is unconscious of his weaknesses, or perforce they would not exist, but where they do come to his attention I have never observed a single case where there was not a tendency to swing to the other extreme in an endeavor to make a correction. This is a good sign and is characteristic of the high standards which exist throughout the entire advertising industry. The ethics of advertising are just as high as those of the medical and legal professions and the time buyer does his share to maintain this standard.

---

# Federal Trade Commission Procedure In Handling Misleading Radio Advertising

---

(As of January 1st, 1940)

---

**T**HE Federal Trade Commission procedure in radio cases embraces a continuous, systematic review of commercial continuity. In most instances where misleading advertising representations are found, correction is made through the advertiser's signing of a stipulation agreement to discontinue the misrepresentation. Where necessary, such cases are disposed of by the Commission through its regular procedure of formal complaint and order to cease and desist which may be subject to review by the United States Circuit Court of Appeals.

The stipulation method, employed in a majority of instances, may be just as effective as the order to cease and desist and it takes less of the time and money of both the Government and the advertiser.

In the last year the Commission introduced the policy of including advertising agencies as well as the advertisers as respondents in matters involving food, drugs, devices and cosmetics, in instances where the agencies participated in preparing advertising copy which was published in newspapers and periodicals and found to be false or misleading. This procedure extends to broadcasting stations which participate in the preparation of commercial continuity and which, therefore, are considered as acting in effect as advertising agencies.

## "Obviously Unobjectionable"

Material continuity is sent to the Commission's Radio and Periodical Division by individual stations generally at the rate of four times each year while national and regional networks respond on a continuous weekly basis and producers of electrical transcription recordings submit monthly returns of commercial portions produced for broadcast.

Continuities are carefully scrutinized in the preliminary stage by a staff of attorneys and clerks, whose duty is to sift out at this first stage the large mass of material, well over 80 per cent, which is obviously unobjectionable. These examiners may be thought of as representing the collective intelligence and impressions of the average radio listener. They mark for further examination and reporting by a secondary review staff to the Director of the Division, such statements and claims as may seem illogical, contrary to common sense or to common knowledge or belief, or adverse to established facts.

If the advertising seems objectionable or of a doubtful character, a questionnaire is usually forwarded to such advertiser requesting information to aid the Commission in reaching a conclusion. Generally such questionnaire calls for formulas, samples and follow-up literature. The formulas and samples are usually submitted by the Commission to appropriate agencies of the Government for tests and reports. The follow-up literature frequently contains false or misleading claims not appearing in the contact advertisement or announcement.

## Stipulation

In the event the data submitted, after its subjection to tests and analyses, appear to the Commission to indicate that the radio advertiser is making misleading claims in violation of the law, an application for complaint against him is docketed; but before the issuance and service of a formal complaint, the Commission usually refers the matter back to the Radio and Periodical Division for the purpose of extending to the advertiser an opportunity to negotiate a settlement by stipulation as to the facts, and an agreement to forthwith cease and desist from the unfair methods or the unfair or deceptive acts or practices involved.

This opportunity to execute a stipulation is not extended where the Commission has reason to believe the respondents guilty of intentional fraud or wrongdoing; of advertising dangerous food, drugs, devices or cosmetics without appropriate warnings to the public; of violation of the Clayton (Antitrust) Act; or where the unfair practice substantially restrains or suppresses competition. In addition to these exceptions, the Commission will refuse to extend the privilege of stipulation where, by reason of the circumstances, it has no assurance

that the stipulation will be observed and the practices eliminated, or where it has any reason, sufficient to itself, to believe that the public interest would better be served by means of a formal complaint.

When a matter cannot be adjusted satisfactorily by correspondence, the advertiser may confer personally with the Director of the Division in Washington, either with or without counsel, when he will be accorded full opportunity to discuss his claims.

If, upon due consideration of the facts developed and reported by the Director, the Commission is of the opinion that an advertiser's claims are demonstrably false or misleading, he is offered the privilege of closing the matter by signing a stipulation whereby he agrees to discontinue making such assertions, provided that the claims do not involve intentional fraud or wrong-doing, danger to health or other conditions which would preclude the signing of a stipulation.

If a respondent does not desire to stipulate, the file of the case, including all exhibits, records and other evidence, is submitted to the Commission with the report and recommendation of the Director of the Division. If the Commission has reason to believe from the showing made that the advertiser has violated the law, it issues a formal complaint against him. He is given twenty days within which to file an answer; evidence in support of and in opposition to the charges of the complaint is adduced before a trial examiner; briefs are filed; oral argument is granted if desired; and the case is decided by the Commission.

### **Amendment of the Federal Trade Commission Act**

The decision of the Commission, when a cease and desist order is entered, is subject to review by the United States Circuit Courts of Appeals and may finally reach the Supreme Court of the United States. However, an overwhelming percentage of all advertising cases has been settled amicably, usually by stipulation as a result of the preliminary negotiations and without the issuance of formal complaint.

The Wheeler-Lea Act of March 21, 1938, comprised a series of amendments to the Federal Trade Commission Act, the organic law upon which much of the Commission's activity, including its false and misleading advertising cases, is based. Provisions of the Wheeler-Lea Act have been incorporated and integrated entirely in the provisions of the Federal Trade Commission Act.

Section 5 of the Federal Trade Commission Act was broadened to include the prohibition of "unfair or deceptive acts or practices" in addition to "unfair methods of competition" theretofore prohibited.

The amendments also provided that the Commission's cease and desist orders should become final after certain definite dates and civil penalties for violation of orders that have become final were prescribed. The Commission has certified to the Department of Justice a number of cases for penalty proceedings under this section and appropriate suits have been filed by that Department.

### **Injunctions**

The dissemination or the causing of the dissemination of false advertisements of food, drugs, devices or cosmetics were specifically made unlawful and criminal penalties were prescribed for the dissemination of advertising relative to any of such commodities, the use of which may be injurious to health, or, where there is intent to defraud or mislead.

Also the Commission, when it has reason to believe that such action would be in the public interest, was given authority to proceed in a United States District Court by injunction to halt an existing, or to prevent a threatened, dissemination in violation of the provisions above referred to, pending the issuance and final disposition of a complaint under the Act. The Commission has obtained a number of preliminary injunctions pursuant to this section of the Act.

Under the advertising provisions of the Federal Trade Commission Act as amended, the Commission has established the nucleus of a competent medical staff under supervision of an officer assigned by the United States Public Health Service. These physicians act as advisors and consultants in those advertising cases where medical questions are involved.

The Commission has available for distribution to the advertising, publishing and radio industries a pamphlet entitled "Procedure before the Federal Trade Commission in the Handling of Certain Types of False and Misleading Advertising Cases by the Radio and Periodical Division." It also publishes a monthly summary of work listing the current stipulations, complaints, orders and other legal cases, and has a limited supply of copies of the full texts of such documents which are supplied, if available, without charge, on application to the Commission by persons having a specific interest in or need for such material.

# RADIO AND TELEVISION FACTS

## — SOUGHT BY 1940 CENSUS —

**W**HILE the radio industry is busy casting its lines into the future by pushing television, facsimile and other new developments during 1940, its progress through 1939 will be recorded by the United States Bureau of the Census, which in January 1940 began taking a nation-wide Census of Business and Manufactures. All manufacturers, wholesalers and retailers of radios, phonographs and other sound apparatus will be covered.

The Population Census which starts April, 1940, will assemble important facts about the great radio buying and listening public. Every dwelling unit of the approximately 33,000,000 in the country will be visited, and one inquiry made will be "Is it equipped with a radio?"

Figures of the Census Bureau collected in previous years already tell the dramatic story of the growth of the radio industry from infancy to its present stature, and for those who can read between the lines, there are portents of radio as it will be tomorrow.

### Product Development

For instance, in 1923, the Census of Manufactures reported production of 190,374 tube type receivers and 223,303 crystal sets. Now crystal sets are curios, and total production of receivers, according to its 1937 figures, the latest available, reached the figure of 9,693,230.

While the 1923-1937 period shows such tremendous gains in quantity of production, the 1940 Census will report developments in the products themselves during the last two years which seem destined to have even greater significance. This coming Census, for example, will ask for the first time statistics under number and value of television sets, facsimile transmitters and receiving sets manufactured.

Figures on the production of television kits and sets and television transmitters were asked of the industry in the 1937 Census of Manufactures, but television was then in such an experimental stage that no reliable figures could be published.

Among other new items included in the products schedule are central receivers, such as those used in hotels; portables, which have returned to popularity since the 1937 Census; automobile radios with range beyond the standard broadcast band; remote control units; automatic tuning devices; new transmitting tubes, and a breakdown of short wave transmitters into relay, international and high frequency.

Data based on answers to a question

on expenditures for plant and equipment will reveal factory expansion being undertaken in expectation of demand for production of these new lines.

Concurrently with the inquiry into radio manufacture will be taken the Census of Business, covering retail and wholesale distributors, and radio repair shops. Every establishment in the industry will receive from an enumerator a Census questionnaire, to which answers are required by law. The same statute provides that reports to the Census Bureau are confidential and cannot be used for taxation, investigation or regulation. Census material is made public only in the form of totals for states, counties, and cities, by each kind of business.

Valuable merchandising information will be made available to radio marketers through the Census of Business and Manufactures. Figures on production of sets by price range will reflect consumer demand, or at least manufacturers' anticipation of it. Size of inventories reports for the beginning and the end of the year will indicate how accurately the demand was gauged.

### Census of Business

In 1937, the greatest number of sets produced (1,192,725, about 15 per cent of the total) were socket-operated receivers with range beyond standard broadcast band and factory value not over \$18. In terms of value, however, sets of these specifications in the \$30-\$45 class were tops, accounting for \$30,053,486, or about 17 per cent of the value of receivers produced.

Directly bearing on radio retailers' problems will be figures gathered in the Census of Business. Comparative sales will be shown for independents, chains, utility-operated stores and department stores handling radios. Revenue from non-radio items often carried will be listed—household appliances, sporting goods, photographic equipment, etc. Receipts from repairs by radio stores and by service establishments will be reported.

# **26,666,500\***

## **Radio Homes**

### **In The United States**

*A REPORT BY*

## *The Joint Committee on Radio Research*

Estimate of radio homes in the United States as indicated on the two pages following, was compiled by the Joint Committee on Radio Research as of January 1, 1938. Committee was organized under the auspices of advertisers, advertising agencies, and broadcasters, primarily for the purpose of developing a standard method of obtaining radio information. Under the guidance of Paul F. Peter, then secretary of the Joint Committee, surveys were made and latest authentic source material was assembled for the work.

Total of 26,666,500 radio families in the U. S., as of January 1, 1938, is estimated at 82 per cent of all families in the country. This was an increase of 17 per cent over the 1936 estimate of the Committee. It is reasonable to assume that additional radio homes have come into being since the January 1, 1938, estimate was compiled with the increase, in proportion, close to that noted over 1936.

Figures do not represent the total number of radio sets in use, according to the Joint Committee, since there is more than one radio set in many homes, apart from those in public places, etc., and in automobiles.

With the aid of government departments in Washington, an estimate of families in the United States was prepared as of July 1, 1937, and this served as a base for further breakdowns by states and counties. This was tied in with the private surveys undertaken by the most approved methods.

In connection with the Joint Committee figures by states and geographical divisions, full estimate by counties will be found in the 1939 edition of RADIO ANNUAL.

\*Latest available statistics and information indicate that during the two-year lapse since the last Joint Committee estimate was made an increase of nearly 2,000,000 radio families have been noted in the United States bringing the current estimated total to some 28,000,000 homes owning one or more sets. Number of receivers is placed at 45,000,000, including 6,500,000 auto sets of which number approximately 1,500,000 have been put in use during the past two years.

# ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS URBAN AND RURAL BY STATE AND CENSUS GEOGRAPHIC DIVISIONS

STATE	URBAN			RURAL			TOTAL		
	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES
Alabama	207,000	75	154,600	463,000	48	220,600	670,000	56	375,200
Arizona	37,000	89	33,100	67,000	69	46,500	104,000	77	79,600
Arkansas	113,000	78	88,100	388,000	43	166,700	501,000	51	254,800
California	1,369,000	94	1,287,100	449,000	96	432,700	1,818,000	95	1,719,800
Colorado	152,000	91	138,200	136,000	70	95,300	288,000	81	233,500
Connecticut	306,000	92	281,400	131,000	92	120,700	437,000	92	402,100
Delaware	34,000	90	30,800	33,000	81	26,800	67,000	86	57,600
Dist. of Columbia	168,000	91	152,900	.....	..	.....	168,000	91	152,900
Florida	238,000	80	189,500	205,000	53	108,400	443,000	67	297,900
Georgia	245,000	74	180,500	471,000	40	190,300	716,000	52	370,800
Idaho	38,000	90	34,200	86,000	75	64,500	124,000	80	98,700
Illinois	1,526,000	93	1,426,600	537,000	80	430,500	2,063,000	90	1,857,100
Indiana	522,000	92	480,300	412,000	82	336,500	934,000	87	816,800
Iowa	281,000	93	262,500	399,000	79	315,300	680,000	85	577,800
Kansas	204,000	93	189,300	297,000	60	178,500	501,000	73	367,800
Kentucky	242,000	86	208,600	466,000	61	286,300	708,000	70	494,900
Louisiana	215,000	78	168,100	295,000	44	129,300	510,000	58	297,400
Maine	88,000	81	79,700	133,000	91	121,400	221,000	91	201,100
Maryland	251,000	90	225,100	159,000	82	130,000	410,000	87	355,100
Massachusetts	992,000	92	912,100	112,000	96	107,100	1,104,000	92	1,019,200
Michigan	827,000	93	771,100	393,000	89	351,100	1,220,000	92	1,122,200
Minnesota	331,100	93	309,300	321,000	77	247,600	652,000	85	556,900
Mississippi	91,000	71	64,600	403,000	35	142,400	494,000	42	207,000
Missouri	562,000	94	525,600	510,000	58	297,200	1,072,000	77	822,800
Montana	49,000	91	44,400	93,000	75	70,200	142,000	81	114,600
Nebraska	129,000	93	120,100	223,000	74	164,000	352,000	81	284,100
Nevada	12,000	91	11,000	18,000	97	17,500	30,000	95	28,500
New Hampshire	77,000	91	69,700	59,000	93	54,700	136,000	92	124,400

New Jersey	904,000	94	845,400	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	27,000	88	23,700	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	93	2,623,300	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	205,000	79	161,900	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	94	26,200	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	93	1,130,200	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	87	202,500	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	94	147,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	92	1,553,900	765,000	85	652,500	2,452,000	90	2,205,400
Rhode Island	155,000	92	142,500	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	70	69,500	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	93	31,700	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	82	211,200	430,000	58	248,700	689,000	67	459,900
Texas	661,000	84	556,200	855,000	56	477,300	1,516,000	68	1,033,500
Utah	68,000	91	61,800	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	91	30,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	82	178,800	396,000	56	221,400	613,000	65	400,200
Washington	271,000	94	254,400	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	86	111,800	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	93	377,000	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	90	18,100	42,000	75	31,700	62,000	80	49,800
<b>GEOGRAPHIC DIVISIONS</b>									
New England	1,651,000	92	1,515,400	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	93	5,022,600	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E. North Central	4,494,000	93	4,185,200	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W. North Central	1,569,000	93	1,464,700	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	82	1,300,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E. South Central	799,000	80	639,000	1,762,000	51	898,000	2,561,000	60	1,537,000
W. South Central	1,222,000	83	1,014,900	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	90	364,500	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	94	1,688,500	788,000	96	760,000	2,585,000	95	2,448,500
U. S. TOTAL	18,920,000	91	17,195,600	13,721,000	69	9,470,900	32,641,000	82	26,666,500

# FURGASON & WALKER, INC.

Radio Station Representatives

OFFICES:  
NEW YORK  
CHICAGO  
ST. LOUIS, MO.  
LOS ANGELES  
SAN FRANCISCO

RADIO  
Executives  
Everywhere

*Receive*

and

*Read*

RADIO DAILY  
REGULARLY

# FORJOE & COMPANY

*Radio Station Representatives*  
NEW YORK — CHICAGO

## ENGLISH DEPARTMENT

### RICH SPOT MARKETS

NEW ENGLAND  
Boston, Massachusetts ..... WORL  
Lewiston, Maine ..... WCOU  
MID-WEST  
Milwaukee, Wisconsin ..... WEMP  
Muncie, Indiana ..... WLBC  
SOUTH-WEST  
Longview, Texas ..... KFRO  
Laredo, Texas ..... KPAB  
Enid, Oklahoma ..... KCRC  
Clovis, New Mexico ..... KICA  
Decatur, Alabama ..... WMSL  
WEST COAST  
San Francisco, California ..... KSAN  
Aberdeen, Washington ..... KXRO

SPOT ADVERTISING  
BRINGS SPOT CASH

## FOREIGN DEPARTMENT

### THE MARKET WITHIN THE MARKET

POLISH  
ITALIAN  
JEWISH  
GERMAN  
and other languages.

Radio stations, covering the rich U. S. Foreign-Language markets, available as NETWORK or SPOT.

*Complete program service for both live and transcribed programs for your National, or Spot.*  
FOREIGN LANGUAGE RADIO  
CAMPAIGNS



# ★ RADIO STATION ★ REPRESENTATIVES

*Radio has no more ardent salesman and supporter than the representative. Individually and collectively he has been a vital force in the successful growth of radio. In servicing agencies by supplying needed facts, availabilities and other data, he bridges the gulf of hundreds and thousands of miles separating the station and the agency. The listing follows as of Feb. 15, 1940.*

## ALLIED REPRESENTATION CO.

*Chicago*—300 N. Michigan Ave.....Central 2079  
*Stations*—KGDE, Fergus Falls, Minn.; WPIC, Sharon, Pa.; KRLH, Midland, Texas; KONO, San Antonio, Texas; WRJN, Racine, Wisc.

## ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.

*(Latin American Representative)*

*New York*—420 Lexington Ave.....Murray Hill 5-6515  
 M. Garcia Pena, President; Edwin Seymour, Vice-President.

## ALL-CANADA RADIO FACILITIES LIMITED

*Calgary*—Southam Bldg. ....R 2021  
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

*Montreal*—Dominion Square Bldg., B. Hall.....Lancaster 640

*Toronto*—Victory Bldg., G. F. Herbert.....Elgin 2464

*Winnipeg*—Manitoba Telephone Bldg., P. H. Gayner.....92-191

*Vancouver*—541 West Georgia St., J. E. Baldwin.....Trinity 1391  
*Stations*—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKLN, Nelson, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CKX, Bragdon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKCA, Kenora, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCE, Montreal, Que.; CKBD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

## ASSOCIATED BROADCASTING CO., LTD.

*Montreal*—Dominion Square Bldg. ....Belair 3325  
 K. Jasen, President; M. Maxwell, Vice-President-General Manager; G. Ticktin, Secretary-Treasurer; J. O. Denis, French Program Director; J. Fuller, Script Director; J. Winter, Talent Director.  
*Stations*—CJCJ, Calgary, Alta.; CHWK, Chilliwack, B. C.; CKMO, Vancouver, B. C.; CFCT, Victoria, B. C.; CJLS, Yarmouth, N. S.; CKPC, Brantford, Ont.; CFCO, Chatham, Ont.; CKCR, Kitchener, Ont.; CKSO, Sudbury, Ont.; CKNX, Wingham, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CHNC, New Carlisle, Que.; CKCV, Quebec, Que.; CHLN, Three Rivers, Que.

## BERTHA BANNAN

(New England Representative\*)

*Boston*—15 Little Bldg., Bertha Bannan.....HANcock 6178  
*Stations*—WDRG, Hartford, Conn.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WLAW, Lawrence, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WNBX, Springfield, Vt.; WDEV, Waterbury, Vt.

\*Stations represented on a regional basis in New England only.

## WALTER BIDDICK COMPANY

*Los Angeles*—568 Chamber of Commerce Bldg.....Richmond 6184  
Walter Biddick, Manager; M. Cornell, Guy Mead, C. A. Burpee, M. Thompson.

*San Francisco*—1623 Russ Bldg., Gordon Owen, Manager.....Sutter 5415

*Seattle*—1038 Exchange Bldg.....Main 6440

*Stations*—\*KTAR, Phoenix, Ariz.; \*KVOA, Tucson, Ariz.; KXO, El Centro, Calif.; KARM, Fresno, Calif.; KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KTRB, Modesto, Calif.; KLX, Oakland, Calif.; KROY, Sacramento, Calif.; KTMS, Santa Barbara, Calif.; KSRO, Santa Rosa, Calif.; KHUB, Watsonville, Calif.; KFXJ, Grand Junction, Colo.; KGU, Honolulu, Hawaii; KRLC, Lewiston, Ida.; KFXD, Nampa, Ida.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WHB, Kansas City, Mo.; KGVO, Missoula, Mont.; KAST, Astoria, Ore.; KFJL, Klamath Falls, Ore.; KOOS, Marshfield, Ore.; KWJJ, Portland, Ore.; KTSM, El Paso, Texas; KLO, Ogden, Utah; KFIO, Spokane, Wash.; KUJ, Walla Walla, Wash.; KDFN, Casper, Wyo.; KFQD, Anchorage, Alaska.

\*Los Angeles office only.

## R. J. BIDWELL COMPANY

*San Francisco*—681 Market St., R. J. Bidwell, President-Treasurer.....Garfield 0947

*Los Angeles*—1031 South Broadway, W. H. Grubbs, Executive In Charge....Prospect 3746

*Stations*—WALA, Mobile, Ala.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WCOA, Pensacola, Fla.; KFDA, Amarillo, Texas; KLO, Ogden, Utah.

## JOHN BLAIR & COMPANY

*Chicago*—520 N. Michigan Avenue.....Superior 8660  
John Blair, President; Gale Blocki, Charles Dilcher, W. Ward Dorrell.

*New York City*—341 Madison Avenue.....Murray Hill 9-6084  
George Bolling, Vice-President; Richard Buckley, William Weldon, H. Leach Laney.

*Detroit*—New Center Bldg., R. H. Bolling.....Madison 7889

*Los Angeles*—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3548

*San Francisco*—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas 3188

*St. Louis*—455 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 4154

*Stations*—KOY, Phoenix, Ariz.; KTHS, Hot Springs, Ark.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; WOW, Omaha, Nebr.; WNBZ, Binghamton, N. Y.; WNEW, New York, N. Y.; WIBX, Utica, N. Y.; WBNS, Columbus, Ohio; WGBI, Scranton, Pa.; KTRH, Houston, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; Don Lee Network.

## THE BRANHAM COMPANY

*New York*—230 Park Avenue.....Murray Hill 6-1860  
M. H. Long, Vice-President; James H. Connolly, Manager of radio department.

*Chicago*—360 N. Michigan Avenue.....Central 5726  
John Petrie, President; Joseph Timlin, Manager radio department.

*Detroit*—General Motors Bldg., Harry Anderson.....Trinity 1-0440

*Dallas*—723 Mercantile Bldg., A. J. Putman.....Dallas 2-8569

<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., W. F. Patzlaff.....	Chestnut	6192
<i>Kansas City</i> —National Fidelity Life Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., W. L. Blythe.....	Michigan	1269
<i>Portland</i> —429 S. W. Fourth Ave., Fred Young.....	Atwater	7484
<i>Seattle</i> —1004 Second Ave., A. G. Neitz.....	Melrose	9193
<i>Charlotte, N. C.</i> —612 Commercial National Bank Bldg., H. L. Ralls.....	Charlotte	8839
<i>Stations</i> —KWKH, Shreveport, La.; KTBS, Shreveport, La.; WWNC, Asheville, N. C.; KBIX, Muskogee, Okla.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRLD, Dallas, Texas; KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg).		

### BROADCASTING ABROAD, LTD.

(Latin America Representative)

<i>New York</i> —119 West 57th Street.....	Circle	7-4161
Henry G. Hoberg, Executive Vice-President; Edward R. Parker, Vice-President.		
<i>Buenos Aires</i> —Av. Roque Saenz Pena 567, Harold Yale Rose.		
<i>Sao Paulo</i> —Av Sao Joao 1285, Olavo de Castro Fontoura.		
<i>Havana</i> —Edificio Nova Scotia, Guido Garcia Inclan.		
<i>Tampico</i> —Madero Num. 102, Wendell Cox.		
<i>Stations</i> —in Argentina, Bolivia, Brazil, British West Indies, Canary Island, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Philippine Islands, Puerto Rico, Spain, Uruguay, Venezuela.		

### HOWARD C. BROWN COMPANY

<i>Hollywood</i> —6418 Santa Monica Blvd.....	Hollywood	6045
<i>Stations</i> —3XY, Melbourne, Australia; 2VE, Sydney, Australia.		

### BRYANT, GRIFFITH & BRUNSON, INC.

<i>New York City</i> —9 East 41st Street.....	Murray Hill	2-2174
Harry C. Griffith, President and General Manager; George Gundling, Secretary; F. J. Coyle, Bob Greene, John McDonald.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Andover	1040
F. F. Parsons, Vice-President; W. W. Sauerberg, Roy Black, John Murphy.		
<i>Detroit</i> —General Motors Bldg., Harry W. Pollard, Vice-President.....	Madison	3534
<i>Boston</i> —201 Devonshire Street, J. F. Walsh.....	Liberty	4259
<i>Atlanta</i> —Walton Bldg., B. Frank Cook.....	Walnut	1231
<i>Salt Lake City</i> —838 - 24 St. (Ogden, Utah), Wayne Eldredge		
<i>Stations</i> —WISE, Asheville, N. C.; WFBC, Greenville, S. C.; KLO, Ogden, Utah.		

### BURN-SMITH COMPANY, INC.

<i>New York City</i> —7 West 44th St.....	Murray Hill	2-7461
G. Byron Smith, II, Secretary-Treasurer.		
<i>Chicago</i> —307 N. Michigan Ave., John A. Toothill, President.....	Central	4270
<i>Detroit</i> —New Center Bldg.....	Madison	3350
<i>Atlanta</i> —1265 Boulevard Drive, S. E.....	Main	5261
<i>Stations</i> —WAGF, Donthan, Ala.; WMSD, Sheffield, Ala.; KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WRDW, Augusta, Ga.; WTAX, Springfield, Ill.; WGRC, Louisville, Ky.; WORL, Boston, Mass.; WELL, Battle Creek, Mich.; WDF, Flint, Mich.; WKBZ, Muskegon, Mich.; KGVO, Missoula, Mont.; WAAT, Jersey City, N. J.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; KTOK, Oklahoma City, Okla.; WKST, New Castle, Pa.; WOPI, Bristol, Tenn.; KMAC, San Antonio, Texas; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; Oklahoma Network (KTOK, Oklahoma City; KOME, Tulsa; KBIX, Muskogee; KGRC, Enid; KGFF, Shawnee; KADA, Ada).		

### CAPPER PUBLICATIONS

<i>New York City</i> —420 Lexington Avenue.....	Mohawk	4-3280
William L. McKee, Dean A. Bailey.		

<i>Chicago</i> —180 N. Michigan Avenue, Felix Morris.....	Central	5977
<i>Detroit</i> —General Motors Bldg., E. J. McKernan.....	Madison	2125
<i>San Francisco</i> —1207 Russ Bldg., William B. Flowers.....	Douglas	5220
<i>Stations</i> —KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.		

### CONQUEST ALLIANCE CO., INC.

(Latin America Representative)

<i>New York</i> —515 Madison Avenue.....	Plaza	3-5650
Clarence H. Venner, President; A. M. Martinez, Vice-President.		
<i>Havana</i> —Metropolitana Bldg., Rene Canizares, Manager.....	M	2953
<i>Rio de Janeiro</i> —Edificio Odeon 710, Roberto Constantinesco, Manager.....		42-0945

### COX AND TANZ

<i>Philadelphia</i> —Drexel Building.....	Lombard	1720
A. P. Cox, Co-owner; E. R. Tanz, Co-owner; F. Schlett, T. Cunningham.		
<i>New York City</i> —535 Fifth Avenue, E. R. Tanz.....	Murray Hill	2-8284
<i>Chicago</i> —228 N. La Salle Street, Joseph C. Cox, Jr.....	Franklin	2095
<i>Stations</i> —KGLU, Safford, Ariz.; KGFJ, Los Angeles, Calif.; KTRB, Modesto, Calif.; WFOY, St. Augustine, Fla.; KRLC, Lewiston, Ida.; WJBC, Bloomington, Ill.; KIUL, Garden City, Kans.; WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WNOE, New Orleans, La.; WAGM, Presque Isle, Me.; WCAP, Asbury Park, N. J.; WSNJ, Bridgeton, N. J.; WBRB, Red Bank, N. J.; KAWM, Gallup, N. M.; WGTM, Wilson, N. C.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; WPAY, Portsmouth, Ohio; KAST, Astoria, Ore.; KBND, Bend, Ore.; KFJI, Klamath Falls, Ore.; KLBW, La Grande, Ore.; KWJJ, Portland, Ore.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WWSW, Pittsburgh, Pa.; KOBH, Rapid City, S. D.; KWTN, Watertown, S. D.; KNEL, Brady, Texas; KGFI, Brownsville, Texas; KRBA, Lufkin, Texas; KNET, Palestine, Texas; KSUB, Cedar City, Utah; KUJ, Walla Walla, Wash.		

### HARRY E. CUMMINGS

(Southeastern Representative\*)

<i>Jacksonville, Fla.</i> —306 Florida National Bank Bldg.....	Jacksonville	3-0381
<i>Stations</i> —WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WCHV, Charlottesville, Va.		

\*Stations represented on a regional basis in Southeastern United States only.

### DOMINION BROADCASTING CO.

<i>Toronto, Canada</i> —4 Albert Street, Hal B. Williams, Manager.....	Adelaide	3383
<i>Stations</i> —CKOV, Kelowna, B. C.; CJLS, Yarmouth, N. S.; CKCR, Kitchener, Ont.; CKTB, St. Catherines, Ont.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.		

### FORJOE & COMPANY

<i>New York City</i> —19 West 44th Street.....	Vanderbilt	6-3816
Joseph Bloom, President; Forrest U. Daughdrill, Vice-President and General Manager; Kent Godfrey, National Sales Manager.		
<i>Chicago</i> —201 N. Wells St., William L. Klein, Manager.....	Andover	1685
<i>Stations</i> —KFRO, Longview, Texas; WLBC, Muncie, Ind.; WORL, Boston, Mass.; WCOU, Lewiston, Me.; KSAN, San Francisco, Calif.; WGES, Chicago, Ill.; WCBW, Chicago, Ill.; WSBC, Chicago, Ill.; KCRC, Enid, Okla.; KFVD, Los Angeles, Calif.; WCLS, Joliet, Ill.; WEMP, Milwaukee, Wisc.; KPAB, Laredo, Texas; KXRO, Aberdeen, Wash.; WMSL, Decatur, Ala.; KICA, Clovis, N. M.		
<i>Foreign Language Station Representation</i> —KDB, Santa Barbara, Calif.; KFAM, St. Cloud, Minn.; KFOX, Long Beach, Calif.; KFVD, Los Angeles, Calif.; KGER, Long Beach, Calif.; KGIW, Alamosa, Colo.; KLAH, Carlsbad, N. M.; KMTR, Los Angeles, Calif.; KPAB, Laredo, Texas; KQV, Pittsburgh, Pa.; KSAN, San Francisco, Calif.; KYOS, Merced, Calif.; WARD, Brooklyn, N. Y.; KONO, San Antonio, Texas; WATR, Waterbury, Conn.; WAZL, Hazleton, Pa.; WBBC, Brooklyn, N. Y.; WBNY, Buffalo, N. Y.; WBRE, Wilkes-Barre, Pa.; WCBW, Chicago, Ill.; WCOP, Boston, Mass.; WDAS, Philadelphia, Pa.; WDEV, Waterbury, Vt.; WEBC, Duluth, Minn.; WEDC, Chicago, Ill.; WEEU, Reading, Pa.; WELI, New Haven, Conn.; WSAY,		

Rochester, N. Y.; WSBC, Chicago, Ill.; WSBT, South Bend, Ind.; WTEL, Philadelphia, Pa.; WEMP, Milwaukee, Wisc.; WEVD, Brooklyn, N. Y.; WEW, St. Louis, Mo.; WFAM, South Bend, Ind.; WFEA, Manchester, N. H.; WGAR, Cleveland, Ohio; WGBI, Scranton, Pa.; WGES, Chicago, Ill.; WHBQ, Memphis, Tenn.; WHOM, Jersey City, N. J.; WIBX, Utica, N. Y.; WIND, Gary, Ind.; WJBK, Detroit, Mich.; WJMS, Ironwood, Mich.; WJW, Akron, Ohio; WKBN, Youngstown, Ohio; WKST, New Castle, Pa.; WLAW, Lawrence, Mass.; WLNH, Laconia, N. H.; WMAS, Springfield, Mass.; WMBC, Detroit, Mich.; WMFF, Plattsburg, N. Y.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WPEN, Philadelphia, Pa.; WSAR, Fall River, Mass.; WSAU, Wassau, Wisc.; WTOL, Toledo, Ohio; WVFW, Brooklyn, N. Y.; WWRL, Woodside, N. Y.; WWSW, Pittsburgh, Pa.

**FREE & PETERS, INC.**  
(and Free, Johns & Field)

*New York*—247 Park Avenue..... Plaza 5-4131  
H. Preston Peters, Vice-President; Russel Woodward, N. Y. District Manager; C. Terence Clyne, Hugh K. Boice, Jr., James M. Wade.

*Chicago*—180 N. Michigan Avenue ..... Franklin 6373  
James L. Free, President; L. H. Avery; Arthur J. Barry, Jr.; Hal W. Hoag, J. W. Knodel.

*Atlanta*—617 Walton Bldg., F. Lacelle Williams..... Jackson 1678

*San Francisco*—111 Sutter Street, A. Leo Bowman..... Sutter 4353

*Detroit*—New Center Bldg., Charles G. Burke..... Trinity 2-8444

*Los Angeles*—650 South Grand Ave., H. J. Tyler..... Vandike 0569

*Stations*—KECA, Los Angeles, Calif.; KSFO-KROW, San Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WOWO-WGL, Fort Wayne, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; WAVE, Louisville, Ky.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati, Ohio; KOMA, Oklahoma City, Okla.; KTUL, Tulsa, Okla.; KOIN-KALE, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KGKO, Fort Worth, Texas; KVI, Tacoma, Wash.; Lone Star Chain.

**FURGASON & WALKER, INC.**

*New York City*—551 Fifth Avenue..... Murray Hill 2-3734  
Gene Furgason, R. L. Ferguson.

*Chicago*—360 North Michigan Ave..... State 5262  
Wythe Walker, Richard Westbrook, Arch Kerr.

*Stations*—KUAO, Siloam Springs, Ark.; KMPC, Beverly Hills, Calif.; WELI, New Haven, Conn.; WATR, Waterbury, Conn.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WIND, Gary, Ind.; WTAD, Quincy, Ill.; WHBF, Rock Island, Ill.; KTRI, Sioux City, Ia.; KOAM, Pittsburgh, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; WLAW, Lawrence, Mass.; WRBK, Pittsfield, Mass.; WHB, Kansas City, Mo.; WSAN, Allentown, Pa.; WHJB, Greensburg, Pa.; WJAS, Pittsburgh, Pa.; KQV, Pittsburgh, Pa.; WCOS, Columbia, S. C.; Z-Bar Net, (KGIR, Butte, Mont.; KRBM, Bozeman, Mont.; KPFA, Helena, Mont.).

**MELCHOR GUZMAN COMPANY, INC.**

(Latin American Representative)

*New York*—9 Rockefeller Plaza..... Circle 7-2450  
Melchor Guzman, President; L. Hahn, Treasurer; Ada Guzman, Secretary.

**ARTHUR H. HAGG & ASSOCIATES, INC.**

*Chicago*—360 N. Michigan Ave., Arthur H. Hagg, Manager..... Central 7553

*New York*—366 Madison Ave., Phil A. Broderick, Manager..... MUrray Hill 2-8865

*Kansas City, Mo.*—621 Dwight Bldg., Harold Benight, Manager..... Victor 5333

*Denver*—1863 Wazee St., Jack Perry, Manager..... Keystone 2371

*Omaha*—300 Brandeis Theatre Bldg., Frank P. Samuels, Manager..... Jackson 7319

*Minneapolis*—2660 Fremont Ave., S., Robert O'Brien, Manager..... Kenmore 0753

*Oklahoma City*—2715 N. W. 12th St., Ted McCorkhill, Manager..... 5-7272

*Stations*—KGNO, Dodge City, Kans.; KADA, Ada, Okla.; KGFF, Shawnee, Okla.

## HEADLEY-REED COMPANY

*(Successor to Kelly-Smith Co.)*

<i>New York</i> —420 Lexington Ave.....	Murray Hill	3-5470
Frank M. Headley, President; Lester J. Blumenthal, William B. Faber.		
<i>Chicago</i> —180 N. Michigan Ave.....	Franklin	4686
Dwight S. Reed, Vice-President; John H. Wrath.		
<i>Detroit</i> —New Center Bldg., Robert B. Rains, Vice-President.....	Madison	9444
<i>Atlanta</i> —Glenn Bldg., Gregory Murphy, Jr.....	Jackson	0864
<i>Stations</i> —WSGN, Birmingham, Ala.; WSFA, Montgomery, Ala.; WNBC, New Britain, Conn.; WCOP, Boston, Mass.; KFEQ, St. Joseph, Mo.; WBAB, Atlantic City, N. J.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSJS, Winston-Salem, N. C.; WROK, Rockford, Ill.; WJW, Akron, Ohio; WFMJ, Youngstown, Ohio; WSIX, Nashville, Tenn.; KRIC, Beaumont, Texas; Alabama Network.		

## GEORGE P. HOLLINGBERY CO.

<i>New York City</i> —420 Lexington Avenue.....	Murray Hill	3-8078
F. E. Spencer, Jr., Vice-President; Robert Davies, Donald A. Donahue, Harold Heady.		
<i>Chicago</i> —307 N. Michigan Avenue.....	State	2898
George P. Hollingbery, President; Walter Holden.		
<i>Detroit</i> —Park & Adams Street, Fred Hague.....	Cherry	5200
<i>Atlanta</i> —Walton Bldg., G. M. Kohn, Jr.....	Walnut	4039
<i>San Francisco</i> —564 Market St., Leslie Meek.....	Garfield	7511
<i>Stations</i> —WIOD, Miami, Fla.; WAAF, Chicago, Ill.; WIRE, Indianapolis, Ind.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WMFF, Plattsburg, N. Y.; WHAM, Rochester, N. Y.; WNBZ, Saranac, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WTMA, Charleston, S. C.; KTSM, El Paso, Texas; WEAU, Eau Claire, Wisc.; Arrowhead Network.		

## INLAND BROADCASTING SERVICE

<i>Winnipeg, Man.</i> —171 McDermot Ave.....		92-532
Dawson Richardson, President; F. K. Tully, Secretary-Treasurer; A. L. Gar-side, Manager.		
<i>Stations</i> —CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKOV, Kelowna, B. C.; CJOR, Vancouver, B. C.; CJRC, Winnipeg, Man.; CKPR, Fort Wil-liam, Ont.; CJRM, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.		

## INTERNATIONAL BROADCASTING COMPANY, LTD.

*(European Representatives)*

<i>London</i> —37, Portland Place, W.1.....	Langham	2000
Capt. Leonard F. Plugge, Chairman; C. Shanks and H. E. Needham, Directors; Richard L. Meyer, General Manager; Frank Lamping, Assistant General Manager; Jack Hargreaves, Program Director.		
<i>Stations</i> —Radio Normandy, Radio International, Radio Mediterranean, Canadian Broadcasting Corp. Network.		

## INTERNATIONAL RADIO SALES

*(A Division of Hearst Radio, Inc.)*

<i>New York</i> —20 East 57th Street.....	Plaza	8-2600
Loren L. Watson, General Manager; Robert E. Howard; Allen W. Kerr.		
<i>Chicago</i> —326 W. Madison Street.....	Central	4547
R. N. Weil, Manager; Robert M. Flanigan, Peterson Kurtzer.		
<i>San Francisco</i> —Hearst Bldg., John Livingston, Manager.....	Douglas	2536
<i>Stations</i> —KYA, San Francisco, Calif.; WSUN, St. Petersburg, Fla.; WKBB, Dubuque, Ia.; WBAL, Baltimore, Md.; WINS, New York, N. Y.; WQXR, New York, N. Y.; WSAI, Cincinnati, Ohio; WING, Dayton, Ohio; WCAE, Pittsburgh, Pa.; WAIM, Anderson, N. C.; WISN, Milwaukee, Wisc.; New York Broadcasting System.		

## THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Longacre	5-4594
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Sales Manager; G. H. Gunst, A. Doris, S. R. Rintoul, M. O'Mara, M. S. Kellner, D. H. Denenholz, Ted Kruglak, H. R. Goldberg, Martin Beck, M. J. Flynn.		
<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4238
Paul Ray, Manager; Sidney L. Katz, Lowell E. Jackson, O. R. Whitaker, Jr., Stanley Reulman, Ned Costello.		
<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
Ralph Bateman, Manager; David H. Decker.		
<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
Gordon Gray, Manager; Gilbert Berry.		
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager; Marvin Smith.		
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Dallas	2-7936
<i>San Francisco</i> —Monadnock Bldg., Richard S. Railton.....	Sutter	7498
<i>Stations</i> —KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, Ga.; KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; KANS, Wichita, Kans.; WWL, New Orleans, La.; KGHL, Billings, Mont.; KFAB, Lincoln, Nebr.; KFOR, Lincoln, Nebr.; KOIL, Omaha, Nebr.; KOB, Albuquerque, N. M.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KIRO, Seattle, Wash.; KFPY, Spokane, Wash.		

## JOSEPH HERSHEY MCGILLVRA

<i>New York</i> —366 Madison Avenue (Main Office).....	Murray Hill	2-8755
Joseph M. McGillvra, Owner; Adam Young, Jr.; Terry Gunn.		
<i>Chicago</i> —919 North Michigan Avenue, S. M. Aston.....	Superior	3444
<i>San Francisco</i> —627 Mills Building, Duncan A. Scott, Manager.....	Sutter	1393
<i>Los Angeles</i> —527 West Seventh Street, William S. Wright, Manager.....	Vandyke	6336
<i>Boston</i> —Hotel Touraine, A. H. Swift.....	Hancock	0900
<i>Toronto</i> —Metropolitan Building.....	Adelaide	4429
C. W. Wright, Manager; J. L. Alexander.		
<i>Montreal</i> —510 Keefer Building, Lovell Mickles, Jr., Manager.....	Marquette	1184
<i>Stations</i> —KTUC, Tucson, Ariz.; KELD, El Dorado, Ark.; KUOA, Siloam Springs, Ark.; KARM, Fresno, Calif.; KRKD, Los Angeles, Calif.; KROY, Oakland, Calif.; KJBS, San Francisco, Calif.; KQW, San Jose, Calif.; KVEC, San Luis Obispo, Calif.; WBRY, Waterbury, Conn.; WTBO, Cumberland, Md.; WSAR, Fall River, Mass.; KROC, Rochester, Minn.; KGVO, Missoula, Mont.; KVSF, Santa Fe, N. M.; WQXR, New York, N. Y.; KTOK, Oklahoma City, Okla.; KCRC, Enid, Okla.; KADA, Ada, Okla.; KVSO, Ardmore, Okla.; KBIX, Muskogee, Okla.; KGFF, Shawnee, Okla.; KOMA, Tulsa, Okla.; WBBZ, Ponca City, Okla.; KRBC, Abilene, Texas; KBST, Big Spring, Texas; KPLT, Paris, Texas; KGKL, San Angelo, Texas; KUTA, Salt Lake City, Utah; WRJN, Racine, Wisc.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKOV, Kelowna, B. C.; CJOR, Vancouver, B. C.; CJRC, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CJCB, Sydney, N. S.; CKPC, Brantford, Ont.; CFCO, Chatham, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFLC, Prescott, Ont.; CJIC, Saulte Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CKNX, Wing- ham, Ont.; CFCY, Charlottetown, P. E. I.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.		

## WILLIAM A. MCGUINEAS

(Eastern Representative)

<i>New York City</i> —220 East 42nd Street.....	Murray Hill	2-3033
<i>Station</i> —WGN, Chicago, Ill.		

## J. P. MCKINNEY, SPECIAL AGENT

<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<i>Chicago</i> —400 N. Michigan Avenue, Ray Davis, C. W. Erwin.....	Superior	9866
<i>San Francisco</i> —681 Market Street.....	Sutter	5333
<i>Stations</i> —WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WESG, Elmira, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WRAK, Williamsport, Pa.		

## NATIONAL BROADCASTING COMPANY

*(General National Spot and Local Sales Department)*

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, General National Spot and Local Sales Manager; Maurice M. Boyd.		
<i>Boston</i> —Bradford Hotel, Frank R. Bowes.....	Hancock	4261
<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Detroit</i> —Fisher Bldg., Robert A. White.....	Trinity	2-7900
<i>Pittsburgh</i> —Grant Bldg., W. E. Jackson.....	Grant	4200
<i>Chicago</i> —Merchandise Mart, Oliver Morton.....	Superior	8300
<i>Denver</i> —1625 California Street, A. W. Crapsey.....	Main	6211
<i>Hollywood</i> —5515 Melrose Avenue, Sidney Dixon.....	Hollywood	3631
<i>San Francisco</i> —111 Sutter Street, Glenn Ticer.....	Sutter	1920
<i>Stations</i> —KPO, San Francisco, Calif.; KGO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WMAQ, Chicago, Ill.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WJZ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

## NORTHWEST RADIO ADVERTISING CO., INC.

<i>Seattle</i> —802 American Bank Bldg.....	Main	9282
Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.		
<i>Station</i> —KINY, Juneau, Alaska.		

## PAN AMERICAN BROADCASTING COMPANY

*(Latin America, Alaska, and Newfoundland Representative)*

<i>New York City</i> —330 Madison Avenue, E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922

## JOHN H. PERRY ASSOCIATES

<i>New York City</i> —225 West 39th Street.....	Bryant	9-3357
William K. Dorman, Manager; W. T. Kelly, H. H. Hachette.		
<i>Chicago</i> —122 S. Michigan Avenue, O. J. Ranft, Manager.....	Harrison	8085
<i>Detroit</i> —7338 Woodward Avenue, J. J. Higgins, Manager.....	Madison	0790
<i>Atlanta</i> —406 Chamber of Commerce Bldg., R. S. Kendrick, Manager.....	Walnut	3443
<i>San Francisco</i> —742 Market Street, (R. J. Bidwell Co.).....	Garfield	4917
<i>Philadelphia</i> —1524 Chestnut St., M. S. Lewin.....	Rittenhouse	0886
<i>Stations</i> —WALA, Mobile, Ala.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KFDA, Amarillo, Texas.		

## EDWARD PETRY & COMPANY, INC.

<i>New York City</i> —17 East 42nd Street.....	Murray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Carl Doty, Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boncil, James L. Thompson.		
<i>Detroit</i> —General Motors Bldg., Richard Daley.....	Madison	1035
<i>San Francisco</i> —111 Sutter Street, Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Southwestern Bell Telephone Bldg., George Kercher.....	Garfield	5194
<i>Stations</i> —KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; KVOD, Denver, Colo.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; WFBM, In-		



dianapolis, Ind.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WFBR, Baltimore, Md.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KEX, Portland, Ore.; KGW, Portland, Ore.; WFIL, Philadelphia, Pa.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRTD, Richmond, Va.; KJR, Seattle, Wash.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Minnesota Network; Texas Quality Network; Yankee Network.

**RALPH L. POWER**

*(Australian Representative)*

*Los Angeles*—407 Van Nuys Bldg. . . . . Madison 5617  
*Stations*—Macquarie Broadcasting Services, Macquarie Network (19 stations).

**RADIO ADVERTISING ASSOCIATES**

*(Southeastern Representatives\*)*

*Atlanta*—925-6 Grant Bldg., R. L. Watkins, President. . . . . Walnut 1833  
*Stations*—WALA, Mobile, Ala.; WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMBL, Monroe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lubbock, Texas.

\*Stations represented on a regional basis only.

**RADIO ADVERTISING CORP.**

*New York City*—341 Madison Avenue. . . . . Murray Hill 4-0212  
 Henri O. Molley, Executive in Charge.  
*Chicago*—400 North Michigan Avenue, George Roesler, Manager. . . . . Whitehall 4262  
*Cleveland*—Terminal Tower, Charles A. Stevens, Manager. . . . . Prospect 5800  
*San Francisco*—681 Market St., Homer Griffith, Manager. . . . . Douglas 4475  
*Hollywood*—6362 Hollywood Blvd., Homer Griffith, Manager. . . . . Hillside 7157  
*Stations*—KITE, Kansas City, Mo.; WHK, Cleveland, Ohio; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WKBN, Youngstown, Ohio; WIP, Philadelphia, Pa.

**RADIO SALES, INC.**

*New York*—485 Madison Avenue. . . . . Wickersham 2-2000  
 Howard Meighan, Eastern Sales Manager; William H. Hylan, Jr., Robert Somerville, Frank McDonnell, Howard Schreiber, Eldon Hazard.  
*Chicago*—410 N. Michigan Avenue. . . . . Whitehall 6000  
 Kelly Smith, General Manager; Paul Wilson, Ernest Shomo, Wendell Campbell.  
*Detroit*—902 Fisher Bldg., Herbert Carlborg. . . . . Trinity 2-5500  
*Milwaukee*—4118 Plankington Arcade Bldg., Martin McGeehan. . . . . Marguette 0688  
*Sau Francisco*—Palace Hotel, Henry M. Jackson. . . . . Yukon 1700  
*Los Angeles*—Columbia Square. . . . . Hollywood 2484  
 Roger K. Huston, Western Sales Manager.  
*Stations*—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

**RADIO TIME AGENCY**

*Chicago*—360 N. Michigan Ave., Palmer Terhune, Manager. . . . . Dearborn 0351  
*Stations*—WBNX, New York, N. Y.; KFRO, Longview, Texas; KCMC, Texarkana, Texas.

**WILLIAM G. RAMBEAU COMPANY**

*Chicago*—1617 Tribune Tower, William G. Rambeau, Manager. . . . . Andover 5566  
*New York City*—Chanin Bldg., Roy Shults, Manager. . . . . CAledonia 5-4940  
*Detroit*—10-217 General Motors Bldg., George O'Leary, Manager. . . . . Madison 6828  
*Sau Francisco*—Russ Bldg., Ross C. Rambeau, Manager. . . . . Douglas 1294  
*Stations*—WDGY, Minneapolis, Minn.; KQV, Pittsburgh, Pa.; WJAS, Pittsburgh, Pa.

**PAUL H. RAYMER CO.**

<i>Chicago</i> —435 N. Michigan Avenue.....	Superior	4473
Paul H. Raymer, Manager; George W. Diefenderfer, Richard F. Kopf.		
<i>New York</i> —366 Madison Avenue.....	Murray Hill	2-8690
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.		
<i>Detroit</i> —General Motors Bldg., George W. Diefenderfer.....	Trinity	2-8060
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373
<i>Los Angeles</i> —530 West 6th St., J. Leslie Fox.....	Vandike	1901
<i>Stations</i> —Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KFVB, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR, Jacksonville, Fla.; WDBO, Orlando, Fla.; WJJD, Chicago, Ill.; WFAM-SBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WJTN, Jamestown, N. Y.; WHEC, Rochester, N. Y.; WSYR, Syracuse, N. Y.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOI, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Texas; WNBX, Springfield, Vt.; WRVA, Richmond, Va.		

**REYNOLDS-FITZGERALD, INC.**

<i>New York City</i> —515 Madison Ave.....	ELdorado	5-7020
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.		
<i>Chicago</i> —360 N. Michigan Ave.....	State	4294
John T. Fitzgerald, George A. Jones, Lee Small, Edwin C. Allen, M. H. Petersen.		
<i>Detroit</i> —General Motors Bldg., Richard T. Healy.....	Madison	4250
<i>Philadelphia</i> —Land Title Bldg., J. David Cathcart.....	Rittenhouse	3839
<i>Seattle</i> —1423 Joseph Vance Bldg., Fred A. Bartlett.....	Elliott	6452
<i>San Francisco</i> —58 Sutter Street.....	Garfield	6144
Judson H. Carter, Ralph E. DeMotte.		
<i>Los Angeles</i> —117 West Ninth Street, Charles E. Fisher.....	Tucker	2474
<i>Stations</i> —KFNF, Shenandoah, Ia.; WIL, St. Louis, Mo.; WHBY, Green Bay, Wisc.; WTAQ, Green Bay, Wisc.; WIBA, Madison, Wisc.; WSAU, Wassau, Wisc.		

**SAWYER, FERGUSON & WALKER CO.**

<i>New York</i> —60 East 42nd Street.....	MURray Hill	2-5495
F. H. Anderson.		
<i>Stations</i> —WRNL, Richmond, Va.; WGH, Newport News, Va.		

**VIRGIL REITER & CO.**

<i>New York</i> —22 West 48th Street.....	PEnnsylvania	6-2409
<i>Stations</i> —WCAU, Philadelphia, Pa.; WFBM, Indianapolis, Ind.		

**SEARS & AYER, INC.**

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —565 Fifth Ave., Paul Adler, Manager.....	PLaza	8-1312
<i>Stations</i> —WJBY, Gadsden, Ala.; WGPC, Albany, Ga.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; KRLC, Lewiston, Ida.; KID, Idaho Falls, Ida.; WDWS, Champaign, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WPG, Atlantic City, N. J.; WSOC, Charlotte, N. C.; WRAL, Raleigh, N. C.; WSTP, Salisbury, N. C.; WAIR, Winston-Salem, N. C.; WAIM, Anderson, S. C.; WSVB, Harrisonburg, Va.; KUJ, Walla Walla, Wash.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.		

**JACK SLATTER**

<i>Toronto, Ont.</i> —4 Albert Street.....	Waverley	5564
<i>Stations</i> —CFCN, Calgary, Alta.; CKPR, Fort William, Ont.; CJRC, Winnipeg, Man.; CJRM, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.		

## TENNEY, WOODWARD & CONKLIN, INC.

<i>New York City</i> —285 Madison Ave.....	ASHland	4-0996
Walter I. Tenney, President; Ralph E. Dennis, Manager.		
<i>Chicago</i> —333 N. Michigan Ave., John E. Rohde, Manager.....	Delaware	2107
<i>Detroit</i> —New Center Bldg., T. E. Etter, Manager.....	Trinity	1-0529
<i>Station</i> —WTRC, Elkhart, Ind.		

## EDWARD S. TOWNSEND COMPANY

<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner.....	Douglas	2373
<i>Stations</i> —WGN, Chicago, Ill.; WOR, Newark, N. J.; WCAU, Philadelphia, Pa.		

## J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative\*)

<i>New York City</i> —152 West 42nd Street, J. Franklyn Viola, President....	CHickering	4-3254
*Stations represented for the broadcasting and producing of foreign language programs only.		

## WEED & CO.

<i>New York</i> —350 Madison Avenue.....	Vanderbilt	6-4542
Joseph J. Weed, President; J. C. Lyons, N. V. Farrell, Paul Frank.		
<i>Chicago</i> —203 N. Wabash Avenue.....	Randolph	7730
Neal Weed, Vice-President; William Reilly, William Flynn.		
<i>Detroit</i> —Michigan Building, Charles M. Adell.....	Cadillac	3810
<i>San Francisco</i> —111 Sutter St., Roy Frothingham.....	Douglas	6446
<i>Stations</i> —KARM, Fresno, Calif.; KTSM, Santa Barbara, Calif.; WTIC, Hartford, Conn.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WSAL, Salisbury, Md.; WPRC, Worcester, Mass.; KERU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WEBR, Buffalo, N. Y.; WKRC, Cincinnati, Ohio; WCOL, Columbus, Ohio; WBAX, Wilkes-Barre, Pa.; WJAR, Providence, R. I.; KABR, Aberdeen, S. D.; WQDM, St. Albans, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKPR, Fort William-Port Arthur, Ont.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.		

## HOWARD H. WILSON COMPANY

<i>Chicago</i> —75 East Wacker Drive.....	Central	8744
Howard H. Wilson, Owner; J. F. Johns, Harlan G. Oakes.		
<i>New York</i> —551 Fifth Ave.....	Murray Hill	6-1230
Horace Hagedorn, Manager; Thomas Pedlar.		
<i>Kansas City, Mo.</i> —1012 Baltimore, J. J. Farrell.....	Grand	8010
<i>San Francisco</i> —681 Market St., Homer O. Griffith.....	Douglas	4475
<i>Hollywood</i> —6362 Hollywood Blvd., Homer O. Griffith.....	Hillside	7157
<i>Stations</i> —KGER, Long Beach, Calif.; KGHF, Pueblo, Calif.; WDZ, Tuscola, Ill.; WIBC, Indianapolis, Ind.; KMA, Shenandoah, Ia.; KFBI, Abilene, Kans.; WREN, Lawrence, Kans.; WKZO, Kalamazoo, Mich.; KYSM, Mankato, Minn.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; KMMJ, Grand Island, Nebr.; WJAG, Norfolk, Nebr.; KGGM, Albuquerque, N. M.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Weslaco, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WHBL, Sheboygan, Wisc.; Lone Star Chain.		

## WOR (Newark, N. J.)

<i>Boston</i> —80 Federal Street.....	Liberty	0437
Paul A. Belaire, Manager.		
<i>Chicago</i> —Tribune Tower, Harold C. Higgins, Manager.....	Superior	5110
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373

# RESEARCH — ORGANIZATIONS

## **The Advertising Checking Bureau, Inc.**

538 South Clark St., Chicago, Ill.  
 Phone Wabash 6131  
 President.....W. B. Katzenberger  
 Director, Newspaper Research  
 Department.....James H. Watt

### *Branch Offices*

79 Madison Ave., New York, N. Y.  
 Phone CAledonia 5-8333  
 Eastern Manager.....Horace Carver  
 500 Sansome St., San Francisco, Calif.  
 Phone Sutter 6978  
 Pacific Coast Manager.....Jack Kendrick

Services Offered: (1) Analysis of radio publicity (individual items) with circulation figures and monthly summaries. (2) Check-up of radio log listing. (3) Weekly scrap-book service.

## **Advertising Research Bureau**

1425 Dorchester St., West, Montreal, Que.,  
 Canada  
 Phone Plateau 3858

Director.....Jack Selinger  
 Services Offered: Advertising surveys of all types (e.g., telephone, door-to-door, dealer, public opinion); French language surveys.

## **Anderson Nichols Associates**

330 West 42 St., New York, N. Y.  
 Phone BRyant 9-2278

President.....E. R. Anderson  
 Secretary & Treasurer.....H. B. Nichols  
 Radio Research.....Paul W. Stewart

### *Branch Office*

Suite 307, 53 State St., Boston, Mass.  
 Phone Capital 8498

## **Booz, Fry, Allen & Hamilton**

135 South La Salle St., Chicago, Ill.  
 Phone Stage 8344

285 Madison Ave., New York, N. Y.  
 Phone CAledonia 5-1223

Services Offered: Business Surveys.

## **Walter P. Burn & Associates, Inc.**

7 West 44th Street, New York, N. Y.  
 Phone, MUrray Hill 2-7462

President.....Walter P. Burn  
 Vice-President.....William Noble

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans.

## **Canadian Facts, Registered**

100 Adelaide St., West, Toronto, Ont., Canada  
 Phone Adelaide 2067

General Manager.....N. P. Colwell  
 Director of Personnel.....Ethel Fulford Colwell  
*Branch Offices*

Operating branches in 99 Canadian cities and towns with a total staff of 2100.

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations and checks on effectiveness of various media.

## **Paul T. Cherington**

c/o McKinsey & Co., 2 Wall Street,  
 New York, N. Y.  
 Phone REctor 2-2820

Services Offered: Distribution consultant, market surveys, media studies.

## **Commercial Checking Service**

1474 Olive St., Louisville, Ky.

President.....Newton P. Owen  
 Secretary-Treasurer.....P. A. Johns

Services Offered: Checking service for advertising and agencies.

## **The Cooperative Analysis of Broadcasting**

330 West 42nd Street, New York, N. Y.  
 Phone, MEdallion 3-3898

Manager.....A. W. Lehman  
 Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); C. H. Lang (General Electric Co.); A. Wells Wilbor (General Mills); L. D. H. Weld (McCann-Erickson); A. W. Lehman, Manager.

Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups,

etc. It is authorized by the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

•  
**Crossley, Inc.**

330 West 42 St., New York, N. Y.  
Phone BRyant 9-5462

President.....Archibald M. Crossley  
Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

•  
**Roy S. Frothingham**

111 Sutter Street, San Francisco, Calif.  
Phone, Douglas 6446

Services Offered: Sales and advertising research; market and product studies; radio-program preference surveys.

•  
**C. E. Hooper, Inc.**

51 East 42nd St., New York, N. Y.  
Phone, VAnDerbilt 6-4630

President.....C. E. Hooper  
Vice-President.....E. A. Tomsett  
Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

•  
**Hooper-Holmes Bureau**

102 Maiden Lane, New York, N. Y.  
Phone WHiTehall 3-9700

Director of Research.....Chester E. Haring  
*Branch Offices*  
32 Offices Throughout  
United States and Canada

•  
**Irwin & Irwin**

1627 Locust St., St. Louis, Mo.  
Phone, Republic 3179

Manager.....M. C. Irwin  
Services Offered: Market research.

•  
**Joint Committee on Radio Research**

(cooperative AAAA, ANA & NAB survey)  
420 Lexington Ave., New York, N. Y.  
Phone MOhawk 4-7982

Chairman .....John Benson

**Helen King**

17 East 48th St., New York, N. Y.  
Phone, Wickersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

•  
**Walter Mann & Staff**

350 Madison Ave., New York, N. Y.  
MUrray Hill 2-3479

President.....Walter Mann  
Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations; editorial and circulation counsel.

•  
**Market Data Service**

211 State Street, Bridgeport, Conn.  
Phone, 5-6983

President .....W. G. Davis  
Vice-President.....W. P. Noble  
Secretary-Treasurer.....Walter P. Burn

*Branch Offices*

7 West 44th St., New York, N. Y.  
Bell Bldg., Chicago, Ill.

Services Offered: Merchandising, marketing research and surveys.

•  
**Market Research Corp. of America**

444 Madison Ave., New York, N. Y.  
Phone PLaza 3-8920

President.....Percival White  
Vice-President.....Pauline Arnold

•  
**National Radio Auditors**

350 Madison Ave., New York, N. Y.  
Phone, MUrray Hill 2-3479

Manager.....William H. Appleby  
Services Offered: A cooperative organization for the verification of circulation of broadcasting stations in the United States and Canada.

•  
**National Radio Records**

347 Madison Ave., New York, N. Y.  
Phone MUrray Hill 4-4351

President.....N. Charles Rorabaugh  
Services Offered: Radio advertising statistics via monthly publications.

•  
**A. C. Nielsen Company**

2101 Howard Street, Chicago, Ill.  
Phone, Hollycourt 6100

President.....A. C. Nielsen

Executive Vice-President in Charge of  
Nielsen Radio Index.....H. L. Rusch  
Executive Vice-President.....F. K. Leisch  
*Branch Office*  
500 Fifth Ave., New York, N. Y.  
Phone, Pennsylvania 6-7126  
Vice-President In Charge of N. Y.  
Office .....J. O. Peckham

**Parb Research Services**

1526 - 48th Ave., San Francisco, Calif.  
Phone Overland 2935

Librarian .....Alice Thompson  
Assistant Librarian.....James Welhuan  
Field Supervisor.....Charles MacDonald  
Services Offered: Radio and theatrical  
research of all types. Services offered in  
fourteen key city offices.

**R. L. Polk & Co., Inc.**

354 Fourth Ave., New York, N. Y.  
Phone Caledonia 5-8500

President.....R. L. Polk  
Vice-President.....E. J. Loranger  
Secretary-Treasurer.....F. R. Mixer

**Psychological Corp.**

522 Fifth Ave., New York, N. Y.  
Phone MUrray Hill 2-2145

Managing Director.....Paul S. Achilles  
Director of Research.....Dr. Henry C. Link  
*Branch Office*

310 S. Michigan Ave., Chicago, Ill.  
Phone Wabash 3880

Director.....A. W. Kornhauser  
Executive Secretary.....R. N. McMurry  
Services Offered: Market research.

**Radio Coverage Reports**

7 West 44th St., New York, N. Y.  
Phone MUrray Hill 2-7462

Director .....Edgar Felix  
Services Offered: Consultants to advertis-  
ing agencies, networks and stations on radio  
coverage and service; nationwide file of  
field intensity measurements.

**Radio Reports, Inc.**

220 East 42nd St., New York, N. Y.  
Phone MUrray Hill 2-3564

President-Treasurer.....Edward F. Loomis  
Services Offered: Provides subscribers with  
digests and texts of radio news and comment.

**Elmo Roper**

30 Rockefeller Plaza, New York, N. Y.  
Phone Cleve 6-7164

Executives.....Elmo Roper, Arthur B.  
Chivvis, Carolyn W. Crusius, Robert W.

Pratt, Robert Williams.

Services Offered: Marketing research, dis-  
tribution consultant, trade and consumer  
studies.

**Ross Federal Research Corp.**

18 East 48th St., New York, N. Y.  
Phone PLaza 3-6500

Chairman of Board-President-  
Treasurer.....Harry A. Ross  
Vice-President-General Manager  
Denmore A. Ross  
Vice-President-General Sales Manager  
Clifford B. Ross  
Vice-President.....Richard Ross  
Executive Assistant to President...E. J. Wall  
Secretary.....Frank X. Miske  
Director of Advertising and Publicity  
Thomas B. Ellsworth

*Branch Offices*

59 E. Van Buren St., Chicago, Ill.  
2210 Park Ave., Detroit, Mich.  
817 Hanna Bldg., Cleveland, Ohio  
1225 Grant Bldg., Pittsburg, Pa.  
130 West 42nd St., New York, N. Y.  
606 West Wisconsin Ave., Milwaukee, Wis.  
1553 Carew Tower, Cincinnati, Ohio  
317 Chamber of Commerce Bldg., Indianap-  
olis, Ind.  
817-18 Metropolitan Bldg., Boston, Mass.  
17 Court St., Buffalo, N. Y.  
Market St. National Bank Bldg., Philadel-  
phia, Pa.  
1028 Connecticut Ave., Washington, D. C.  
1807 Grand Ave., Kansas City, Mo.  
3615 Olive St., St. Louis, Mo.  
3723 Wilshire Blvd., Los Angeles, Calif.  
935 Market St., San Francisco, Calif.  
1904 Third Ave., Seattle, Wash.  
1700 Commerce St., Dallas, Texas  
635 Eighteenth St., Denver, Colo.  
175 S. Main St., Salt Lake City, Utah  
Rand Tower, Minneapolis, Minn.  
507 Tenth St., Des Moines, Ia.  
928-29 Sterick Bldg., Memphis, Tenn.  
112 S. Tyron St., Charlotte, N. C.  
206-207 Bona Allen Bldg., Atlanta, Ga.  
90 State St., Albany, N. Y.  
312 Pan American Bldg., New Orleans, La.  
412 Wright Bldg., Oklahoma City, Okla.  
306 S. Fifteenth St., Omaha, Nebr.  
602 Porter Bldg., Portland, Ore.  
Street Bldg., New Haven, Conn.

**Elsie M. Rushmore**

551 Fifth Ave., New York, N. Y.  
Phone MUrray Hill 2-3053

Services Offered: Surveys for market defi-  
nition; management and analysis of contests.

**Daniel Starch**

420 Lexington Ave., New York, N. Y.  
MOhawk 4-6624

President.....Daniel Starch  
In Charge of Sales.....Charles A. Wolcott  
In Charge of Production...T. Mills Shepard

# FEDERAL TRADE COMMISSION

*Activities of the Federal Trade Commission with  
Respect to Radio Advertising Matter*

**T**HE Federal Trade Commission began the review of advertising copy broadcast over the radio in 1934, applying standards similar to those employed in the review of published advertising copy. False and misleading advertising matter as published in newspapers, magazines, almanacs and mail order catalogs and circulars, and as broadcast over the radio, is continually surveyed and scrutinized by the Radio and Periodical Division of the Commission. By 1929 it had become apparent that such misrepresentation in the periodical field was of sufficient volume to necessitate specialized attention, and from 1929 until October, 1938, the Commission, through its Special Board of Investigation, reviewed the advertising columns of newspapers and magazines, and, since 1934, commercial advertising continuities broadcast by radio.

On October 18, 1938, anticipating the added duties devolving upon it by reason of new legislation (amendments to the Federal Trade Commission Act as contained in the Wheeler-Lea Act of March 21, 1938), the Commission abolished the Special Board of Investigation and created the Radio and Periodical Division, with a director in charge, transferring to it all of the former functions and duties of the Special Board and its personnel, which now consists of approximately 56 lawyers and clerks. There is also an assistant director.

## Review of Radio Continuity

The Commission, in its Annual Report for the fiscal year 1938-39, reports that under its systematic review of advertising copy broadcast over the radio it issues calls to individual radio stations, generally at the rate of four times yearly for each station. However, the frequency of calls to individual broadcasters is varied from time to time, dependent principally upon: transmittal power; the service radius or area of specific stations; and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcasts. This material is supplemented by periodical reports from individual stations listing the programs

of recorded commercial transcriptions and other essential data.

The combined radio material received furnishes specific information on the character of current broadcast advertising and it is proving of great value in the efforts to prevent false and misleading representations.

During the fiscal year ended June 30, 1939, the Commission received 626,293 copies of commercial radio broadcast continuities, amounting to 1,384,448 pages of typewritten script. These comprised 860,998 pages of individual station script and 523,540 pages of network script.

## Study of Commercials

The Commission staff read and marked 643,796 commercial radio broadcast continuities, amounting to 1,384,353 pages of typewritten script. These comprised 492,540 pages of network script and 891,813 pages of individual station script. An average of 4,539 pages of radio script were read each working day. From this material, 29,143 commercial broadcasts were marked for further study as containing representations that might be false or misleading. The 29,143 questioned commercial continuities provided current specimens for check with existing advertising cases as to their compliance with actions, stipulations, and orders of the Commission.

Many requests have been received from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised

of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised. It treats as confidential all proceedings prior to acceptance of a stipulation, or the issuance of a complaint. After a stipulation has been accepted or approved, or a complaint issued, the facts concerning such proceedings are for the public record and are available to anyone who may request them.

### Cooperation of Radio and Publishing Industries

In general, the Commission has received the helpful cooperation of nationwide and regional networks, and transcription producers, in addition to that of some 616 active commercial radio stations, 457 newspaper publishers, and 533 publishers of magazines and farm journals, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false, misleading and deceptive advertising.

### Analysis of Questioned Advertising

Advertising matter appearing in publications and broadcast by radio which was questioned by the Commission during the fiscal year, pertained to the following classifications of commodities in the proportions indicated:

COMMODITIES NAMED IN ADVERTISEMENTS MARKED FOR INVESTIGATION	
<i>Name of Commodity</i>	<i>Per Cent</i>
Drugs, including preparations recommended for the treatment of: Respiratory, sinus (asthma, headaches, colds, hay fever), blood, rheumatic, nerve system, ulcer, stomach and intestinal disorders, skin diseases (eczema, athlete's foot, etc.), women's ailments, constipation, poultry and livestock diseases, excess weight, cancer, tuberculosis, epilepsy, gland diseases	42.4
Cosmetics and toiletries	10.4
Food products (including beverages)	7.8
Health devices, instruments, apparatus and contrivances	2.1
Commodity sales-promotion plans, with agency and employment offers, and specialty and novelty goods	6.8
Automobile, radio, refrigerator, and other equipment lines	5.3
Correspondence courses	3.3
Other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc.	21.9
Total	100.0

Drug preparations, cosmetics, health devices and contrivances and food products accounted for 62.7 per cent of the advertised articles given legal review during the fiscal year.

In the item of drug preparations listed above, which comprised 42.4 per cent

of the advertised products, a substantial proportion of the related advertising contained flagrant misrepresentations or representations which disclosed possible injurious results to the public and for that reason were given preferred attention.

### Number of Cases Handled

During the fiscal year ended June 30, 1939, the Commission, through its Radio and Periodical Division, sent questionnaires to advertisers in 679 cases and to advertising agencies in 44 cases, negotiated 230 stipulations accepted and approved by the Commission for discontinuance of misleading representations, and settled or closed by its various methods of procedure 394 such cases.

In 26 cases the issuance of complaint was recommended, 18 for failure to stipulate and 8 without giving the advertiser an opportunity to stipulate because of gross deception or danger to the public involved in the practice. In 15 cases previously settled by stipulation, complaints were recommended for violation of the terms of those stipulations.

### Cases Closed

In 135 cases the division recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. Four cases were closed because the Post Office Department had issued fraud orders against the advertisers and 11 because the Post Office Department had accepted affidavits of discontinuance of business from the parties concerned. Others were closed because, prior to the Commission's contact, the advertisers had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

On April 26, 1938, the Commission directed that all vendor-advertisers who signed stipulations should report within 60 days the manner and form of their compliance therewith, as had theretofore been required of respondents against whom cease and desist orders had issued. During the current fiscal year 236 such compliance reports were received and filed by the Commission in cases originating in the Radio and Periodical Division. Fifty-four of these compliance reports related to stipulations approved during the preceding fiscal year.

Following preliminary examination of the advertising matter concerning 29 products, reports were submitted to the Commission recommending investigations to determine whether injunctive or criminal procedure was warranted.



# A "Measuring Stick" For --- Radio Circulation

By

**B. E. JOLLEY**

*Production Manager, Ross Federal Research Corporation*

**S**ELLING anything successfully—whether it be marbles or radio time—depends very largely on being able to convince the purchaser that in buying your marbles, or radio time on your station, he is getting the most for his money. In the case of marbles the product can do much of its own tangible and visible convincing. A marble, or anything else you can take in your hand and evaluate on the spot, can be seen, felt and judged. Radio time, on the other hand, is likely to be regarded as an intangible. Your radio time salesman cannot place in the customer's hand his own time units and his competitor's—to be rated accurately on the spot. Instead, he must present his arguments, good or bad, and let his selling hinge upon how well he persuades.

We say "Radio time is likely to be regarded as an intangible." It would very definitely be an intangible if it were not that a precise and accurate method has been devised to make the demonstrating of values in radio time a simple and direct matter. Through properly executed radio coincidental studies the radio time salesman literally can place his own and competitive facts in the customer's hand, and the radio advertiser can buy with the blindfold removed.

In talking about the effective uses of radio coincidental studies, as they enable the radio station to lay real facts on the advertiser's desk, the most apt comparison which comes to mind is that of the newspaper. The aptness of this comparison springs from the fact that the newspaper, in soliciting advertising for its columns, must present certain facts to the potential advertiser.

## Comparison with Newspapers

Thus, if you can buy a page in the Gazette for \$1,000, and through the Gazette you reach 5,000 potential customers' homes, it has cost you twenty cents (for space) to send your message to each home. Your page in the Blade may cost only \$500, but if the Blade goes to only 1,000 homes in your market, then the cost of fifty cents per home is two and one-half times the cost for the Gazette. Other things, such as quality of circulation being equal, the Gazette is the best "buy."

How does this apply to the radio station, which sends its message into the air, uncontrolled and unchecked once the radio impulses have been flung out from the transmitting tower? It applies di-

rectly. For as the newspaper can prove its circulation, so can the radio station prove—through the scientifically gathered figures of the radio coincidental surveys—how many radios are tuned in to each station. It can show, hour by hour throughout the week, precisely how any radio station rates with competing stations.

To illustrate this fact, let us consider a hypothetical study (hypothetical, but still typical of actual studies now in the files of the Ross Federal Research Corporation). This study, for example, was made in a market locally served by five commercial broadcasting stations. In this market, almost 87.4 of the families own radio sets and make up the potential audience.

## Establish Popularity

The first step was to establish the relative popularity of these five stations. This was done by means of a continuous check made during the course of seven days of fourteen and one-half broadcasting hours each. Over the course of this entire week, out of each 1,000 radio sets in operation, stations are selected by listeners in the following proportions

Station A	39.0
" B	36.0
" C	12.0
" D	3.7
" E	4.4
Others and don't know	4.9

100.0

These figures are fundamental as far as telling how the stations rate in over-all popularity is concerned. But this knowl-

edge alone can tell us very little to answer the advertiser's key question: "Which station gives me the most for my money at my time on the air?"

Before we can get at the answer to this question we must first find out at least two more vital facts. By applying the rate costs of each station against the listening audience of that station we must find out what fraction of a dollar it costs to reach each listener. And—which is of the most vital and direct concern to the advertiser, we must find out how the listening audience of each station varies hour by hour and day by day. Your radio advertiser is buying a set and definite time. Only by applying the rate charges of each station against the listening audience for that definite time can he arrive at comparable figures showing the effective coverage for each dollar he invested.

### The "Best Buy"

Let us assume for the moment that the actual or potential advertiser's budget is fairly limited and see how he might go about evaluating a certain definite time period. All five stations are free from 12 noon to one PM on Sunday, and the problem is to choose between them. In the following table we list sample base rates\* for each station, its audience (number of listening homes) for that hour on Sunday, and the figure derived from applying these two factors—which is the vital one, the "audience per dollar."

Station	Base Rate	Audience	Audience per dollar
A	\$140	9068	65
B	125	10407	83
C	35	6493	185
D	30	6941	231
E	45	5114	114

Station D is undoubtedly the best buy; for in spite of its relatively limited audience, each dollar invested gives a yield well in excess of that achieved by any of the other stations. If, on the other hand, our advertiser feels that coverage is most important and cost secondary, Station B would offer the best buy, simply because its total audience is the greatest but cost not the highest.

Naturally, however, the situation pictured above will not always hold true. High priced stations must justify their higher gross rates by demonstrating mass coverage and its resultant low net cost.

\*Admittedly these sample rates are comparatively more "national" in character than "local" and thus generally contemplate coverage over a wider area than can be supplied by the weaker stations with lower rates. As this wider coverage may be of vital importance to a national advertiser, it can and should be measured and weighed. But, on the other hand, the local advertiser can evaluate any time period by simply applying the actual local rates as has been done above with the sample rates.

The following table shows the situation for a weekday morning between 8 and 9 o'clock.

Station	Base Rate	Audience	Audience per dollar
A	\$76	16,605	218
B	53.34	7,559	142
C	32	2,726	85
D	30	1,208	40
E	38.60	1,146	30

Here station A justifies its greater cost by offering the advertiser a greater return for his money in this particular period.

In like manner, each of the other stations has certain definite times when it offers a better buy than any of the other stations. This explains what was said earlier—that popularity figures covering an entire week do not answer the advertiser's question as to where he will get the most for his money at his particular time on the air. Similarly, reversing the process, we see how the potential advertiser can be guided in selecting his time.

### Helps Answer Questions

Study of other figures revealed by the complete radio coincidental can answer other highly significant questions. For example, it might well be that a certain station raises its base rate for the period between 5 and 6 P.M. as against what it was an hour earlier. Can the advertiser persuade himself to take the later hour and pay the added price? He can, if the "audience per dollar" figure, which he can readily obtain, satisfies him that he is getting enough added value for his money.

Having selected his time, the advertiser must select his program. This is a far more difficult matter to determine unless the choice lies between programs already established and on the air. But here again the coincidental can be of great assistance. Tests such as we have described can be of great value to stations which have developed sustaining programs suitable for sponsoring. Audience figures taken at the time these programs are running can be evaluated and analyzed. It is by no means out of the question that these results alone could impel the advertiser to buy the program—and become a new advertiser for the station.

We have touched on only a few of the problems which confront radio stations and radio advertisers. Every advertiser and every station has his individual variations of these problems, and his successful operation depends to a large extent on how well he solves them. The advertiser is insisting more and more that he know what his dollar is buying, and the radio station must be prepared to take the guesswork out of radio advertising.

# Radio's Increasing Costs

## In Developing Programs

By

**MARK WOODS**

*NBC Vice President and Treasurer*

**R**ADIO'S increasing popularity is accompanied by greater efforts on the part of broadcasters to furnish even better program service. An inevitable result of such effort is increased cost—in developing sustaining programs, special events, in higher wages paid to unionized actors and musicians—in a word, costs mount all along the line. The cost of maintaining broadcasting service has increased in proportion as the industry has grown and now constitutes one of radio's major problems.

A very large portion of the time on the major networks is devoted to sustaining programs, including entertainment, education, news and special events and broadcasts for the international short-wave audience. Increasing attention and recognition paid to radio's educational, musical and other types of sustaining productions is evidence that the public appreciates these services and that they are necessary in developing a balanced program structure. The costs, however, must be borne by broadcasters and it is possible that these costs will continue to increase.

### Increased Staffs

It has been necessary to employ constantly increasing staffs, each specially trained to produce and broadcast these programs. Talent and orchestra costs have increased due to the unionization of artists and the increasing demands of the musicians. Dramatic talent receives at least minimum scales set by the American Federation of Radio Artists, while musicians receive scales set by the American Federation of Musicians, both AFL unions. The networks must employ large orchestras on a permanent basis, the cost of which is increasing. The networks are required to pay license fees for music and other performing rights which are also constantly increasing.

### Growth of Newscasts

The National Broadcasting Company's news broadcasts have grown from strictly local or national events to those international in scope. This was well illustrated

during the past year by the many broadcasts on European events both from the United States and abroad. The National Broadcasting Company maintains three foreign offices with trained staffs. It has been necessary to increase these staffs to cover the present European situation. Internationally known authorities and commentators were engaged and additional radio facilities had to be provided, the cost of which amounted to many thousands of dollars. Unsettled conditions in Europe and throughout the world necessitate expenditures to insure trained staffs being in a position to cover unexpected events at any time of the year.

Frequently commercial broadcasts are cancelled in order to broadcast some special event, which results in the company losing commercial revenue, as well as having to absorb the expense of the broadcast. Many news and special events broadcasts are unpredictable and therefore the expense cannot be foretold.

### International Broadcasts

International short-wave broadcasts, designed especially for European, South and Central American audiences, also involve considerable expense to the networks and provide small possibility for return.

The problem, therefore, is many fold: The advertiser must obtain public acceptance to his program in order that he continue to support broadcasting. The public must be given a variety of fine programs, current news, special events in order to attract it and, last but not least, the budget must be balanced in order to secure a fair return for the stockholder.

# The Crossley-CAB Method Of Radio Research

By A. W. LEHMAN, *Manager*  
*Cooperative Analysis of Broadcasting*

**T**HE Cooperative Analysis of Broadcasting (CAB) is a mutual non-profit organization operated by a Governing Committee of five which maintains permanent headquarters in New York City. Three of the Committee are appointed by the President of the Association of National Advertisers and two by the President of the American Association of Advertising Agencies. All policies, business as well as research, are set by this committee; thus the work benefits from the direction of an active group of individuals who give their services. Crossley, Incorporated is employed to do the field work.

The groundwork for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929 and the field work was started in March, 1930. Today the CAB is serving parties interested in national radio programs, including the leading advertisers, agencies and networks.

## Several Types of Reports

It issues semi-monthly reports showing the relative popularity of sponsored network programs and their trends; an annual report on listening habits and one on rural program preferences and listening habits. Separate comprehensive reports each year cover program data for the Standard and Daylight Saving Time periods.

In addition to the regular reporting service, the CAB supplies its subscribers with special analyses of all types, such as ratings of transcribed programs, how set owners shift from one program to another, competition studies, sustaining programs, local programs, political speeches, sports events, and others.

The work is carried on in thirty-three major network cities by a staff of fifty-two trained investigators working simultaneously 168 days of the year. They complete 510,000 interviews based on more than 800,000 telephone calls per year. The calls are distributed geographically in rough accordance with the distribution of radio homes and are distributed by income groups in accordance with set ownership among the groups. Thus the criticism leveled at most telephone surveys, that they reach only the higher

income levels, has been eliminated, we believe, by the CAB.

## Interviews At Four Times of Day

From radio set owners information is obtained as to how long their sets were in use, at what particular times, to what programs and to what stations. The interviews are made four times a day: at noon, covering the morning period; at five P.M., covering from noon until that time; at eight P.M., covering the period 5:00 to 8:00 P.M.; and on the following morning, covering programs broadcast between eight and twelve at night.

Each program rating is an average of the identifications or mentions obtained in those cities where the investigations were made and which are also reached by the program network. If, out of each hundred set-owners who are called in an area covered by a given program, twenty report that they heard it, then the rating which appears in the report is 20.0. *The number of stations carrying a program does not affect the size of the rating.*

## Governing Committee

As a result of more than ten years of practice, experimentation and revision, the method which is now in use could perhaps be best defined as "the triple check identification method."

The Governing Committee consists of D. P. Smelser, Procter & Gamble Company, Chairman; George Gallup, Young & Rubicam, Inc., Treasurer; C. H. Lang, General Electric Company; A. Wells Wilbor, General Mills, Inc.; and L. D. H. Weld, McCann-Erickson, Inc.

---

# ADVERTISING ADVANCES IN 1939

By

---

**JOHN BENSON**

---

*President, American Association of Advertising Agencies*

**T**HE YEAR 1939 contributed considerably to the further development of scientific method in evaluating advertising and advertising technique, and also of circulation of media. This took the course of a joint effort in research, involving advertiser, agency and medium, a trend which has been growing during recent years. It is a constructive trend; enables the studies undertaken to draw upon a wider experience, on the one hand, and to enjoy the greater acceptance which comes from associated effort in appraising values.

The Advertising Research Foundation, sponsored jointly by the Association of National Advertisers and the American Association of Advertising Agencies, is a notable example of this advance. It was established to further scientific method in advertising and marketing, and to sponsor studies of an impartial and scientific character in these fields.

Last year it produced and published a study of copy-testing methods, drawn from the experience of experts in both the advertiser and agency fields; an analysis of what these methods are, what validity they have, where applicable, what pitfalls to avoid. It also sponsored a study of Merchandise Testing made by the Harvard Business School which is the most exhaustive of its kind—is in fact a mine of information on this much discussed question, indicating both its possibilities and limitations.

The most recent study undertaken is that of readership of newspapers, both in regard to editorial and news items and also advertising. This is meeting a long-felt want on the part of advertisers and agencies who feel that mere circulation figures, indispensable as they are, do not give adequate information about the real influence of a publication in terms of actual readership. Advertisements must be read to be influential, and editorial items must be seen. Similar studies are projected for magazines.

Another instance of cooperative study of media values is the Joint Committee on Radio Research, which after three years of work on finding yardsticks for measuring radio station coverage in terms of habitual audience, listening areas and listening habits and on estimating the number of receiving sets in this country by counties, has been dormant during the past year awaiting reorganization and new financing.

## Consumer Movement

One of the major happenings to advertising during the year 1939 was an immense expansion of the so-called consumer movement, which now penetrates into every up-to-date community in this country and extends from Coast to Coast. It is raising some basic questions about advertising, its benefits to the consumer, its truthfulness and informative value, and its cost. There may be some tinge of radicalism in this movement, but it is minor; the great bulk of organized women and educators who discuss advertising are not hostile to it or to business whose spokesman it is; they want to know more about it, get the facts, and these are now being ascertained and will be given to them without bias or special pleading.

The A.A.A.A. in conjunction with leading media has established a "Committee on Consumer Relations in Advertising," whose business it is to get and clarify the facts about advertising and make them available to consumer leaders and educators. It will seek to cooperate with them in making advertising ever more useful to consumers and more reliable.

The F.T.C. has done a constructive job in administering the Wheeler-Lea law. It is cleaning up abuses in advertising in a way which would not have been possible without legislation. There has been some complaint about the field examiners seeming a bit misinformed and sometimes arbitrary in pressing for stipulations by agencies and advertisers, but this is perhaps a temporary condition which time and experience will correct. On the whole, the Wheeler-Lea law is a masterpiece of legislation in behalf of advertising as well as of consumers.

1939 was a constructive year for advertising, although it did not recover more than four or five per cent of the 13 per cent loss in volume since 1937. It promises to do better in 1940.

# AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

---

## HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK  
Telephone—MOhawk 4-7982

## OFFICERS

JOHN BENSON  
President

FREDERIC R. GAMBLE  
Executive Secretary

L. W. MacKENZIE  
Director of Service

## COMMITTEE ON RADIO BROADCASTING

Chairman: L. T. BUSH

Compton Advertising, Inc.  
630 Fifth Avenue, New York

Vice-Chairman: A. K. SPENCER

J. Walter Thompson Company  
420 Lexington Ave., New York

R. W. METZGER

Ruthrauff & Ryan, Inc.  
360 N. Michigan Ave., Chicago

JOHN U. REBER

J. Walter Thompson Company  
420 Lexington Ave., New York

MAC WILKINS

Mac Wilkins & Cole, Inc.  
Corbett Bldg., Portland, Ore.

### Added Members:

C. LAWTON CAMPBELL  
Ruthrauff & Ryan, Inc.  
405 Lexington Ave., New York

CHARLES F. GANNON  
Arthur Kudner Inc.  
630 Fifth Ave., New York

CHESTER J. LaROCHE  
Young & Rubicam, Inc.  
285 Madison Ave., New York

EDWARD LASKER  
Lord & Thomas  
247 Park Ave., New York

ARTHUR PRYOR, JR.  
Battcn, Barton, Durstine & Osborn, Inc.  
383 Madison Ave., New York

---

## STANDARDS OF PRACTICE

### AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

*Revised Statement Adopted At the Twentieth Annual Meeting*

*White Sulphur Springs, West Virginia*

*April 29, 1937*

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

*(Continued on Page 202)*