WLS has completed a map of station coverage. It is based on an actual count of more than a million letters received from listeners in 1937. It shows where WLS can be heard -- but definitely more important where it is heard. We would like to send a copy to any one interested in factual radio coverage. Just let us know.
DELIVERS
THE GOODS
all over Colorado!

KLZ DELIVERS CUSTOMERS TO
FRED DAVIS FURNITURE CO.

1935 Fred Davis Furniture Co. begins sponsoring KLZ newscast on "trial basis."

1936 Contract renewed for another year. Fred Davis wrote: "The fact that we renewed our contract is the best evidence that this advertising is paying us. I might write a whole book and not say any more than that."

1938 When renewing contract for third consecutive year, Fred Davis Furniture Co. wrote: "Our urban and rural business has held up remarkably well so far this year which we believe is directly due to our KLZ advertising. The increasing number of customers from outside our regular trading area has been an encouraging indication."

THE one and only reason why Denver furniture stores—and department, jewelry, men's and women's stores, too—spend more of their radio money with KLZ than with any other station is that they have proved to themselves that KLZ pays best. KLZ measures up fully to this prime requisite of an advertising medium.

To advertisers, local and national alike, KLZ delivers customers and sales from all over the Denver-Rocky Mountain region in such profitable quantities that it is the most economical and essential radio medium in this area.

KLZ Denver
Affiliated in Management with WKY, Oklahoma City
REPRESENTATIVE — THE KATZ AGENCY, Inc.
Reach the "Park-and-Shop" People

CATCH the shoppers on their way to market. Network broadcasting in New England establishes direct contact with buyers on an ever-widening scale as it extends to the great number of going-to-market motorists whose cars are radio equipped.

This direct contact can be made with shoppers in New England's largest trading areas through the widespread facilities of The Colonial Network.

Its sixteen stations provide comprehensive, sales-producing coverage throughout the major market territory. No other network reaches a buying audience in so many densely populated areas at comparable cost.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Representatives

THE LITTLE TAILOR SAYS:

"I'LL COME RIGHT TO THE POINT" -

Standard Radio's
tailored transcription service
cuts your talent costs!

--- Saves You More Because It Fits You Better! ---

Why not ask us to measure you for a tailored transcription service—and see just how much you can save!

Are your transcriptions up to Standard?

Standard Radio

180 North Michigan Avenue ... Chicago, Illinois
6404 Hollywood Boulevard ... Hollywood, California

New Subscribers This Month:

- WIRE - Indianapolis, Ind.
- KTHS - Hot Springs, Ark.
- WMPS - Memphis, Tenn.
- WNOX - Knoxville, Tenn.
- WCPO - Cincinnati, Ohio
- KGLV - Safford, Ariz.
- WIS - Columbia, S. C.
- WBCM - Bay City, Mich.
- KFAM - St. Cloud, Minn.
- WCOU - Lewiston, Me.
- KUTA - Salt Lake City, Utah
- KWEW - Hobbs, New Mexico
- WTOL - Toledo, Ohio
- KTRI - Sioux City, Ia.
- KRIC - Beaumont, Texas
- KWLM - Longview, Wash.
- KGar - Tuscon, Ariz.
- KYSM - Mankato, Minn.
- CFQC - Saskatoon, Sask., Can.
It’s the farmer’s turn to talk!
For years, everybody has talked to and about the American farmer. But the farmer, himself, has never had the time or the place to talk back to the rest of the nation. Beginning this month, the farmer gets both time and place through the facilities of the Columbia Broadcasting System. CBS announces the inauguration of three new programs, by and for the farmer, yet informative and entertaining to city and country listener alike. These programs are designed to make radio more truly representative of the entire nation radio serves. They will bring to America the voice of the American farmer.

"The Farmer Takes the Mike" The corn farmer, the wheat farmer, the cotton and tobacco farmer, cattle rancher and dairy man, truck farmer and duck farmer — from every rural section of the United States, every type of rural American will be "cast" in THE FARMER TAKES THE MIKE. This new program will be given its initial broadcast July 17th, to take the air regularly thereafter on Sundays, 4 to 4:30 P.M. Farm owners, farm wives, farm tenants, and farm children will gather round the CBS microphone to tell the nation about their fun, their worries, their jobs and their ambitions. Opening in Iowa's corn belt (Des Moines) the series will cover different rural localities each week. Other points of origin, according to present schedule, include CBS studios in Dallas, Birmingham, Minneapolis, Salt Lake City, Syracuse, Louisville, Los Angeles, Springfield, Vermont, and Portland, Oregon.
ican farmer... on CBS!

"R. F. D. No. 1" On July 4, Irene Beasley opened a new farm-home series on CBS from "R.F.D. No. 1" New York City, the only official rural free delivery box in Manhattan. Her listeners—Columbia's vast audience of farm women—have already become familiar with the program's daily schedule, Monday through Friday, 12:15 to 12:30 P.M. Miss Beasley's own farm-home background largely determines the program's selection of entertainment and information. In addition, rural listeners will be invited to the microphone whenever they visit New York.

"Four-Corners Theatre" Up goes the curtain July 19 on the first of a weekly series of rural dramas, presented by CBS at 8 o'clock Tuesday evenings, in the FOUR CORNERS THEATRE. First on the playbill is "Aaron Slick of Punkin Crick," an epic which has played to more people in more performances than the most popular Broadway play on record! This third new CBS farm program will offer the best from a large collection of rural and small-town drama—plays written of and for the American farm—drama which millions both east and west of the Hudson have never before had opportunity to hear and enjoy.

COLUMBIA BROADCASTING SYSTEM
CROSSLEY CONFIRMS KNX DOMINANT LEAD WITH LARGEST COINCIDENTAL RADIO STUDY EVER MADE

Again KNX leads with more first place mentions than ALL other Los Angeles stations combined

FOR a complete week every month, day and night—for all twelve months of 1937—indepen dent coincidental telephone surveys checked radio station preference in Los Angeles.

THE RESULT: KNX had more first place mentions than all other Los Angeles stations combined—every month of the year.

Crossley now confirms KNX’s overwhelming dominance in Los Angeles with the largest coincidental survey ever made in any city in the world ...made simultaneously with the monthly check by the other organization in May, 1938. Crossley completed 111,799 telephone interviews, from 8 a.m. to 10 p.m....14 hours of the day, every day of the week.

THE RESULT: Crossley, too, showed KNX with more first place votes by quarter-hour periods than all other Los Angeles stations combined! And the relative rankings for the other Los Angeles stations were identical in both reports.

First...first...first—right down the line. That’s KNX in Los Angeles—the greatest market of the West...the nation’s fourth market.

Add to this the tremendous bonus that KNX’s 50,000 watts delivers...powerful coverage of nine Western states...and you know why, with advertisers as with listeners, when the West is considered, KNX is selected.

It’s “tops” every way!
It's maybe an agency in Dubuque!

WOR recordings go into a lot of agencies. By cash invitation only. Agencies like Lord & Thomas, Young & Rubicam, J. Walter Thompson, BBDO, Lennen & Mitchell, Erwin Wasey, Ruthrauff & Ryan pay good money for them. In fact, it's maybe an agency in Dubuque that is the only place into which they haven't gone. Such popularity is no mere accident. Nor are the firms we've just mentioned using WOR recordings just because they like the color of the labels we paste on the recordings. Not at all! They, ladies and gentlemen, know that we have a knack for making one dollar look like five without calling in the local engraver. And if you really want to know how easily we do this, we'll be glad to explain the whole idea with the help of a nifty little booklet we've just tucked into the top drawer of our desk. It's called "A Matter of Record." Ask for it.

WOR ELECTRICAL TRANSCRIPTION AND RECORDING SERVICE
1440 BROADWAY, IN NEW YORK
EVER since our first day in this business, Free & Peters has based its entire sales policy on this one idea: “Help make radio time sell our customer’s merchandise, and the time will sell itself.”

Pursuing that idea, we’ve equipped ourselves to be helpful rather than hospitable. Several of our men are far better at market research than at selling. Our offices are workshops where we’ve helped build some of the best radio accounts in the country.

With that background, we sincerely offer you our 140 cumulative years of experience in radio and advertising. If that’s the kind of “salesmanship” you like, we’d certainly like to hear from you.

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

Pioneer Radio Station Representatives
FCC to Collect Permanent Industry Data

By SOL TAISHOFF

A PERMANENT policy of collecting annually basic data on the broadcasting industry, including comprehensive figures on revenue, employment and programming, will be established by the FCC under plans now being considered.

By October it is expected the Commission will be in a position to prescribe the specific information it will seek for these industry analyses, which would be on a calendar year basis. Reactions generally to the questionnaire breakdowns covering these fields for 1937, all introduced in evidence at the superpower hearings last month, have been favorable, it was said, and contributed to the tentative conclusion that the system should be established by its Accounting Department on a permanent basis.

While the data for 1937 were procured by a questionnaire method, the new procedure is expected to be on an entirely different basis.

There was more likely the information sought will be of a more complete nature and will be requested on forms to be filled semi-annually by stations. In that manner the returns could be premised upon station license renewals at the six-month intervals.

Favored by Craven

Commissioner T. A. M. Craven, who first proposed procurement of basic economic data on station operations in his Social and Economics Report early this year, informed Broadcasting July 11 that he favored a permanent system. He said he probably would propose such a project this fall, to cover the 1938 calendar year and subsequent years. The data procured by the Commission for 1937 was the first of that nature ever developed on an industry-wide basis.

As now conceived, the annual statistical breakdowns would not include a uniform system of accounting, which would be instituted by the FCC. On the other hand the Commission simply would specify that type of data it desired, leaving to station management the methods by which they maintain their books. The plan to introduce a uniform system had immediately aroused unfavorable reaction.

Thus it was thought that with no mandatory requirements as to how books should be kept, the FCC would not be in the position of invading the books of stations. Information supplied, however, would be under oath, as were the 1937 questionnaire returns.

The NAB, the industry's accountants, have been active in connection with the whole trend. Its accounting committee, headed by Harry C. Wilder, president of WSYR, Syracuse, and WTJN, Jamestown, N. Y., has been in frequent consultation with FCC accounting department officials, including Chief Accountant William J. Norfleet, and Head Accountant DeQuincy V. Sutton, Messrs. Norfleet and Sutton directed the compilation of the 1937 figures.

Presumably the NAB has in mind recommendation to the industry of a voluntary system of accounting which would be coordinated to provide the information sought with least confusion. Mr. Wilder has been instrumental in drafting such a proposed system and the plan has been studied closely by the NAB board, of which he is a member, and by the executive committee.

Just how far the FCC demands for information will go is conjectural, though it appears certain they will exceed the 1937 questionnaires in scope. The data sought for last year were for the specific purpose of providing the Commission with a picture of operating conditions in the industry and used in conjunction with current studies and investigations. The new base will be broader, since the data will be desired in all phases of its regulatory activity.

FCC Scrutiny of Advertising

Extended as Staff Is Enlarged

But Talk of a Sweeping Drive Against Big-Name Advertisers Is Viewed as Fleeing Chatter

By LEWIE V. GILPIN

NO CONCERTED "drive" is under way to clean up the commercial copy of big-name advertisers, the Federal Trade Commission ruled Broadcasting July 12.

The impression that a sweeping campaign has been started probably resulted from increased public attention to false and misleading advertising since passage of the Wheeler-Lea bill amending the FTC Act and a broadening of the activities, through an enlarged personnel, of the special board investigating deceptive advertising.

Work of the special board will continue without any changes of policy, FTC officials asserted, although its scope is broadened by elimination of the unfair competition factor in the Wheeler-Lea bill.

Under the revised statute the Commission's jurisdiction extends to any case involving false or misleading representations in advertising, with no requirement that any unfair trade practice resulting in injury to a competitor be shown.

Regarding radio advertising, the Commission pointed to its cooperative relationship with broadcasters and declared that stations have little to fear so long as they continue to comply with the board's requests for copies of commercial sections of their scripts. A working agreement with the FCC has brought action in exceptional cases where a station ignores the FTC request for this material.

A new angle was thrown on the industry's responsibilities under the amended FTC Act, however, when an official of the Commission commented that by the interpretation of the statute a broadcaster might be held liable under Sec. 12a along with the advertiser, his agent, or any other medium, to the civil remedies of Sec. 5. This would throw him open to stipulations, cease and desist orders, and injunctions instituted by the Commission.

No definite interpretation has yet been made, but it is reported that the special board may recommend this treatment. At any rate, the official said, dual responsibility would be enforced only in a "glimmering case."

Radio advertising, the same official commented, has improved "tre-

(Continued on page 51)

For example, the Commission by analyzing financial returns and operating costs for a given group of stations in a single market could ascertain whether, in considering a new station application in that area, the established stations might be prejudiced economically. It would be enabled, it is felt, to acquaint itself with competitive conditions generally, on the theory that if stations are not enjoying at least reasonable profits they cannot provide maximum public service.

Moreover, it is felt the industry experience for a single year is hard enough to show the true picture. Last year admittedly was the best in the industry's history, with stations and networks showing a net income of $18,883,995 on a total revenue of $114,222,906.

Employment figures revealed that the industry leads all other American industries in payroll with average weekly pay of $40.12, and that in programming, one-third of those on the air are sponsored (Broadcasting, July 1, 15).

By procuring data on a year-to-year basis the Commission would be in a position to make economic studies showing trends, which would be comparable to data available for other major industrial entities. The feeling exists in the FCC that while the burden might appear onerous at first, particularly to smaller stations, it nevertheless would tend toward stability and lead to a type of industry-planning to cushion against depression or other business adversity.

Every Six Months

If the semi-annual method of return is decided upon, more than likely the data probably will be sought as of the close of business June 30 and Dec. 31. Application renewal forms unquestionably would be revised and supplemented to elicit this data. While renewals are staggered over a period of two months for particular station groups under present regulations, the plan presumably would be to have all stations file the operating data as of the actual calendar six-month periods to be applicable, however, to their renewals falling in the same period.

Any thought of eventual rate regulation is ridiculed in connection with the projected permanent policy. As a matter of fact Chair-

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man McNinch, who alone appeared to favor such a move, publicly an-
nounced last month that he had altered his view and that regula-
tion of that character was out of the question in radio. Additionally, it is held that the nature of a unit form mandatory accounting sys-
tem has been dispelled entirely, thus eliminating the compulsion element and the possibility of inspec-
tion of books.

Concurrent with the intro-
duction of the new policy unques-
tionably will come sweeping revisions of license forms for new stations, renewals of licenses, transfers of stations, assignments of sta-
tions, and substantial changes in station facili-
ties. New forms have been in the process of production by the ac-
counting, legal and engineering departments for the last year. Present basic forms in use were intro-
duced two years ago, but have been supplemented with forms for-
balance sheets of individual or corporate applicants, Texas profile, def-
loss statements, and inventories of station property.

Texaco Dealer Discs

TEXAS Co., New York (Texaco oil), will issue a dealer's op-
erative transcription campaign about Sept. 1. Description of the quarter-hour program, called Tex-
aco Circle Service, has been sent to all dealers, and requests for aud-
tion discs are now being received. The musical variety pro-
gram will be heard one, two or three times a week each dealer
determines. Cast includes Ben Grauer, Jean Ellington, singer, and the Circle Service Boys (for-
terly Tasteful Jesters). Original plans for another show in order that dealers might have a choice, have been dropped. Also, concern-
ing rumors that the company had plans for a network show, Louis Witten of the agency, Buchanan 
Corporation, said that Texaco definitely not on a network "this summer."

Big Grove Campaign

G R O V E LABORATORIES, St. Louis, Mo. (Bromide), will get
on the air Oct. 1 will start two or three daily spot announcements five days a week for 50 to 100 
years. The plan has been estimated to the authorit-
ties and will be placed by Na-
tional Ice Adv. Inc., through Dona-
heu & Coe, New York.

ICE Industry Fund

NATIONAL ASSN. of Ice Indus-
tries, convening in Chicago, ap-
proved plans for a $10,000,000 ad-
vertising campaign for the next three years. Of this sum, $750,000 is to be used for radio and maga-

This Broadcasting Business

* No. 1—Comparison of Station and Network

Incomes: 1935-1937

By DR. HERMAN HETTINGER, Ph.D.

Wharton School of Finance and Commerce

University of Pennsylvania

* First of a series of analyses of broadcast operating statistics for 1937, by Dr. Herman Hettinger, for that year and showing trends since the 1935 survey of the Department of Commerce. The writer, radio economist, is former Director of Re-

search of the J. I. Case and the author of several volumes dealing with broadcast economics.

WHO GETS the radio advertising dollar and in what proportion?

What are the trends in advertiser preference, in programming? How

RADIO BROADCASTING RECEIPTS

<table>
<thead>
<tr>
<th>Class of Business</th>
<th>1937</th>
<th>1935</th>
<th>% Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Networks</td>
<td>$56,192,996</td>
<td>$39,774,987</td>
<td>46.6%</td>
</tr>
<tr>
<td>Regional Networks</td>
<td>$2,864,247</td>
<td>$2,864,247</td>
<td>-</td>
</tr>
<tr>
<td>National, non-network</td>
<td>$23,117,136</td>
<td>$13,805,200</td>
<td>67.6%</td>
</tr>
<tr>
<td>Local broadcast advertising</td>
<td>$5,933,850</td>
<td>$4,744,710</td>
<td>25.3%</td>
</tr>
<tr>
<td>Total time sales</td>
<td>$117,909,973</td>
<td>$78,917,943</td>
<td>45.8%</td>
</tr>
<tr>
<td>Receipts from talent sales</td>
<td>$12,064,748</td>
<td>$6,875,110</td>
<td>80.6%</td>
</tr>
<tr>
<td>Miscellaneous receipts</td>
<td>$2,932,146</td>
<td>$2,024,690</td>
<td>45.0%</td>
</tr>
<tr>
<td>Total receipts</td>
<td>$131,200,866</td>
<td>$85,803,850</td>
<td>55.1%</td>
</tr>
</tbody>
</table>

* Advertising receipts mentioned are those used for 1937. Data for 1937 are taken from the summaries of information collected by the National Broadcasting Research Commission. Since both items are receipts from sales after frequency of broadcasting and other promotional discounts have been deducted but prior to the deduction of agency commissions they are directly comparable.

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DIVISION OF BROADCASTING RECEIPTS AMONG STATIONS AND NETWORKS

<table>
<thead>
<tr>
<th>Class of Business</th>
<th>1937 Receipts</th>
<th>1937 Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time sales retained</td>
<td>$82,216,655</td>
<td>$53,866,486</td>
</tr>
<tr>
<td>Talent and programs</td>
<td>$5,933,850</td>
<td>$3,523,064</td>
</tr>
<tr>
<td>Total time sales</td>
<td>$88,150,506</td>
<td>$57,389,550</td>
</tr>
<tr>
<td>National networks</td>
<td>$80,190,286</td>
<td>$53,088,131</td>
</tr>
<tr>
<td>National, non-network</td>
<td>$80,190,286</td>
<td>$53,088,131</td>
</tr>
<tr>
<td>Local broadcast advertising</td>
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<td>$53,088,131</td>
</tr>
<tr>
<td>Regional</td>
<td>$2,864,247</td>
<td>$2,864,247</td>
</tr>
<tr>
<td>Total talent</td>
<td>$2,932,146</td>
<td>$2,024,690</td>
</tr>
<tr>
<td>Program sales</td>
<td>$2,932,146</td>
<td>$2,024,690</td>
</tr>
<tr>
<td>Total talent and program sales</td>
<td>$2,932,146</td>
<td>$2,024,690</td>
</tr>
<tr>
<td>Total miscellaneous</td>
<td>$2,932,146</td>
<td>$2,024,690</td>
</tr>
<tr>
<td>Total miscellaneous sales</td>
<td>$2,932,146</td>
<td>$2,024,690</td>
</tr>
<tr>
<td>Total receipts</td>
<td>$80,190,286</td>
<td>$53,088,131</td>
</tr>
</tbody>
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Penn Plans NBC Series

PENN TOBACCO Co., Wilkes-
Barre, Pa. (Kentucky Club tobacco), in September will start on the 

Fruit Pectin Spots

CALIFORNIA FRUIT Growers Exchange, Los Angeles (fruit pect-
ins), plan a seven-week season campaign using an average of three spot announce-
ments daily on WOR, KXK, KGB, KFMM, KOVE, KVOE, Ac-
cis is Lord and Thomas, Los Angeles.

Filt's Station Breaks

STANCO Inc., New York (Filt) is using twice-daily station-break announce-
ments five days a week for four weeks on WNEW WHN, WMCA, WWJ and WGN, McCa-

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www.americanradiohistory.com
Radio Lays Path For Globe Flight

Networks Bring Nation Close Coverage of Hughes Hop

The MOST elaborate radio equipment ever used on a transoceanic flight made possible frequent communica-
tion between Howard Hughes in his globe-circling plane, New York World's Fair, and short-
wave stations in his country and abroad. Three two-way transmitters aboard permitted contact with stations.

NBC, CBS and Mutual presented special programs at the time of take-off from Floyd Ben-
nett Field, New York, and frequent bulletins throughout the flight. Accompanying Mr. Hughes, in addition to his co-pilots and engineer, was Richard Stoddart, NBC radio engineer, who was giv-

On Continuous Duty

Throughout the flight the naval radio station at Arlington, the Coast Guard station at Far Rock-
away and the Harding station, well-known to Navy buffs, transmitted in continuous duty. In addition, short-
wave station W20GO, auxiliary to CBS International station W2XZ, assisted in sending messages to the plane. Originating at Flight headquarters in Flushing, mes-
sages cleared by the CBS master control in New York and were relayed to the shortwave station in Wayne, N. J., for transmission to the plane.

Equipment licensed to use 35 frequencies is carried on the twin-motored Lockheed. It includes two composite 100-watt trans-
mitters and one 300-watt Bendix trans-
mitter capable of handling both telegraph and voice. Thirty-two of the frequencies are shortwaves, the 333 longwaves being assigned in addition for air navigation calling and direction finding, and two, for maritime and SOS calling. The FCC issued the call letters KHBRC for a 1500-watt transmis-
sion and KHRH for relay broadcasting.

Last direct contacts with the Hughes crew preliminary to the trans-Siberian passage were made July 12 from Moscow. Meanwhile as BROADCASTING went to press, networks went ahead with plans to make their next contacts with the plane by way of shortwave facilities in San Francisco. They were ready to put the fliers on the air as soon as communication could be established through the plane. Approached Fairbanks, Alaska, on its July 13 flight from Yakutsk, Sib-
eria. Direct communication, impossible from the Siberian legs of the flight. Every effort had been made to utilize radio, except the hop over the Indian Ocean. This was reduced to a prepared code for Hughes to use in conversing with Russian operators during the Siberian stages of the flight. The Soviet Government had assigned weather experts to give the plane contin-
uous updates on the route and for SIGINT. Russian and German radio stations were organized in advance to aid in nav-
igation.
Networks Defy Business Depression With Half-Year Gain of 5.6% in Sales

Despite the recession of the past few months broadcasting continued to show a gain ahead during the first half of 1938. Combined billings of the coast-to-coast networks for this period aggregated $205,044,000, an increase of 5.6% over the $195,917,992 total for the first half of 1937. This gain was shared by all major network systems. NBC billed $21,023,674 during the six-month period, 5.4% better than its billing of $19,945,107 for the same period of 1937. CBS showed a gain of 5.3%, with billings of $18,581,295 for January through June, as compared to $17,403,265 for the same period of 1937. MBS showed the largest percentage increase in the half-year, with billings of $1,342,179 for 1938 compared with $1,165,520 for 1937, a gain of 16.1%.

In the month of June were 1.3% below those for June of last year. The June June figures for the network with the total of $3,200,669 for June 1938 and $3,004,387 for June 1937. CBS showed a loss of 14.4% for the month with a drop of $2,560,476 and $2,476,576 last. Largest percentage increase for the month was shown by Mutual, which reported billings of $202,412 for this June, compared with $177,988 billed in June of last year.

With billings for the first half of 1938, and orders for considerable amounts of this time at last, there now seems to be no doubt that network radio will again set a new high in 1938. Analysis of figures for the first six months follow.

**Gross Monthly Time Sales**

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<tbody>
<tr>
<td>1938</td>
<td>$3,789,514</td>
<td>1.7%</td>
<td>$3,469,799</td>
<td>1.9%</td>
<td>$3,155,758</td>
<td>1.6%</td>
</tr>
<tr>
<td>1937</td>
<td>$3,469,799</td>
<td>1.9%</td>
<td>$3,155,758</td>
<td>1.6%</td>
<td>$2,845,062</td>
<td>1.4%</td>
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</thead>
<tbody>
<tr>
<td>1938</td>
<td>$2,879,945</td>
<td>11.7%</td>
<td>$2,517,600</td>
<td>8.6%</td>
<td>$2,410,315</td>
<td>5.9%</td>
</tr>
<tr>
<td>1937</td>
<td>$2,517,600</td>
<td>8.6%</td>
<td>$2,410,315</td>
<td>5.9%</td>
<td>$2,242,243</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>$26,894</td>
<td>26.3%</td>
<td>$21,734</td>
<td>9.0%</td>
<td>$25,033</td>
<td>11.5%</td>
</tr>
<tr>
<td>1937</td>
<td>$21,734</td>
<td>9.0%</td>
<td>$25,033</td>
<td>11.5%</td>
<td>$25,033</td>
<td>11.5%</td>
</tr>
</tbody>
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**Sponsored Campaigns of WBS Clients Show Increase of 24% for the Half Year**

The first half of 1938 proved to be the best six-month period in the history of World Broadcasting System. Combined results for sponsored programs, the June total of 11,565 station-quarter hours bringing the total to 71,504 or an increase of 24% over last year.

Food and beverage advertisers were largest WBS users, with 32,859 quarter-hours or 45% of the total. Laundry soaps and cleaners were second, followed by the automobile groups including automobile, and automotive industry, and the automotive industry. In this half-year, with a total of 76 advertisers sponsored WBS campaigns on more than 400 networks in the half-year. The month-by-month breakdown of WBS sponsored campaign (announcements not included) stated in quarter-hours follows:

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Automotives</td>
<td>1,506,938</td>
<td>191,568</td>
<td>259,575</td>
<td>1,013,504</td>
<td>950,823</td>
<td>1,275,000</td>
</tr>
<tr>
<td>Drugs &amp; Toilet Goods</td>
<td>1,367,958</td>
<td>1,348,351</td>
<td>1,358,241</td>
<td>1,351,241</td>
<td>1,358,241</td>
<td>1,351,241</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>765</td>
<td>726</td>
<td>741</td>
<td>741</td>
<td>741</td>
<td>741</td>
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<tr>
<td>House Furnishings &amp; Appliances</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Jewelry &amp; Silverware</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Oil &amp; Gasoline</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Tobacco</td>
<td>192</td>
<td>192</td>
<td>192</td>
<td>192</td>
<td>192</td>
<td>192</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>33</td>
<td>33</td>
<td>33</td>
<td>33</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>13,098</td>
<td>11,227</td>
<td>10,488</td>
<td>12,725</td>
<td>11,714</td>
<td>11,668</td>
</tr>
</tbody>
</table>

**Foods Again Lead Network Accounts**

Drugs, Soaps and Tobacco Are Among Other Main Products

**FOODS** and food beverages advertising accounted for the largest expenditures of any class of advertising on NBC and CBS during the first half of 1938, according to industry breakdowns for the period just issued by both networks. More than 11 million dollars were spent on the food and beverage advertising in this category. Second place on both networks was held by drugs and pharmaceuticals, which for the combined expenditure was slightly more than nine millions.

From these two leaders it is a long drop to tobacco, third on the CBS list and fourth largest spend-er on NBC, whose total bill for time on both networks was somewhat more than four millions. L a u n d r y soap and cleaners, spending more than 21 million dollars with both networks was NBC's third highest and in fifth place with CBS. These classifications, especially in those industries with only a small number of advertisers on the networks, so the addition or loss of a single account might result in a large percentage change. Again Lead Network Accounts

|---------|------|------|------|------|------|------|

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**1938 BROADCASTING**

**BROADCASTING • Broadcast Advertising**

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**DON QUINN**, author of *Fibber McGee & Molly*, was seriously injured in a car accident while driving his car near Morro, S. D.
Miller Picks Copyright for First Action

New NAB President to Call Meeting of Industry Experts; Pledges Industry to Provide Aggressive Leadership

TACKLING copyright as his No. 1 task, Neville Miller, first paid president of the National Association of Broadcasters, will call a conference of industry experts on music performing fees in the near future to redefine industry copyright policies and seek a peaceful settlement of radio's most troublesome economic and "raw material" problem.

Upon assuming the NAB presidency July 6, Mr. Miller conferred with his executive committee, over which he now presides, and decided first to pursue copyright and all of its ramified and related problems. A tentative list was drafted of persons comprising a committee with copyright and presumably they will be named to serve as a copyright advisory committee. A meeting will be called by President Miller late this month or early in August.

With current ASCAP copyright contracts winding up Dec. 31, 1940, and with musicians' employment contracts entered into last year for a two-year period, ending a year earlier, Mr. Miller concluded after his conversations with the executive committee, July 6-7 that he would begin active work on the problem at once. Under present contracts, ASCAP contractors or those in the nonnewspaper category are paying ASCAP 5% of their "net receipts" for the right to perform ASCAP music. Roughly, about $4,000,000 a year is being paid into the Society.

Legislative Angles
Mr. Miller's all-purpose copyright conference will be not only with ASCAP renewals and negotiations, but the myriad kindred questions of Federal and State legislation designed to curb arbitrary powers given copyright groups under an antiquated Federal law; patent treaty aspects; the pending government anti-trust suit against ASCAP, and other litigation involving state anti-ASCAP laws.

In taking over the NAB presidency fresh from his portfolio as assistant to the president of Princeton University, his alma mater, the former Louisville mayor expressed his utter confidence in American broadcasting and made an earnest plea for full industry cooperation and indulgence during his transition period. Mark Ethridge, vice-president and general manager of the Louisville Courier-Journal and Times and of WHAS, who served as interim president of the trade association since early this year, relinquished that office at the executive committee meeting July 6.

"Mr. Ethridge has turned over to me a functioning organization working in the interests of American broadcasting, and, as such, in the interests of the American public," President Miller declared. "The broadcasting industry holds its head high, and is proud of its achievements, but it is ever on the alert to improve service to the public."

"I enter my new work with little more than an average citizen's knowledge of broadcasting, but with a deep appreciation of the service the industry is rendering, and with greatest admiration for the progress made in so short a span. At this time I can only pledge myself to give to the industry the best in me, and I ask the indulgence of NAB members until we at Washington headquarters can orient ourselves.

"Of one thing I am certain; the inspired movement launched by my able predecessor, Mr. Ethridge, will be carried on to the best of my ability. The NAB will try to avoid trouble and controversy. We intend, however, to assume an aggressive attitude in the defense and prosecution of our legal rights."

Transfer of Rights
A wide range of problems was discussed with the executive committee and with chairmen of standing NAB committees by Mr. Miller during the two-day session. On the immediate problem of the NAB Bureau of Copyrights Inc., separately incorporated hangover of the old NAB designed to create an independent copyright group, the bureau is to be reorganized in the public domain music in transcribed form, it was decide...
Sale of WPG to Arde Bulova Is Approved by Atlantic City

Station Would Be Moved to New York, Joining With WBL to Give WOY Full Time on 1100 kc.

SALE OF WPG Atlantic City municipally-owned station, to Arde Bulova, watch manufacturer and station owner, for $275,000 was approved by city Commissioners on the city July 7, subject to FCC approval and to removal of the station New York.

The arrangement, in which Harold A. Lafount, former Radio Commissioner and Bulova radio executive, acting as Bulova's agent, was effectuated after failure to conclude negotiations for a shift of WPG to New York.

Mr. Bulova, who owns WOY, New York, also owned Mr. Bulova, which would have placed a full-time 5,000 watt station in New York.

Under the transaction, the 1100 kc. channel now used by WPG with 5,000 watts full time, except for the hours of 6 to 8 p.m., would be shifted to New York, and utilized by WOV, which now operates on the 1150 kc. clear channel, with limited time from WBL, New York, which utilizes the other two hours on the 1100 kc. channel as its own, likewise owned by the Bulova interests. It also would relinquish its time to WOV, thus establishing a full-time 650 watt station on the 1100 kc. channel. WOV would vacate its present assignment on the 1150 kc. channel, since the two-watt separation is required for stations in the same metropolitan area to avoid interference.

A Long-Fought Case

Approval of the transaction by the FCC would write fins to one of the most controversial phases of New York radio. Mr. Bulova, owner of several stations and pioneer user of spot time in the use of station-break announcements, purchased the late John I. Krail last year for $800,000. Some weeks later he purchased from the Paulist Fathers WLWL, which shifted time to WBL, giving the late John Krail the full 1100 kc. channel, for $275,000 and changed its call to WBL. The Paulist Fathers had carried on a vigorous crusade against purported radio monopoly prior to this transaction, and several times sought vainly to have their operations hour increased from two hours daily to half-time or full-time, seeking the additional facilities from WPG.

Subsequent to these transactions Mr. Bulova entered into an agreement with the municipality of Atlantic City whereby WPG would be shifted to the WOV facility on 1130 kc, that relinquishing its time on 1100 kc. for the New York station and making possible a full-time WOV, without ceasing operation. Protests, however, were entered by WJJD, Chicago, and WDEL, Wilminton, on interference grounds, and the transfer application was designated for hearing. Bulova would be defray the expenses of new equipment for WPG and to remove the station, amounting to approximately $75,000, with the Atlantic City station to use 1,000 watts instead of 5,000 watts power.

Because of these complications, negotiations were begun for the outright purchase, subject to removal and to FCC approval of the removal, for the $275,000 figure. There was no objection to the sale by Atlantic City organizations, and it was endorsed by all civic groups. Applications for the transfer and removal shortly will be filed with the FCC, it is reported.

The ordinance passed by the Atlantic City commissioners specifies that all of the facilities and equipment of WPG, exclusive of land and buildings, would be involved in the transaction. Mr. Bulova agrees to organize a corporation to take over the facilities. The city agrees to execute the applications to the FCC for approval to sell, transfer and convey to the corporation to be organized by Bulova and also to execute "the consents and agreements necessary to place such place as Bulova may designate." To Carry City Ads

The agreement also carries a stipulation by Mr. Bulova that he will carry over WPG or its successor, wherever located, 650 spot announcements of 40 words each, but not more than 10 in any one day, written by the city council and presumably advertising the resort. All of the announcements must be used within a five-year period.

Finally, the agreement carries the provision that if the FCC approves the transfer and change of location, then the previous arrangement, entered into Dec. 16, 1938, for the WPG frequency shift, on which applications still are pending before the FCC be cancelled, and Mr. Bulova relieved from the obligation of $75,000 to defray removal costs.

WPG, a major station, has been operated by the municipality since its inception 15 years ago. It is a CBS outlet.

Mr. Bulova, in mind establishment of an eastern seaboard

KGO Drops Tieup

TERMINATION of a five year affiliation between the San Francisco Chronicle, and KGO, NBC-Blue outlet gives first indication of radio retaliation for dropping of radio columns in the daily press. Lloyd E. Redfield, San Francisco manager for NBC, stated the action was by mutual consent. Managing Editor Paul Smith of the newspaper indicated the network had virtually asked for the time, by referring to the paper's inability to continue its promotion of radio, on which basis the free broadcasts were originally granted. A similar affiliation between the other NBC outlet, KOX, and the San Francisco Call-Bulletin, is still in effect.

Elliott Roosevelt's Entry

Into Texas Politics Seen

POSSIBLE entry of Elliott Roosevelt, second son of the President, and heir of Hearst Radio Inc., into Texas politics, is being talked actively in that State, particularly since the visit there this month of Fort Worth, young Roosevelt is active in radio work as directing head of KFIZ, Fort Worth, as well as of the Hearst radio interest.

An Associated Press report July 7 stated that Texas observers believe that the younger Roosevelt chooses to run for some high office he might be assured of the support of many political followers of Gov. Allred, whose appointment to the Federal District Court was announced by the President during his Texas visit. Although Elliott has given no public indication of entering politics, the speculation centered on a possible race for the Senate against Senator Connally or for the governorship two years hence.

MINOR FOOD PACKERS, Hamilton, X. J. (caused food) has named Rywko, Smith, Frensch & Doherty, New York, as agency and plans to use radio.

NBC and CBS Sign Pacts With AFRA

Contract for Two Years Will Cover Actors and Singers

CONTRACT covering minimum wages and working conditions for actors and singers employed on sustaining broadcasts originating in New York, Chicago, Los Angeles and in NBC's San Francisco studios, was signed July 7, with the executives of NBC, CBS and the American Federation of Radio Artists.

In addition to providing minimum wages for actors and singers ranging from a low of $8 for chorus or group members for a half-hour local or regional program on the Pacific Coast to a high of $22 for actors or soloists in New York on a national network, and for staff singers minimum weekly wages of $40 on the West Coast and $95 in New York, the contract recognizes AFRA as exclusive bargaining agent for these types of talent in the cities affected by the contract.

Will Last Two Years

Contract runs for two years, becoming effective the third Sunday after it has been ratified by AFRA members and after the American Arbitration Association has certified a representation of the majority of these artists. Only sustaining programs are covered by the contract, which was signed by Lon E. Roosevelt, president, NBC; Lawrence W. Lowman, vice-president, CBS, Emily Hoyt, national executive of AFRA, and George Heller, assistant national executive secretary and treasurer.

Major provisions of the contract were written in the July 1 issue of Broadcasting. Signature was expected from all four networks.

The contract provides that when a full-time radio network upon procurement of full-time for WOV. Among stations which would be identified with the network are WELI, New Haven; WNBC, New England-Hartford; WCOP and WORL, Boston, and WPEN, Philadelphia.

Central List Dropped

THE San Francisco-Oakland Publishers Association abandoned their plan to conduct a central radio schedule bureau for the six metropolitan dailies in the Bay area recently after a two-week's investigation. Each paper is continuing to make up its own radio log in its own style, as it had done before the radio columns were dropped. The publishers, however, plan to have a secretary in their office make up the schedules for the papers, but the WVL was too busy. She worked nearly 20 hours of her own time, after regular duties, to get up one day's set of logs for the station. With the exception all of the assistant radio editors, whose job it is to make up the logs, have been retained by the papers.

RAPP-11 DISTRIBUING CO., New York (cosmetics), has appointed Redfield-Johnstone, New York, as agency, is planning a spot radio campaign.
New Disc Contract Offered by AFM

Acceptance Is Foreseen By Manufacturers On Trial Basis

By BRUCE ROBERTSON AMERICAN Federation of Musicians has sent to company-manufacturing electrical transcriptions and phonograph records a new license form which, from the consensus of a meeting of recorders held July 11, will be accepted by nearly every unit. Not that all are entirely pleased with the terms of the license, for they are not, but the elimination of the hard-fought "buyout" clause [Broadcasting, July 1], plus the fact that it is a trial license for only two months, expiring Sept. 25, led the great majority of recorders to state they would accept it for this period.

During the New York transcription meeting a call was received from the Western Transcriptionists, who said they would go along with the eastern companies in accepting the license.

With the network affiliated stations almost 100% signed up with their local unions in accordance with the standard agreement for all stations of this class, and with Aug. 1 set as the deadline for expiration of this portion of contracts between nonnetwork stations and their local unions under a similar contract, the end is in sight for the long-drawn-out broadcaster-musician negotiations that have continued for almost a year.

Terms of Agreement

In its final form, as agreed on July 8 by representing the AFM and the recording companies after a two-day conference, the license is a nonexclusive, nontransferable document calling for a completely closed shop, the elimination of all dubbing or rerecording without written consent of AFM, a ban on commercial advertising on phonograph records, and a provision that the local unions have authority to make any recording for or on account of any other persons. This last point, which if strictly interpreted would prohibit the manufacture of phonograph transcriptions for advertisers or agencies, was the cause of an argument that nearly broke up the conference and was allowed to stand by the transcribers only on the assurance of the AFM that its purpose was to represent an unincorporated company from hiring a licensed concern to do its recording for and it that the AFM would inform the company of this provision for the purpose only.

The closed shop clause was also opposed by the transcriptions committee on the ground that frequently transcriptions are made of programs produced by advertisers or agencies for their own use, but in this case, the recording being engaged solely to make recordings of a program over which he has no control and must do it "in a hurry," this would prevent the making of recordings of hillbilly groups and of other nonunion musical organizations such as Boston Symphony Orchestra. The AFM committee refused to alter the requirement of 100% employment of union musicians, but said that permission would be granted to use groups where it was found necessary.

An attempt on the part of the recording interests to include in the new license an extension of the Dubbing clause, and a ban on phonograph records with music and musical bridges between dramatic scenes exempted from the no-dubbing rule was likewise unsuccessful.

A notable feature of the new license is the fact that if it was not interpreted to include several recently enacted statutes, it would have been virtually useless for the purpose it was intended to serve.

It is to be noted that the new license is to be issued only to a new form, which is a license for a licensing company.

Musicians, accepting it, or not, as he sees fit.

The license calls for the labeling of each recording with an identifying number and with a statement of the specific purpose for which it was made, this number and any statement of the purpose to be made to the AFM if it is not to be used for the purpose for which it was made.

Record Network Affected

The ruling against making "any recordings for phonograph records containing commercial advertising" is seen as a death blow for the National Phonographic Network, organized last spring for the purpose of placing records containing advertising in coin-operated phonographs in research establishments throughout the country.

A new scale for musicians making recordings has also been put into effect by the AFM. Replacing the former scale of $30 a man for a three-hour session or $50 for a full day, two four-hour sessions, the new rates are on a per-piece basis of $18 for a 15-minute program, including rehearsal of not more than two minutes, and $24 for a half-hour program, including a maximum of two-and-a-half hours rehearsal. This is $6 an hour for each quarter-hour. Musicians making phonograph records will be paid $24 for a session of up to four hours, not more than 40 minutes of each hour to be actual playing time, with overtime of $6 for each additional half-hour.

On June 29 the National Committee of Independent Broadcasters received the following telegram from the AFM: "Kindly be advised that Aug. 1, 1938, is the deadline date on which the NCIB will adduce to the AFM of any of the answers of said broadcasters in reference to the agreement which their committee recently entered into with the AFM in reference to the conditions under which members of the AFM may accept network services for these broadcasters."

On July 2 the committee sent to all nonnetwork stations a letter allowing for a statement of the contract and expense, and either the original contract signed with its local union, reasons why a contract has not been negotiated, or if an existing contract is in effect, its expiration date and whether it calls for a one-year contract or a longer extension than under the plan of settlement. Stating that at that time only 140 stations had reported their network, the committee did not report, the Committee urged immediate action both in sending it the needed information and in completing contracts with the local unions within the month of July.

The continued illness of W. S. Ethridge, WSM, New Orleans, has temporarily halted progress in negotiations between the AFM and its local in that city, one of the few in which contracts have not been completed for network affiliates.

Network Affiliates Discuss Proposals To Revive IRNA for Hearings at FCC

REVIVAL of International Radio Network Affiliates, an organization created last year to negotiate an employment agreement with union musicians, is expected to develop in connection with the chain monopoly hearings scheduled before the Interior Department.

The thought is being expressed in network affiliate circles that it would be desirable to have the group meet to consider the whole subject of the chain-monopoly hearing and to devise plans for the matter.

Samuel R. Rosenbaum, president of the IRNA Negotiating Committee, on July 12 conferred with William L. Eisler, chairman of the committee in charge of the investigation. It is understood to be his intention to confer with members of the IRNA committee, headed by Mark Ethridge, chairman of IRNA in connection with a general meeting prior to the formal hearings before the FCC committee this fall. Members of the committee, in addition to Messrs. Ethridge and Rosenbaum, are T. R. Smith, WSM; John J. Gillin Jr., WOW; John Shepard 3d, Yankee Network; George B. Norton, WAVE; L. B. Wood, WNYC.

The IRNA group comprised some 290 stations during the AFM negotiations this winter and early this year. It is presumed network-owned, operated or leased stations would be excluded from the projected sessions in connection with the FCC hearing with the number reduced probably to 260.

WKAR of Michigan State College, Lansing, has been authorized by the FCC to increase its daytime power to 3,000 watts on 1500 kc.

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New FCC Rules Would Eliminate Two-Year Clause

Many Other Changes Involved In Proposals for Revision

REPEAL of the controverted "two-year rule" preventing FCC legal employees from practicing before the Commission for two years after their retirement from Government service would be effected under revised proposals for FCC rules and procedure drafted for consideration of the Commission.

Among other things, the proposals would tighten requirements on broadcast applications of all types. A special motions court could be created, to meet twice a week and be presided over by a commissioner or examiner, to hear and dispose of cases, and thereby expedite such matters.

The rule pertaining to filing of applications would require a full disclosure in the application itself of all facts and circumstances surrounding the matter.

Filing of an all-inclusive showing at the outset, it is contended, would obviate repeated requests to be heard at the advance of hearings. Interpreters and witnesses also tend to give the Commission full information of the whole matter of a proposed station's eligibility, before an application is set for hearing.

Revision of Practice Rules

In the projected rules, made pub- April 11, the three-year-old proposal of attorneys for the FCC practice would be rewritten to bar them from appearing only in cases pending before the Commission at the time of their separation from service. The existing rule prevents Commission lawyers from appearing in any cases pending before the Commission except those having to do with matters affecting municipal, state or federal affairs.

In making public the proposed new rule, made by its rules committee comprising department heads, the FCC did so to permit the Federal Communications Bar Association, practicing before it, station licenses and other parties in interest to submit written suggestions to the Rules Committee respecting the changes. The Rules Committee is authorized to hold hearings and is directed to report to the Commission on or before Sept. 15.

The committee is made up of General Counsel Hampson Gay, chairman, Secretary T. J. Slowie, Chief Engineer: E. K. Jett, Chief Examiner; Davis G. Arnold, and Chief Accountant William J. Norton.

The new rules of practice and procedure were drawn up by the committee as of Feb. 9 and have been considered in a preliminary way by the Commission but will not be promulgated until the Rules Committee submits its final report.

The purpose of tightening applications not only is to bring about a reduction in the volume of applications, but to eliminate futile or frivolous hearings. After an application is filed and considered by the Commission, the actual hearing date would not be set until the application is:

(Continued on page 52)
New Radio Knowledge Studied
As FCC Peruses Probe Data

Mass of Evidence Accumulated in Superpower
Inquiry Covers Wide Range of Radio Topics

A HALF-MILLION words of test-

imony, together with some 300

exhibits, many of which are

argued on the basis of

analyses of industry activities, ra-
dio coverage of the nation by par-
ticular groups of stations, as well

as projected coverage conditions

under various revisions of alloca-
tion standards, must be analyzed by

the so-called "superpower com-
bite" before it submits its proposed

report on new rules and regula-
tions governing broadcasting to the

FCC.

When the hearings were ad-

journed sine die by Chairman Nor-
mn E. Case late June 30, this mass

of testimony had been incorporat-

ed in the record—one of the most

porous ever devoted to broad-
casting. Information not yet be-
available, including the FCC ac-
counting department’s breakdowns

of station financial structures, net-
work fiscal operations, employment,

and program distribution, were all

introduced in the record and will

be considered in connection with

the committee's findings on revision

of rules.

There were 2,170 pages of tes-
timony adduced from some 35 wit-

nesses appearing for the various

station groups, individual stations,

nonoperating stations, stations

operating in another capacity, in

broadcasting and by the FCC it-

self. The precise number of exhib-

its is not known since the record

has not yet been closed, but it is

estimated to approach 500.

The committees, which sat for 19

days, June 6-30, included Com-

missioner T. A. M. Craven and

George H. Payne, in addition to

Chairman Case. Chairman Frank

R. McNinch sat ex-officio on sev-

eral occasions.

Ring Cross-Examined

In closing the record, Chairman

Case observed that the hearings

had been conducted in orderly fash-

ion and that they had been most

educational so far as he was con-

cerned. He added that the hearings

would have been just as informa-

tive to "others" had they been

present.

The final day of the hearing was
devoted to rather rigorous cross-

examination of Andrew D. Ring,

FCC assistant chief engineer in

charge of broadcasting and who

was called as a witness by the de-

fendants with the pleasure of the

engineering phases of the proposed

new rules and regulations. Practically all of the
counsel for both sides and groups cross-examined the

engineer expert, particularly in connection with project clear-
crusher breaker, who had been

previously challenged by the FCC.

He maintained his original view,

expressed on direct examination

June 25, that the FCC should not

prematurely specify the number of

channels pre-

scribed for clear-channel use by
duplication on them until it

is definitely ascertained what needs
may exist for additional rural and

telephone subscribers. He argued

the retention of the status quo insofar

as the proposed rules go in connec-
tion with Class I-A 4-kw.

A significant point brought out by
Mr. Ring under cross-examina-
tion was his view that regional

ratings, such as projected coverage

full time on Class III-A

channels should not increase their

power unless the station has a suf-
ficient wave did so. If one station on the

frequency has a directional an-
tenna, other stations should take

similar precautions, Mr. Ring sug-

gested, so that best service could

be rendered. Sun spot activity also

played an important part in the

ratings. If it dropped to a low

point, in reply to questions, that

the last year was probably the

worst of the last decade in con-

nection with such activity, thus

resulting in sharp curtailment of

secondary service of clear-channel

stations.

Service for Rural Areas

Mr. Ring felt there were several

ways of improving rural service.

He enumerated these as possible use of directive antennas to

project clear channels; development of stations to maximum

efficiency with present powers and ultimate use of higher power if

by order, but that in the present

statute, or in the future, new

clear channels remain at 50 kw.

and do not provide enough signal
to supply rural service, Mr. Ring

said under questioning there is

no valid reason why they should

do.

A new question was raised as to

the degree of service that might

be rendered by five regional sta-
tions located in the aggregate area

of 64,760 square miles with an

acceptable signal whereas one 50

kw. station would be able to

provide the same signal to an area

of 212,000 square miles.

A series of questions by Com-

missioners Case and Case had

to do with proposed duplication

on the West and East Coasts and

re-assignment of Class I-A service in

the center of the country, east of

the Rockies and west of the

Appalachians, with stations in the

central states carrying power in excess

of 50 kw. The purport of Mr. Ring's

general response was that dupli-
cation on the Coasts might result

in service to a greater number of

telephone subscribers, but there is

need for improvement along the

Eastern and Western Coasts as well as in the interior.

Mr. Ring also expressed the opin-

ion that the FCC should declare

that at least one station antenna north and south might

alleviate the situation somewhat, he

declared.

Rebuttal testimony on behalf of
KFI, to refute previous arguments

Without Full Time

SEVEN cities of more than 100,000 population are with-

out full-time radio stations, according to a new report

D. Ring, assistant chief engineer of the FCC for broadcasting.

In his concluding testimony before the "superpower com-
bite" Mr. Ring enumerated these cities as Youngstown,

Albany, Atlantic City, Johns-
town, Pa., New Haven, Trent-

on and Wheeling. He pointed

out that one station city has a

station but that none are full-time outlets under pres-

ent allocations.

BASEBALL PICKUP

A RARE BASEBALL pickup was the "piracy" of play-by-play accounts

of baseball games in their respective

leagues.

The Pittsburgh National League

club, together with General Mills

and Sylvania Vacuum Oil as the

sponsors of its games on KDKA, on

July 6 filed a $100,000 damage suit

against WLS for broadcasting the

legally impartialized games.

The American League nearly two

years earlier entered into agree-

ments proceedingniit with WJR, Detroit, allowing "pirating" of Detroit play-by-play

accounts. Among other things, it

filed a petition with the FCC seek-

ing to have its complaint consid-

ered in connection with the sta-

tion's renewal but WJR's license was

renewed recently without hear-

ing. The League has not been

advised of any further action.

Hearing on Injunction

In the KQV complaint filed in the Federal District Court in

Pittsburgh, the baseball club and the sponsors who pay for the privi-

lege of broadcasting the games agreed to an in-camera hearing on

whether the FCC "bootlegged" its information. Federal Judge F. P.

Shoemaker set a hearing date for the station to show cause why an

injunction should not be granted.

James J. Howlett, attorney for KQV, and the latter station both

were notified they would not be per-

mitted to broadcast the all-star

games if the injunction is granted.

It is generally assumed that the

full-time status of the KQV station situation. It is under-

stood that WJRK similarly was

notified.

KVQO-WAPI Full-Time

KVQO, Tulsa, 25,000-watt, and WAPI, Birmingham, 5,000-watt

outlet, plan to begin experimental full-time operation on the 1140 kc.

channel on Aug. 2, under special temporary experimental authority

for Hearings. The station, at night, will broadcast the

filed summation briefs. WLO, which participated in the hearings on the

proposed new rules and regula-

tions, is slated to begin another

on renewal of its experimental 50 kw.

authorization at a hearing to be

held July 17. It will presumably be

given additional time following that hearing in which to file its

brief.

The Superpower Committee

proposes to draft its report as ex-

peditionally as possible, submitting

copies to all parties at the same time, at the June 6 hearings, as well as

to the full Commission. Exceptions

may be taken from its proposed

final report, if either the nature

of revised rules. Then oral

arguments will be set before the full

Commission, preparatory to the

final drafting of the rules.

La Rosa Returns in Fall

V. LA ROSA & SONS, New York (macaroni and cheese products),

will return to WOR, Newark, for

32 weekly broadcasts running from

Oct. 12 to May 17, 1939. This

year's soloist will be Bruna Cas-

fina, Armond Tomatian, and Car-

lo Morelli. The series may be

expanded to other Mutual stations.

Agency is Commercial Radio Ser-

vice, New York.

Get Thin Expands

GENERAL MILLS, Minneapolis (Wheaties), has added the quar-

ter-hour six-hourly series Get Thin, the following stations:

CKLW WOR WFIL

WNAC. WCAE and WGN have

carried the show all summer. 

Agency is Blackett-Sample-Hum-

mert Inc., Chicago.
HEARINGS by early fall in the FCC’s "chain-monopoly" inquiry, with legislative recommendations to Congress by the end of the year, for revision of the Communications Act, form the new work program of the FCC for the present month, the brunt of which is being borne by William J. Dempsey, 32-year old attorney designated as the FCC special counsel for these epochal proceedings.

Since his appointment early this month, Mr. Dempsey has been actively preparing for the hear- ings, which embrace the most comprehensive broadcast investigation ever undertaken by the FCC. As a matter of fact, since the first day the Commission or its predecessor Radio Commission has instituted a direct study of networks and their regulation.

Special counsel and legal advisor to Chairman Frank R. McNinch since the latter's assumption of the helm last October, Mr. Dempsey will have full supervision of the investigation, reporting only to the special committee of four FCC members in charge. He will have as his aides members of the FCC legal, engineering and accounting staffs, and perhaps outside counsel.

Named Unanimously

While not prominent in FCC legal affairs because he has been attached to the Chairman's office rather than to the law department, Mr. Dempsey is highly regarded in administration legal circles. He handled considerable power litigation as assistant general counsel of the Federal Power Commission and as special counsel for Public Works Administrator Harold L. Ickes, during the last five years.

His appointment was announced July 6 by Chairman McNinch. On July 1 the matter of appointment was taken up by the full FCC and agreed to by unanimous vote of the five members present (Brown and Payne absent). The recommend-ation came from the so-called Chain-Monopoly Committee, after it had been proposed by Chairman McNinch. Members of the Commit-tee are Mr. McNinch, chairman, Thad H. Brown, vice-chairman, and Commissioners E. O. Sykes and Paul A. Walker.

As yet, no definite date has been set for the hearings though Chairman McNinch in announcing the Dempsey appointment, indicated they would begin early in September.

In announcing the Dempsey ap-pointment, Chairman McNinch, who is temporarily a patient at the Naval Hospital in Washington, declared the investigation was ex-pected to provide a comprehen-sive factual basis for the formulation of special regulations appli-cable to chain broadcasting, and, possibly, revision of the Commission’s regulations governing station broadcasting generally. He added the hearing would be conducted in a "thorough, impartial, and business-like manner."

Pointing out that preliminary work has been under way for several months, the Chairman stated that because of the vast amount of work remaining, the preparation, it is not believed the hearings can commence before the latter part of September. If it develops that amendment of the Communications Act is desirable or necessary, "the Commission will be ready to submit recommendations for legis-lation when the Congress convenes for its next regular session."

Chairman McNinch entered Naval Hospital July 2 for treatment of a stomach condition aggravated by overwork, but he hopes for a complete rest. He is not seriously ill, it was stated, since the ailment is an old one for which he has been treated in the past. He is ex-pected to leave the hospital by mid-July.

The hearings will cover a 13-point bill of particulars embodied in the resolution adopted March 18 by Order No. 90-D. [FCC Bulletin Vol. 15, No. 17.] Before a definite hearing date can be set, according to Mr. Demp-sey, a vast amount of preparatory work must be done and it may be several weeks before notices can be given. It is presumed the Commiss-ion will follow the usual procedure and allow at least 30 days for parties interested to ready them-selves. Upon his appointment Mr. Dempsey said:

 Basis for Legislation

"It is my understanding that the investigation is to be conducted for the purpose of obtaining a complete and up to date compilation of facts relating to the broadcasting industry, on the basis of which the Commission will be able to promulgate special regulations, if necessary, or to change existing regulations and, if necessary, revised regulations for broadcasting generally. It is also possible that the Commission may think it desirable to recom-mend amendment of the Communi-cations Act after this study has been completed."

"The Commission has not yet definitely laid out the procedure to be followed in conducting the investigation. But, however, that it intends to make it as thorough and business-like as possible, it is necessary to say that it will be con-ducted fairly and impartially with the object of ascertaining the nec-essary basic facts upon which regulations and, if necessary, leg-islative recommendations may be predicated.

"Before any definite plans for the organization of the work on the investigation can be submitted for the consideration of the comm-i ssion, it is the great desire of all of us that the work must be done. I want to study the report on social and eco-nomic data prepared by the engi-

Heads Network Inquiry

WILLIAM J. DEMPSEY

neering department of the Commis-sion under Condr. Craven's direction because the report in- cludes an analysis and discussion of many important matters to be covered by the investigation and will be extremely helpful in plan-ning the investigation.

"I also want to study the record of the superpower hearing which was presided over by Governor Case as chairman of a committee of the Commission because as I understand it, that record includes a great amount of data which the Commission has not heretofore had in its possession. The work done by the law, engineering and ac-counting departments in the prepar-a tion for that hearing will also be of the greatest value in prepar-ing for the investigation. A con-siderable amount of preliminary work has been done by members of the Commission in preparation for the investigation. I have been trying to familiarize myself with all of this as quickly as possible, so that there will be no unneces-sary duplication of effort in get-ting ready for the hearing."

Contractual Relations

"I am, of course, highly gratified at being appointed by the Commis-sion as special counsel to conduct this investigation and am eager to get into the work as quickly as possible. I know that the Commis-sion wants the investigation con ducted in a spirit of fair play as an honest, unprejudiced, fact find-ing inquiry. I am approaching it with an open mind and a sincere intention of handling it in that way."

Basically, the inquiry will cover contractual relations between chain companies and network stations, multiple ownership of stations, competitive practices of all station classes, networks and other indus-try entities, and generally all methods by which competition may be re-strained or by which restricted use of facilities may result."

The Communications Act of 1934 authorizes the Commission to make special regulations applicable to networks, and the Commission has not ever exercised that prerogative. Repeated allegations of monopolistic tendencies, discriminatory prac- tices were predicated primarily on FCC cognizance and to the determination to hold the inquiry.

Particulars in the past have been placed upon such matters as duplication of chain programs, exclusive contracts, clearance of program material and the so-called "seasonal" or "political" rebroadcasting on the part of station owners and network operators.

Some question has arisen as to whether the Monopoly Investigation Committee set for the last session of Congress to inquire into the whole broad subject of anti-trust legislation, will invade the above picture. There has been no indication of it, save the possi-bility of inquiring into the radio patent structure in the receiving set field. This joint congressional-departmental committee, however, might find that its paths lead to broader over-se in its future deliberations and in that event, there might be conflict be-tween its functions and those of the FCC committee.

The FCC inquiry has been in- tensified by the demands in the last session of Congress not only for an investigation of the industry, but also for an inquiry of the FCC it-self. Efforts of a small group in the College of Radio Engineers, O'Connor (D-N.Y.) of the Rules Committee, to force such a Congressional in- inquiry, and the support given in by FCC Commissioner George H. Payne, fizzled as the last ses-sion ended. Defeat of the project, only on the fact that the Commission has instituted its own inquiry, under Order 37, and the action was viewed as a vindication of Chairman McNinch, who had opposed the Payne-O'Connor efforts.

The special counsel for the FCC, despite his youth, has had considerable experience in governmental regulatory and legal work. He joined the FCC last October 1 after having served as assistant general counsel of the Federal Power Com-mission, working there also under Mr. McNinch, who was chairman of that agency.

A native of Brooklyn, Mr. Demp-sey is a graduate of St. Peter's, N. J. He joined the Federal Power Commission in May, 1937, as as-sistant general counsel. Prior to that he was associated with power litigation involving the Public Works Administration under Secre-tary of the Interior Ickes as (Continued on page 82)
Rules of Politics
Laid Down by FCC
Provisions of Law Restated;
Rebates Are Prohibited
SEEKING to dispel the uncertainty surrounding handling of political broadcasts, the FCC July 1 adopted new rules designed to guide stations in their scheduling of speeches by political candidates or officials, as required under the terms of the Communications Act.

The new rules, in outlining the provisions of Section 315 of the Communications Act, require that no candidate for public office shall be permitted to make commercial opportunities for use of their facilities.

Two provisions departing from the language of the law itself were incorporated. One of these specifies that a station may not refuse, in any form, the use of the airtime.

The rules grew out of a request for clarification made late last month (Broadcasting, July 1) by Robert J. Walter Thompson Co., Chicago, for its general manager, John Harrington, sports-
caster of WBMB, Chicago, in a four-week interview series with sports figures. The special NBC sportscaster, will feature an on-the-minute disc in the weekly evening interview series for broadcast in the New York area.

Violations, according to Gene Foner, time buyer for J. Walter Thompson, Chi-
ago, are justified in such cases as the following: the WTAR, Norfolk, Virginia, its general manager, Campbell Ar
noux, and its Washington counsel, Elliot C. Lovett. The station had complained that any offense of a nature would be caught in an insufferable dilemma by lack of such rules.

In addition to the WTAR petition, the FCC also had received a complaint from a candidate for public office having to do with the use of facilities over a station in Texas, it was learned. The combination of the two cases with the fact that political campaigning is now reaching its peak period, re-
sulted in the issuance of these regulations that expedi
tious action should be taken.

Chairman McNinch in announcing the rules, said:

"The Commission will, of course, insist upon good faith in the application of these rules and will proceed vigorously with infractions thereof."

Oke-Doke Breaks
KRAFT-PHENIX CHEESE COMPANY, Chicago, Ill. (cheese popcorn), is planning a large summer campaign in Des Moines, St. Louis, New York and New En-
goast in its Symphony of seamless origi nal advertising. J. Walter Thompson Co., Chicago, is agency.

Kellogg List Picked

KELLOGG CO., Battle Creek, Mich. (Cornflakes), on July 18 launched a five-week and 10-minute transcription series on 48 stations for nine weeks (Broadcasting, July 1). The five-minute disc will feature John Harrington, sports-
caster of WBMB, Chicago, in a four-week interview series with sports figures. The special NBC sportscaster, will be featured on the 10-minute discs in the weekly evening interview series for broadcast in the New York area.

Ownership of Radio Sets
In Villages Is Surveyed
FROM 76 to 93% of the white families in selected villages sur-
veyed by the U.S. Department of Agriculture are owners of radio sets. Twenty-seven thousand families were incorpo-
rated. These records would be open to public inspection.

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More for Korn Kix
GENERAL MILLS, Minneapolis (Kix breakfast food), has added these stations for Those Happy Gilmanas, quarter-five hour commercial series: WAHC Eagan, Minn., Yankee Network (WNAC WNCW WTVICHE WIW YWCIW WGWG KTV UCF WYMH KFJ WPC WSC); WFFF, Blue Earth, Minn., WMMK KALO WCAO WTVQ WYCIW KMU; WRED WJQY WMLV, Bemidji, Minn., WABC WACV WJZ WOR WITW WJH WYCIW KTV WAMC; WDBQ, Dubuque, Iowa, WJW WJH WYCIW WABC WACV WJZ WOR WITW WJH WYCIW KTV WAMC; WDBQ, Dubuque, Iowa, WJW WJH WYCIW WABC WACV WJZ WOR WITW WJH WYCIW KTV WAMC; WDBQ, Dubuque, Iowa, WJW WJH WYCIW WABC WACV WJZ WOR WITW WJH WYCIW KTV WAMC;
HOURS before news can be made available by any other medium, thousands of Iowa families already know the news—via big WHO!

And do they like it?! Well, 71.4% of all farm men in Iowa and 58.9% of all farm women, depend on radio as their chief source of news. . . . The WHO News-Cast is the most popular radio feature in rural and small-town Iowa— is preferred even over such national favorites as the Jack Benny and Charlie McCarthy-Don Ameche programs — is nearly three times as popular as the average of the next five other leaders!

If this suggests something important to you, drop us a line! Maybe we’ve got some ideas, too!

WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . FREE & PETERS, INC., REPRESENTATIVES

BROADCASTING • Broadcast Advertising

July 15, 1938 • Page 21
THROUGH the years ... Associated Recorded Program Service ... has stood alone in its field. Radio executives and Station Managers have told us repeatedly that it is the one Recorded Service to Radio Stations by which all others are judged.

Now ... a new plan has been adopted whereby our two libraries will be merged into one as of September 1st, 1938 ... and MORE IMPORTANT STILL ... this plan will permit any RADIO STATION, irrespective of size or coverage, to become a subscriber to Associated Recorded Program Service at a cost well within its means.

We shall steadfastly maintain the high quality, careful selection of both materials and performing units that have always characterized our service.

Your inquiry for complete details of this new plan is earnestly solicited.
A NEW PLAN FOR SUBSCRIBERS TO ASSOCIATED RECORDED PROGRAM SERVICE

QUALITY FEATURES

1. Associated Quality Knows No Compromise!
2. Experience proves 94% renewals year after year.
4. Internationally famous artists.
5. Many "Name" Bands.
6. Vertically cut by license agreement with ERPI (Western Electric).

ASSOCIATED RECORDED PROGRAM SERVICE

The Aristocrat of the Turntable

ASSOCIATED MUSIC PUBLISHERS, INC. 85 WEST 45th STREET NEW YORK CITY

www.americanradiohistory.com
Syracuse Sponsor 16 Years on Air Without a Break

Clark Music Store Is Active During Seasonal Lull

NOT EVEN a seasonal lull in business can disuade Melville Clark, president of the Clark Music Co., Syracuse, from uninterupted interest in radio advertising. Head of one of the country's largest retail music firms and one which celebrates its 100th anniversary this year, and occupies its own five-story building in the heart of the city's business section — Mr. Clark has his company possibly has set a "world's record" for length of time and regularity in programural radio broadcasting.

For 15 years the Clark Music Co. has delivered via radio its advertising message, first to Central New York listeners, beginning in 1922 when a special wire carried programs to WGY, Schenectady, a distance of 25 miles.

Mr. Clark himself was the featured instrumentalist in these early days of the company's radio activities. Later programs were presented over a New York State network, including Buffalo, Syracuse and Albany stations.

A Pioneer Broadcaster

Seeing possibilities in broadcasting, he encouraged the founding of several stations, in Central New York, in Syracuse. This more than trebled the number programs produced by the Clark company. Activities were expanded to include daily shows over the local station. Recordings, amateur shows, and instrumental programs comprised much of the material fed to WSYR during its regime as a local station.

Many of the world’s leading musicans visiting Syracuse were introduced to the radio audience as guests on the Clark programs. The company's own studios were, and still are, always open to visiting musicians, and WSYR engineers had little difficulty in making rapid arrangements for such special programs.

When WSYR affiliated with NBC in 1932 and later when it stepped up power to 1,000 watts, the Clark company kept pace by building a new broadcasting studio in its building and continuing to feed local stations.

Now using weekly quarter-hour programs on each of Syracuse’s two Clark Music Co. has averaged three programs a week during its 15 consecutive years on the air, advertising pianos, stringed instruments, band instruments, organs, harps, radios, and various types of electrical appliances.

"I am a firm believer in regular radio advertising," Mr. Clark concludes as his organization prepares for the 80th birthday celebration, "and I have every intention of continuing my advertising policy."

New Tulsa Local

A NEW local station in Tulsa, OK, was authorized by the FCC, in a decision made public July 1, to be effective July 8. It will be known as KTUL and will operate with 250 watts daytime on 1310 kc. The licensee will be Harry Schwartz, president of the Tulsa Federation of Labor and business manager of its monthly publication, the Unionist Journal.

Dr. Russ Hyde Spots

DR. ROSS DOG & CAT FOOD Co., Los Alamitos, Cal., thru Howard Ray Adcis, Los Angeles, on July 11 started three weekly spot announcements in the Morning News and KJBS, San Francisco. Firm is also using similar weekly spot announcements in KGB, San Diego, five time signals daily on KFAC, Los Angeles, and daily five minute program covering in Los Angeles, Cal. Sponsor will increase its radio regionally with an early fall campaign.

THE Western Association of Broadcasters, unit of the Canadian Association of Broadcasters, will hold its annual convention Aug. 28 to 31, in Montreal, with Gordon Love, CFCN, Calgary, president, presiding. Harry Segwick, CFRB, Toronto, president of CAB, will attend.

Avalon to Sign

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon cigarettes), has added KPO, San Francisco, to its stations broadcasting Plantation Party, half-hour transcription program now heard weekly on KNX, KOA, KOH, KEEE, KHQ KSL. The program is broadcast live on WLW and WGN, Saturday, 9:30-10 p.m., and is understood it will be non-commercial. Russell M. Seeds & Co., Chicago, is agency.

WHAT RADIO LISTENERS LIKE

Growups Prefer News, Comedians and Weather; Youths Want Comedians, Popular Music—

A STUDY of Kansas radio listeners, covering city, small town and rural homes, has just been completed by H. B. Summers, of Kansas State College, who recently made a similar survey in Iowa which covered town and rural homes.

Radio sets are in use a longer time each day in farm homes than in town. The Kansas survey indicated. It was shown that although men do more listening at night, of newcomers driving to town, the total hours women listen in daytime is greater then the number spent listening at night. Both farm and town women spent rather heavy afternoon listening.

In rating programs, it was found that city men prefer news broadcasts, comedians, popular music, sports, old-time music, man-on-street, weather, religious and talks in that order. In smaller towns they prefer news, comedians, weather, old-time music, religious and talks in that order. On farms the order is news, weather, man-on-street, sports, talks, popular music, religious music, and man-on-street in that order. On farms the order is comedians, man-on-street, weather, religious, and talks in that order.

City girls, like popular music, comedians, serial drama, complete drama, man-on-street, news, classical music, religious music, and man-on-street in that order. On farms the order is comedians, serial drama, complete drama, man-on-street, religious music, and man-on-street in that order.

What Women Like

Women, on the other hand, like different types of programs. City women prefer news, comedians, popular music, serial drama, religious music, old-time music, weather, man-on-street, complete drama. In smaller towns, old-time music, religious music, comedians, serial drama, weather, popular music, old-time music, man-on-street, complete drama, military bands. On farms they like news, weather, comedians, serial drama, old-time music, religious music, music, man-on-street, popular music, complete drama, military bands.

Radio Is Exempted From Tax on News

Industry Accords Privilege Previously Given Press

THE broadcast industry, under the Revenue Act of 1938, will gain same sales tax exemptions accorded to newspapers since 1932 on telephone, telegraph and cable charges for collection of news content dissemination, the Bureau of Internal Revenue has advised Broadcasting. The 1938 Act amended Regulations 42, the Bureau declared, and is now eligible for exemption from the sales taxes hereunder levied by states for news broadcast copy, as of July 1, 1938.

The Internal Revenue Bureau could make no estimate on the amount of taxes involved, but taxable tolls range from flat rates of 10 to 20 cents on telephone calls for personal messages to "volunteer correspondents" and calls for assurances that such dispatches will help the material from an accredited correspondent.

Sec. 708 of the 1938 Revenue Act, amending Sec. 701 (b) of the 1932 Act, says: "No tax shall be imposed under this section on any payment received for services or facilities furnished to the United States or to any State or Territory, or any political subdivision thereof, or the District of Columbia, nor upon any payment received from any person for the dissemination of news to the public by means of radio broadcasting, if the charge for such services or facilities is billed in writing to such person.

At hearings before the House Ways & Means Committee last January, while the Committee was considering the 1938 Act, Herbert Moore, president of Transradio Press Service, urged amendment of Regulations 42 on the ground that the law as adopted, and the Revenue Service, against organizations gathering and distributing news primarily for radio broadcasts [BROADCASTING, March 15].

Ice Cream Test

THE Dairy Merchandising Council of San Joaquin Valley with offices at Fresno, Calif., recently adopted a slogan, "Eat Ice Cream and Grow Beautiful!" and is carrying out a test campaign on five California stations. The Council made 52 transcriptions, which run from one to five minutes in length and has placed them on KERN, Fresno, KABC, Los Angeles, KION, San Jose, KTGC, San Francisco, and KFTC for the summer. Thomas Adv. Agency has the account.
THEY ASKED 66,663 FAMILIES AND GOT ONE BIG ANSWER...

WBBM IS FIRST IN CHICAGO

It was a survey—and what a survey!

66,663 coincidental telephone interviews conducted by CROSSLEY, INC., morning, afternoon, and night during the week of April 3-9... the largest study of radio listening ever made in the Chicago market.

And the answers—those answers that represent the listening habits of millions of other midwest listeners—all add up to the same big answer: WBBM is FIRST in Chicago.

**FIRST** all week long in total audience.

**FIRST** in number of first-places (by half-hour periods) throughout the week, with 29.5% more "firsts" than any other station.

**FIRST** in number of daytime first-places, with 57.8% more daytime first-place mentions than any other station.

**FIRST** in number of local program "firsts," with twice as many local programs receiving first-place mention as any other station.

All of which proves what Chicago advertisers and dealers have always known... that WBBM is

**FIRST** in value for advertisers, for WBBM’s leadership means lowest cost per listener... per buyer... in the nation’s second largest market.

WBBM
A CBS KEY STATION

50,000 WATTS•CHICAGO

Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco.
Public Domain Clearing Of Music by WPA Urged

By Florida Broadcasters

USE of WPA “white collar workers” in clearing of public domain music to be handled by the U. S. Copyright Office is being fostered by the Florida Association of Broadcasters, in collaboration with Rep. Peterson (D-Fla.).

W. Walter Tison, president of the Florida association and an advocate of public music reservoir, undertook the study and the association at a meeting in Ponte Vedra Beach, adopted a resolution to that end. The resolution brought out that there are some 500,000 music selections and that not more than half are copyrights still in force. The proposal is that the director of WPA projects be asked to consider the expansion of the Library of Congress by setting up a permanent department handling music in the public domain.

All numbers found in the public domain and so arranged would become the property of the Library of Congress and available to the general public, either by copying or photostating, at the user’s expense. For this project, it was suggested there be assigned regular employment Florida pianists and arrangers who qualify for the work. A nationwide research bureau would be needed which would have the privilege of assigning musicians in every section of the country to make a study of folk songs, their origin and to determine whether such numbers should be credited to the public domain.

GOOD-WILL FOR TRANSIT FIRM

Cleveland Railway Uses New Local Talent for Successful Promotional Campaign

By KARL B. MICKEY

Cleveland Railway Co.

BECAUSE an official of WHK-WGCremarked that the railroad has made a good deal of professional talent in the Cleveland area which never had a chance to get on air, the new program idea was born. The idea was New Names, the railway’s public relations program, which promised to answer five years of competition and promoted good-will and aroused great interest in new talent in Greater Cleveland.

On April 1, 1937, Cleveland Railway Co. began to use radio to promote good-will. The program consisted of a 24-voice male chorus under the direction of Charles D. Dawe, director of the Orpheus Chorus. About half the group was selected from his chorus, the other half from employees of various companies. Even though the programs were interesting, and profited from the added smoothness, there was nothing outstanding about them, and particularly, there was nothing new in the idea.

In the first five appearances cooperation with the program director of WHK brought out the fact that there was a good deal of fine talent in Cleveland, talent which had no regular place on the air, and he believed that this talent should be given to the advantage of a sponsor. With WHK officials we conducted audiences, and that was how we developed a program with excellent talent.

A Wide Following

On Jan. 5 this year the new series was started. We selected Pimky Hunter and his orchestra, a popular local band of 12 pieces. For about ten years Hunter had announced his program over various remote dance stations, and so we chose him as master of ceremonies for New Names.

We decided to place five acts on the program and change all of the acts each week. Because of the weak voice and limited audience response indicated that we should invite one act to return and the other acts to act as fill-ins, which received the most audience recognition. The general set-up has been followed since the inauguration of the show. Telephone checks on the program have been made each week by a Cleveland market research organization, and these show a very satisfactory interest on the part of the listening audience. Throughout the entire season the WHK produced program has been in competition with the strongest major network shows.

The talent for these broadcasts is limited to musicians and singers, but about half of the artists are entertainers who work professionally in and around Cleveland. Robert L. Bridges, WMCN; Will Hoffman, WMJS; St. Paul; Edgar L. Hayek, KFDX; and Ed McLean, WGES; are some of the professional entertainers. There are also two requirements, that they be of radio caliber and be of radio caliber and be of radio caliber, and that he or she must be able to give a performance of good taste.

The program was for WHK and a representative of the company held auditions immediately after the broadcast each week and keep a list of talent sufficient for future broadcasts.

During the program each artist is given 3½ minutes for his performance which is recorded for gaps and provides background music when desired. There are two "commercial" breaks where announcements about service and other matters concerning the company’s business are made, and these are limited to a total of two minutes. The concluding announcement has carried the weather report which was tied in with an ad campaign to drive carefully, or in cases of extremely bad weather, to ride the street cars.

Good-Will Achieved

The studio audience is limited to about 100 and there is no applause. Letters of commendation are requested as encouragement to the performers, and the one receiving the highest number of letters gets a return engagement. Five dollars is paid each performer, or in the case of a group each member receives a dollar or dollars. Two or three artists who have appeared on New Names have risen above the ranks of the Cleveland public domain.

New Names WERE mine to the benefit of ad vertising given the program through dash cards, car cards, and the leaflet, All Aboard, distributed each week by the railway. A three-inch advertisement has also been placed in each of the Cleveland newspapers on the day the broadcast is heard. We feel that this advertising has called attention to the program, and to the artists who have been heard on the program.

I feel that there is still room for improvement of this program and it is my intention to continue experimentation until I am satisfied it is producing the best possible results. Until the experiment has gone on far enough to have made thus far have been a good investment for Cleveland Railway Co. New Names and it has brought the company tangible evidences of increased good-will.

THE THROUGH VISITER at the July 23 broadcast of National Band Day, on WLS, Chicago, was awarded a radio receiving set.

11th NAB District Backs New Regime

Legislative, Superpower and Other Issues Discussed

BROADCASTERS of NAB’s 11th district, comprising Minnesota, North Dakota and South Dakota, met in Minneapolis July 7, with Earl H. Gammons, general manager of the company, as director of the meeting. The meeting was held in the WCCO Auditorium.

Nearly 100% membership in the NAB was boasted by the district who reported members were WCCO; WCCO, St. Cloud, Minn., which went on the air in latter June, and Robert Kaufman, manager of KYSM, Mankato, Minn., which took the air July 1.

All members of the 11th district expressed themselves as highly pleased with the activities of the reorganized NAB. They endorsed the election of Neville Miller as president, and went on record as feeling a lifelong indebtedness to Mark Ethridge for his work as president from the time of the reorganization until July 1, when he was succeeded by Miller.

Legislative Matters

Other matters discussed included legislative questions, the proposed bills before Congress, the high-power hearing and the matter of copyrights and license fees. "It’s just that kind of Hollywood, was a guest and discussed the problems connected with the presentation of transcriptions and recordings."

A special meeting of the independent broadcasters of the district was conducted by Gregory Gentling of KROC, Rochester, Minnesota, who served on the committee of this group in dealing with the APM. In the afternoon the meeting adjourned to Stillwater, Minn., where they were guests for dinner on the evening of Stanley Hubbert, vice-president and general manager of KSTP.

KQGO, Albuquerque, which joins the 11th NAB in Sept. 1 as a member of the Mountain Group, will be available in districts in which that group of the Pacific Coast group are members. The rates will be night hour, $125, day hour, $90.
NOW AVAILABLE FOR LOCAL PROGRAMS

Smilin’ Ed McConnell

For The First Time!

Local Advertisers Can Now Compete With Network Programs

No gamble—no risk—no guesswork—here is a radio program of known and proven use for local advertisers. A network star—still going strong on the networks—whose amazing sales ability may be applied to a local advertiser’s sales effort.

65 Programs Now Available

We offer, exclusively, to local radio stations, advertising agencies, or advertisers, a series of 65 fifteen-minute transcribed radio programs entitled: “Hymn Time With Smilin’ Ed McConnell.”

In conjunction with Smilin’ Ed’s program we will supply the local advertiser who uses this transcribed series, with Smilin’ Ed McConnell’s “Book of Hymns,” containing pictures of Smilin’ Ed and his family. The price of these is so low they can in many cases be given away free.

RUSH This Inquiry Coupon

This is a FIRST offering—available exclusively to the first advertiser in each locality that accepts. Rush this coupon for descriptive circular and free copy of Smilin’ Ed’s Hymn Book.

Smilin’ Ed’s Audience Numbers in the Millions

Everybody knows genial, lovable Smilin’ Ed McConnell, star of the radio networks for many years, and scheduled for his seventh year (1938-39) of chain broadcasting for the same sponsor. His radio following numbers into the millions, and he has sold even more millions of dollars worth of merchandise for his sponsors. That is why he commands one of the biggest salaries in the field of radio.

MID-WEST RECORDINGS, Inc. 24 So. 7th Street Minneapolis, Minn.

MID-WEST RECORDINGS, Inc.
24 South 7th Street
Minneapolis, Minn.
Rush me descriptive circular about your Smilin’ Ed McConnell recordings and free copy of the Smilin’ Ed Hymn Book.

Name __________________________
Firm Name _______________________
Address _________________________
City _____________________________ State ______

BROADCASTING • Broadcast Advertising

July 15, 1938 • Page 27
Government Seeks A Central Studio

But Talk of a Big Propaganda Board Is Declared False

REPORTS are being made to ring up better cooperation between broadcasters and the Government in programming radio addresses by Government spokesmen. No move is as yet announced by the central agency of propaganda to pread information on government activities, according to Lowell Mellett, Director of the National Emergency Council.

Commenting on reports that President Roosevelt is looking toward creation of a division of radio and motion picture units in the NEC, Director Mellett declared that he had no idea why the industry had no "kick" about subjects or the amount of coverage planned for Government officials on the radio, but that mutual benefits would result to both if something were done to avoid "accidents" in scheduling of officials' radio appearances.

Several times, he pointed out, as many as three or more radio programs appeared on consecutive periods, with a consequent loss of listener interest.

Mr. Mellett said he was passing on the suggestion to officials in the various departments, and added that he "would hardly call this a study." He said that he thought some plan might be worked out with the NEC to see that there would be set up, either in NEC or somewhere else in the government, an organization to coordinate the Government's broadcast activities.

Mr. Mellett said he understood the new radio studios in the Interior Department building would be used only to originate programs and not transmitted to networks. The question of Government shortwave broadcasts to Latin America to offset European propaganda and not transmitted to networks is not entering into the present picture, he declared.

PLEASING NEWSPAPER EDITORS

By LARRY SHERWOOD

General Manager, KGOM, Kansas City

GIVE the listener what he wants. This is the desire of every radio manager's ten commandments. Sometimes that one rule is his entire deaglogue.

Let's turn our attention to newspaper publicity. Furthermore, let's assume the situation which prevails, I believe in the majority of stations, that the station has no direct connection with any newspaper. What does the radio executive do—seeking newspaper publicity?

Already nursing a gnaw at the editor because of past irritations, radio stations, apparently to tie another piece of copy to him, prepared along the same old lines and directed by the same old policy which met rejection very slight acceptance by the editor, time and again.

Yes, sir: Mr. Radio Manager sells himself by saying: "I want what I want in that old newspaper, and I want it just the way I want it. And if that gol-durned editor doesn't care to print it my way, by—"

Take him off the air!

Catching the Editor's Eye

Why not try this editor deaclogue on radio stations? Hold the listener, we give him what he wants; but to catch the editor's eye and win from him some of his news space, we give him what he doesn't want. We rush at him at his busiest hour and then raise need if he doesn't publish it.

Just incidentally, how many station managers give "plugs" to the newspapers? Yes, whether request or demand, We, "my friends", just for fun, let's check all the "plugs" we have given the editor against all the free space he has and wangle out of him. Go further. Let's check the figurative value of the "free space" he has given us against his "cost" would be our time charge for whatever "plugs" we have given him— and see where the balance stands.

Oh, sure, we know all about the old gag "for further details, read your daily newspapers." Does any radio station, anywhere, tie with the local editor's newspaper with that news sign-off? Let's try it some time, just as a sort of advance publicity gesture. We'll grab a lot of news space on one of our colossal, self-promotional radio publicity releases.

At that accumulated frustration, is he seeking the best publicity man he can hire? No! He is hunting the cleverest he can find whom he hopes can produce the desired result.

With that "infallible" test—cheapness—as perhaps the final deciding factor, does the boss hire the editor? Glendale has a little success. He knows all the ropes of the newspaper business, who knows his way around in all aspects of public contact work?

Now, this young hopeful, trying to grab himself a hold in the radio world, or perhaps anywhere in the business in the responsibility of trying to cram down the editor's sore throat what the boss wants. He had better try this editor long and hard. He does have a little more success than the boss achieved with his policy of trying to make the editor like the station's wrongly guided publicity copy.

So this new publicity man enjoys a little more success—because he keeps at the particular task doggedly. Whereas, the boss, in former days, being his own publicity man, jumped into that job only by impulse, or whenever particularly inspired by some special desire to get himself some juicy newspaper space because it would help him sew up an advertising client he was trying to steal from the newspaper whose free space he was trying to grab to help him do that little thing.

The boss is lenient for a time—gives the boy a chance—and then begins to eat him down because he doesn't make the editor print just what the boss wants printed in the way he wants it printed—pictures of Ed. Well, he is a publicity man, if he has the gumption, quits. If he doesn't have what it takes, he stays on the job and takes it from the boss.

If he is adaptable, the station staff begins to use him as a common dumping ground. Correspondence, with agents, sure—he's the publicity man; let him handle this. Meeting pests the program director doesn't want to meet—sure, the boss wants his publicity man out to that Botheration Club. Somebody needed to patch up a little difficulty with Mr. Unsteady Advertiser—certainly, that publicity man, he's just the guy. Mr. Unsteady doesn't know him, yet, and we give our newspaper a good cussing out and then he feels better, and we will follow low up by a call from the advertising department and will sign up for ten more 25-word announcements.

At the end of 17 months and 2½ weeks, the boss suddenly decides to check up on newspaper space this new publicity man has been getting. My gosh! Only three items this week.

Say, I'm going to fire that bum! Logically, why don't station managers try to accord the newspaper editor some consideration of what they give the radio listener? Now it stands to reason, doesn't it, if we want a good job of newspaper publicity we should hire a good newspaper man and give him some authority? Yes, authors say. Then perhaps we might re- prick our own conceit and re- vise the publicity policy to "play up"what the reader wants to read—and not what we want to force the reader to look at. Further, it seems to me if we want to force a good job of direct mailing done, we ought to engage a direct mail agency. At least, not dump that task—among a hundred other odds and ends—on the publicity director.

Let's conclude with one bit of advice, already hinted, on how to obtain newspaper publicity. That advice is: Let's give the same considerable attention to the wishes of the editor—or the other party in authority to the matter—whatever it may be—the same considerable attention that we radio station directors give to the whims and fancies of our ever-beloved listener.

And if it's a good job of public work the station wants done, let's hire a man and have that man do it. Then see that he gives Mr. Editor something besides typewriter words on a piece of white paper.

Psychiana to Go East

PREPARING TO lecture in eastern cities this fall, Dr. Frank B. Smith, the originator and first general manager of Psychiana, is now preparing his transcribed sermons in tape form. Stations in eastern cities are preparing to play the Pacific Coast network of the Mutual-Don Lee Broadcasting System in central and western United States and Honolulu. The account is placed by Izard Co., Seattle. Stations now carrying the Psychiana programs include KHJ, KFRC KOL KMO KGW KDKA KYW KJKA KLTW KSL KLSM KRE KEN KBF KEG KJY KELA KSLM KRO KIEN KDB KGOM KPDN KDF KFXM KXOE KGB KGW KQW KRRN KXBO.

WIS Seeks Booster

WIS, Columbia, S. C., on July 1 filed with the FCC an application for special experimental authorization for a satellite station to be operated on its 560 kc. frequency with 10 to 100 watts power, at Sumter, S. C., on a synchronized with regular full-time broadcast hours. A similar application filed by WFBF, Baltimore, for a booster to the west in the coastal areas is pending before the Commission.

GLADSTONE MURRAY, general manager of WIS, has announced that formation of a national advisory council on religious broadcasts to start work in October.
Ducks Unlimited, Winnipeg, has started sponsorship of talks by its officers and staff members on "Ducks Unlimited, Winnipeg: Glimpses of Wildlife Conservation and Hunting". The programs are heard Wednesday evenings in the interests of conservation of hunting facilities. Other Canadian stations may be added later.

A half-million dollars was spent by General Electric Co. in modernizing the plant and studios of WGY in Schenectady, which were dedicated July 9. Above are members of the staff of the new studio building. At left is a peak at the exterior and at lower left is the corridor. Staff members above are: Front row (1 to r) Robert Wilbur, Irene VanDenplas, Madeline Neff, Kolin Hager (manager), Caroline Oan, Elizabeth Foy, Elizabeth King; second row, Howard Tupper, Silvio Caranchini, Bernard Cruger, Raymond Strong, Peter Nacian, W. T. Meehan, Alan Taylor, Chester Vedder; third row, Albert Knapp, Thomas Martin, Paul Fritchel, Virgil Hasche, Robert Elliott, John Howe, Kenneth Durkee; fourth row, Horton Mosher, Howard Wheeler, Philip Brook, W. J. Purcell, Paul Adam; back row, Alexander MacDonald, Radcliffe Hall; missing, A. O. Coggeshall.

**Dedication of Modern Plant by WGY Extols Notable Events in Radio History**

WGY's streamlined, modernistic studio building, the final unit in a half-million-dollar modernization program of General Electric Co., was officially dedicated July 9 in a coast-to-coast Red Network broadcast, NBC, which manages the Schenectady 50,000-watt station.

Two days of ceremonies were brought to a climax when Owen D. Young, chairman of the board of L. M. Lohr, NBC president, spoke. During Frank Block, NBC's music director, came from New York to direct the augmented WGY house orchestra. The soloists were Doris Deo, contralto, and Thomas Thoms, baritone. The Three Twisters presented two novelty numbers.

One of the features of the program was a dramatization of "GY Through the Years", in the course of which a rapid recital was made of some of the Schenectady station's achievements in the past 16 years. Rosaline Greene, a WGY graduate, came back to her alma mater and took part in the dramatization which was directed by Radcliffe Hall and Waldo Pooler, the latter a WTM production man who was formerly with WGY.

Frank Singiser, Clyde Kittel, Louis Dean and William Fay, all former WGY announcers, also contributed to the program.

Earlier, WGY offered a unique broadcast to the network. At 12:45 p.m. Giulio Marconi, son of the inventor, sent the Morse letter "S" from Rome, Italy. The signal was sent as part of a tribute to Guglielmo Marconi commemorating his success in receiving the first trans-Atlantic signal at Signal Hill, Newfoundland, on Dec. 9, 1901. Replicas of the original Marconi receiver and one of his earliest transmitters were exhibited by WGY. Dr. E. W. Alexander, consulting engineer of General Electric, sent greetings to Giulio Marconi, the young man who responded briefly in acknowledging appreciation of the tribute to his father. The WGY players presented a brief dramatic sketch written around the Marconi trans-Atlantic reception.

Prior to the broadcast, 2,000 Schenectady children joined in a picturesque carnival parade under the sponsorship of the Schenectady Chamber of Commerce in recognition of WGY's years of service as unofficial ambassador of the city. The children were arrayed in Mardi Gras costume. In addition national groups appeared in the costumes of Czechoslovakia, Poland, Norway and Italy. Many large paper mache giant heads added a touch of carnival to the parade.

Friday afternoon WGY entertained newsmen, advertising clients and agency men with a preview of the studio building and a visit to the WGY transmitter plant.

**Dunkel's Football Forecasts**

DICK DUNKEL, former Benton & Bowles time buyer, who resigned recently to devote most of his time to his Football Forecasting System, has opened an office in New York City at 11 W. 42nd St. Transradio Press Service Inc., sole agent for Dunkel's System, has issued a 12-page promotional piece explaining the highly successful gridiron predictions perfected by the former agency man. Atlantic Refining Co. has used Dunkel's service for the last three years and plans to use it in 1938.

**Sail on Normandie**

Among passengers on the 100th Atlantic crossing of the S.S. Normandie, sailing from New York July 13, were William S. Paley, CBS president; and Mrs. Paley, Lawrence W. Lowman, CBS vice-president, and Mrs. Lowman; Charles T. Carleton, NBC president, and Mrs. Carleton; John H. Neisser, of public relations, and Mrs. Morgan.

**McDermott Leaves KFH**

C. B. McDermott, has resigned as general manager of KFH, Wichita, Kan., and has returned to Chicago to manage his family fleet of D.M. McDermott's, executive of which McDermott's successor at KFH has not been named.

**NEW WRIGLEY SHOW OPENS FALL DRIVE**

WM. WRIGLEY JR. Co., Chicago (Doublemint), on July 10 started "The Laugh Liner", a half-hour Sunday evening variety show featuring Billy House on a CBS network of 115 stations. Originating in Chicago, the series will be aired 5:30-6 p.m. (CDST) and will include the orchestra of Carl Hehner, L. J. Tenor, which has been featured in films.

The Scattered Bites series (Wrigley's Spearmint gum) on July 10 moved from Hollywood to Chicago for five weekly quarter-hour programs on 30 CBS stations. Nineteen stations have been added to the seven CBS Pacific Coast stations broadcasting the series and on July 18 four stations will cancel. All English WGY stations will be added. The series is aired from 10:15-10:30 a.m. (CDST) with a rebroadcast at 2:30-2:45 p.m.

On July 1 the Wrigley firm concluded sponsorship of Just Entertainment, a five-week quarter-hour variety show on 50 CBS stations. The firm has added an option on the 10-10:15 p.m. period and may return in the fall.

As a merchandising tie-in with Scattered Bites, retailers of Wrigley's Spearmint gum are given elaborate "sponsoring certificates" which indicate that they "are making this radio entertainment possible through serving the public by keeping Wrigley's gum well displayed." Local merchants are also wearing Wrigley lapel emblems stating that they are "local Wrigley sponsors of Scattered Bites." Agency for The Laugh Liner, which was written by Hugh Wedlock and Howard Snyder, is Frances Hopper, Chicago, Neisser-Meyerhoff, Chicago, is agency for the Scattered Bites series.
Copyright First Miller Project
(Continued from Page 15)

WCHS, Charleston, legislative chairman; John V. L. Hogan, WQXR, New York, engineering chairman.

Before arriving in Washington, Messrs. Miller and Ethridge held a luncheon meeting in New York June 30 with representatives of the major networks. Each network in turn pledged its support of the revitalized NAB and expressed confidence in the new organization and leadership. Copyrighted proved the major topic, and network spokesmen assured the NAB executives that nothing would be done regarding contract extensions with ASCAP without industry knowledge and cooperation. The consensus was that the strengthened organization is necessary for the industry and that common agreement on all industry problems was desirable. For CBS, Edward Klau-

Copyrights Considered
At Annual IBU Session
INTERNATIONAL Broadcasting Union, at its 14th annual summer session, concluded June 29 at Ouchy, France, discussed broadcasting exploitation of authors' and actors' rights and made plans for a fall meeting of a special committee to consider the problem of international protection for artists, and to fight nonauthorized recording of broadcasts for public sale.

The IBU technical committee also ordered preparation for the European broadcasting conference to be held in Switzerland in February, 1939, to revise the Lucerne plan governing the distribution of frequencies to European broadcast stations. Following the suggestion of the Cairo conference, the judicial committee chairman was instructed to draw a memorandum pertaining to the shortwave broadcasting situation, anticipating a world conference.

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

WIBW "The Voice of Kansas"

THIS IS THE WHEAT THAT KANSAS GROWS

THIS is the farmer who gets the cash
From raising the wheat that Kansas grows.

THIS is the cash that buys his needs—
Clothing, luxuries, equipment, seeds.

THIS is the station that farmers choose
For weather, markets, amusement, news.

They like WIBW's neighbor-to-neighbor way of talking and have confidence in its recommendations. They've proved this loyalty by buying WIBW advertised products in the past.

Now, 839,770 Kansas farm homes are entering their second year of prosperity. Reach and sell this ready cash market by using the "most listened to" station in Kansas.

Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco—Seattle

Page 30 • July 15, 1938
3RD MARKET IN THE WEST...

INNER CALIFORNIA...
...Larger than either Seattle or Portland

KFBK SACRAMENTO  
NBC-Red & Blue  

KWG STOCKTON  
NBC-Red & Blue  

KMJ FRESNO  
NBC-Red & Blue  

KERN BAKERSFIELD  
NBC-Red & Blue  

KOH RENO, NEVADA  
CBS

INNER CALIFORNIA RADIO LISTENERS
PREFER THEIR "HOME" STATIONS OVER ALL OTHER STATIONS COMBINED!

Careful phone-call checks show definitely that Inner California's radio families are loyal to their "home network"... the McClatchy chain. 80% are "regular listeners". You can NOT reach these BUYING people...can NOT cover this rich market adequately...with San Francisco or Los Angeles stations!

Here is a COMPETITION-PROOF audience for spot or network, day or night programs. McClatchy stations are the regular outlets for the NBC Red & Blue networks...providing the ONLY complete coverage of Inner California, one of the most lucrative trading areas in the entire nation! For a complete coverage of all California, use the California Radio System, which includes the McClatchy stations and popular station outlets in San Francisco, Los Angeles, Long Beach and Santa Barbara.

Your Pacific Coast radio programs can not do a complete job for you unless you really cover the Inner California market...its heart as far from San Francisco as Baltimore is from New York...not unless you actually reach the people of its key distributing centers: Sacramento, Fresno, Stockton and Bakersfield. All four are among the nation's leaders in per capita retail sales!

The McClatchy stations, owned and operated by the McClatchy Broadcasting Company...affiliated with the Sacramento Bee, Fresno Bee and Modesto Bee...provide an unusual set-up for "TESTING" because of their isolation and exclusive coverage.

The McClatchy Broadcasting Company maintains a top rank merchandising service comparable to the best in the nation. For all marketing information concerning the important Inner California trading area, sales helps, etc., write or wire the McClatchy Broadcasting Company, Sacramento.

Represented nationally by the PAUL H. RAYMER COMPANY, New York, Chicago, Detroit, San Francisco.

McCLATCHY BROADCASTING COMPANY  SACRAMENTO  CALIFORNIA

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www.americanradiohistory.com
WHEN BANKS TURN TO RADIO

Medium Offers Powerful Means of Promoting the Business of Finance

"RADIO has vast possibilities for a great number of banks with the ingenuity and determination to use the medium to its best advantage," writes J. M. Easton, advertising manager of The Northern Trust Co., Chicago, in his article "Should Banks Use Radio Advertising?" which appears in the July issue of The Burroughs Clearing House.

While not all banks are in a position to use radio successfully, Mr. Easton concedes, he believes that all banks with available stations in their vicinities might well canvass the possibilities of radio as a builder of business and goodwill.

Nearly 250 financial institutions used radio during the past year, Mr. Easton states, compared to 2,400 banks and trust companies representing the primary potential users, located in towns and cities having commercial broadcasting stations.

Music in the Lead

According to Mr. Easton, the three most frequently cited reasons why banks have used radio are: (1) It brings favorable attention to the institution; (2) It sells services, indirectly; (3) It provides the bank with an unusual opportunity to be articulate, human and friendly.

Analyzing the various types of bank broadcasts, Mr. Easton reports a preponderance of musical programs, with dramatic sketches and "talks" next in popularity, and spot announcements ranking third.

Banks on the whole have purchased radio intelligently and have used it well, Mr. Easton believes. "Quite uniformly," he maintains, "their programs have ranked high in character and originality. If there is any general criticism it might be that the medium in too many cases was cancelled out of the bank's advertising plans before its full benefits were derived. This has been due to a variety of reasons such as costs, competition on the air, impatience with results, and lack of unanimity in the institution regarding the program itself."

Speaking of his own institution's bank broadcasting experience of seven years, Mr. Easton declares: "Radio has proved an important medium for The Northern Trust Co. It has interested number of people to think well of the institution. It has given the bank a warm personality; a friendliness. It has widened its field of acquaintances. It has made bank personnel more aware than many of the kind of service customers have been told to expect. Its direct benefits are most intangible. Its power to develop good will has been proved."

Baker Manages KGW

WILLIAM E. BAKER, former Californiac broadcaster, on July 1 became manager of KGW, Kearney, Neb., succeeding Clark Standiford, part owner, who recently sold his half interest in the 100 watt to N. H. Dryden, one of the station's stockholders. KGW will have a remote studio in Grand Island, Neb., with Harlow Hubbard, formerly of KVRG, Hutchinson, Kansas, in charge. A new Collins 100-250 watt transmitter and speech input equipment are being installed.

Bell-Ans Starts

BELL & Co., Orangeburg, N. Y. (Bell-Ans), has started a series of transcribed announcements five and six days a week on WPBR, Baltimore, and WICC, Bridgeport. About four other stations will be added, according to the agency, Anderson, Davis & Platt, New York.

Chain-Monopoly Probe

(Continued from Page 19)

PWA administrator. He recently resigned as special counsel on those PWA cases now in litigation.

Mr. Dempsey attended grammar school in New York, and during his high school years resided in Oklahoma, when his father was an independent oil operator. He graduated from Georgetown University in 1927. While attending Georgetown University Law School at night he taught mathematics and physics at the University during the day. He received his law degree in 1931 but had been admitted to the District of Columbia bar the preceding year. He was admitted to the New York bar in 1931 and joined the legal staff of BMT Corp., subway operators, handling utilities litigation and trial work.

In 1933 Mr. Dempsey joined PWA and was associated with Jerome Frank, special counsel handling power litigation, and now a member of the Securities & Exchange Commission. Mr. Dempsey is married and resides in Washington with his wife and three children, boys six and three, respectively, and a daughter of a year.
.. in this
Billion Dollar Market

Summer brings an added and profitable crop of free spending customers to WTIC's consistently responsive billion dollar market. For this segment of Southern New England is a notably popular vacation center.

WTIC can help you sell more goods because in Southern New England it rates:

FIRST
In Listener Popularity by more than 2 to 1
In Number of Network Advertisers
In Number of National Spot Advertisers

Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey of WTIC's popularity and facts about the WTIC Billion Dollar Market.

50,000 WATTS
HARTFORD, CONN.

The Travelers Broadcasting Service Corporation
Paul W. Morency, General Manager
Representatives: Weed & Company

BROADCASTING • Broadcast Advertising

- Member NBC Red Network and Yankee Network
- James F. Clancy, Business Manager
- New York Detroit Chicago San Francisco

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In this pleasant season of lazy week-ends and delightful days beneath the all-healing sun, may we call your attention to the one great truth about World Broadcasting System.

It is this:

WORLD consistently does over 70% of all radio recording for national and regional advertisers. More than 500 of these wise radio buyers have invested over thirty million dollars in station time, to broadcast their WORLD-transcribed programs.

And there's a reason for this preference:

There are many companies now in the electrical transcription field. But WORLD alone has directed its *entire* effort and resources into every phase of radio recording. WORLD alone has devoted itself to the development of radio recording technique and method.
Back of every WORLD transcription stands the world’s leading sound research group, Bell Laboratories—and the world’s largest manufacturer of sound equipment, Western Electric. WORLD is the only recording company whose Vertical-Cut transcriptions are produced exclusively on Western Electric equipment. When WORLD says that only its transcriptions are truly Wide Range, WORLD means it!

And remember this about WORLD leadership—500 users—$30,000,000! Proof enough that WORLD’S insistence on quality first was RIGHT from the start.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON
Witch-Hunt or Study

THE FCC, or at least a majority thereof, has shown that it means serious business on several fronts. It is determined to lay before the next Congress, which convenes in January, a sizable sheaf of legislative recommendations for amendment of the Communications Act. These suggested changes unquestionably will serve as the basis for Congressional hearings involving the whole broad subject of radio.

With hearings on proposed new rules and regulations of far-reaching implication now out of the way, the FCC has laid the groundwork for even more sweeping studies relating to network regulation and purported monopoly tendencies. As its first important step it has designated as its special counsel William J. McNinch, able attorney, who has served as Chairman McNinch's legal advisor since last October and before that as assistant general counsel of the Federal Power Commission.

In a way, the Commission is acting under Congressional mandate in following through on its chain-monopoly inquiry. It was only because of the wild-eyed, extravagant mountings of anti-radio cliques and of certain members of Congress about monopoly and fraud that any consideration was given at the last session to proposals for a Congressional inquiry. In its bill of particulars, the FCC sets forth such important matters as network contracts with affiliates, multiple ownership of stations, responsibility for clearance of programs, and general competitive practices.

It is fervently hoped the Commission will not permit what should be a fact-finding inquiry to develop into a witch-hunt, for retention of special counsel tends to exaggerate the status of the inquiry and there is always the temptation to smear in any investigation.

Mr. Dempsey is a newcomer in the broadcasting field. His background, as far as radio goes, is limited. As a lawyer he has an excellent reputation, but it is in the public utility-common carrier field. Radio is not a common carrier, and the legal precepts relating to it cannot be appraised in the same fashion.

Chairman McNinch, Mr. Dempsey's chief, began his FCC tenure with views about rate regulation for broadcasting, which he frankly and publicly retracted after he had ascertained the facts.

Mr. Dempsey promises an inquiry, not with preconceived notions of wrong or corruption, but with the aim of ferreting out the facts. We can neither acclaim nor criticize the apportionment. We feel, however, that the inquiry, properly conducted, can do much to clear the atmosphere.

The industry can be relied upon, as in all past instances, to cooperate to the fullest degree. And the FCC, special counsel and all, if it forgets bizarre headlines, ignores the pressure groups who are anti-everything in commercial radio, and shuts its eyes to threats of political reprisals, can perform a meritorious job.

A. A. BERLE Jr., recently appointed Assistant Secretary of State, who has been making a close study of the Federal departments and bureaus for President Roosevelt, made a statement in Pittsburgh recently which we hope will be heeded by the radio regulatory authorities. "Our Government," he said, "must improve its methods, its personnel, its understanding of business problems; must cut its red tape, must find administrators, rather than world savers; must make its regulations at once simple, certain and flexible." What a splendid precept for the FCC!

Censorship?

IN ITS effort to clarify the political section of the Communications Act, the FCC still leaves broadcasters in a quandary on perhaps the most important aspect—censorship of material broadcast by any qualified candidate.

Is it censorship for a broadcaster to advise the speaker to delete language obviously libelous or slanderous? If it is, then perhaps the only alternative is for the broadcaster to deny the use of his facilities to any and all candidates, or else require them to post bond sufficient to safeguard the licensee against possible litigation.

The one sure answer, aside from a specific Federal statute saving the station harmless, if that is possible, is for the adoption by the States of uniform libel and slander laws applicable to broadcasters. Several states already have done so.

And while expounding on radio censorship, President Roosevelt's assertion in his address before the National Education Association this month certainly warrants notice. Referring to dictatorships, he said that if in other lands the press and books and literature of all kinds are censored, "we must redouble our efforts here to keep it free." While he did not mention radio, it is obvious that his views apply with equal, if not greater, force to radio as an even more direct medium of dissemination of intelligence. And in those dictator countries, the radio was seized first; the press "assimilated" afterward.

How's Business?

STILL in the throes of the worst business scare since its inception, broadcasting looks hopefully toward the fall—and with ample basis. If advance activity and shop talk mean anything, the next few weeks should agitate the broadcast business barometer straight north.

Because of the natural lag occasioned by scheduled business under contract, the broadcasting business did not suffer the serious effects of the depression until heavy industries had scratched bottom. Right now broadcasting business generally appears to be at lowest ebb, though reports of downright bad business have been apoplectic rather than widespread. All "recessions," however, are infectious—and broadcasters all over became fearful of the future when they read the headlines and saw the fellows around them wearing wry expressions and uttering doleful dirges.

The last two summers have been unusually good for radio, with most of the larger accounts continuing through the season to hold preferred positions on the air. Broadcasters perhaps were spoiled by the exceptionally good business they enjoyed through recent summers, and the present doldrums finds them bemoaned and puzzled. The signs ahead, however, are good, what with the steadiness of the stock markets, the increased buying due to governmental expenditures and the general reports that inventories of consumer goods are down to bottom. It is consumer goods largely that radio advertisers, and the renewed buying that seems inevitable should be reflected soon in increased time sales both nationally and locally.

To a credit of the broadcasters it should be noted that, despite the fact that costs go up when sponsors are fewer, the general high quality of programs is being maintained and a large summer audience thus assured. The type of sponsorship in recent years has been improving also, and it is gratifying to note that stations are not yielding to the temptation of bad times by accepting anything that comes down the pike.

Agitation

IN AN address before the Amateur Convention in Washington late last month, broadcast over a nationwide network, FCC Chairman McNinch invited radio listeners to write him about their program complaints. To date inquiries failed to reveal more than a half-dozen letters, none vehemently critical of radio.

This would tend to indicate that the public as a whole is pretty well satisfied with its broadcasting fare. It also appears to confirm the view of House leaders who killed the proposed general investigation of radio at the last session. Similarly it raises some question about the statements of certain anti-radio crusaders, within and without officialdom, that literally thousands of letters of complaint are received.

It is now more apparent than ever that the agitation is not that of the public but of the agitators.
PHILIP GROSSMAN LASKY

TURN BACK the pages of radio history to 1919 and you'll find Philip Grossman Lasky, vice-president and general manager of KSFO, the CBS San Francisco outlet, just a youngster, but experienced in the mysteries of wireless.

A native of Denver, born Feb. 12, 1906, Phil finds himself at 32, like many others, in the broadcasting field, often referred to as one of youthful radio's bright young men. But brightness is implemented by real ability, and in operating the business of broadcasting, "PG", as he is known to intimates, received his early education in Denver, graduating from Manual Training High School at 16. He was more interested in radio than school he says, and every spare moment would find him experimenting in his workshop.

One of the old school of amateurs, Phil in 1919 was operating his own experimental station, 9DH. A year later he became associated with Dr. W. D. Reynolds in establishing 9ZAF, later KZ. He was hailed by the Denver Post as the "boy wonder" when in 1921 with another amateur he instituted the first game of chess over the air. The following year, in 1922, he was elected a junior of the Institute of Radio Engineers and later became an associate of that organization. The same year he was placed in charge of Colorado District, American Radio Relay League, a non-pay job. In 1923 he relinquished that honor to Paul Segal, now a prominent Washington radio attorney.

Phil had passed the Government examinations and had become a licensed extra first-class commercial radio operator, with No. 17 of the historic "pink tickets". For a year he sailed the Pacific and Oriental waters as a wireless operator aboard freighters and liners. His travels were discouraged by his father, who was selling magazine articles about places he was visiting.

In 1925 when the air mail service Department, started experimenting with radiophones for air navigation, Phil joined and was sent to Wyoming as radio operator. It was a tough job, he admits, and restrictions were numerous, but he stuck it out for a year. He was elected by his colleagues as "radio's true love" and after a year of newspaper work rejoined KZL and later went over to KFEL as chief engineer and assistant manager, working under Gene Fal- lon, its owner. He also took on the responsibilities of chief announcer, program director and account executive. Along with this he was operating his own Denver radio shop and admits that he did "very well". He also continued to write for trade publications, "making good at it too", he says.

Phil's conspicuous work in building these two Denver stations brought him an offer to join the then infant KDYL, in Salt Lake City, and in mid-1926 he became secretary and general manager of the Intermountain Broadcasting Corp., which operated that station. It then was a 50-watter and Lasky remained eight years, helping to build it up as one of the finest stations in the country. During that time he became an important figure in Salt Lake City civic affairs and organization work.

He served as president of the Advertising Club for the 1934-35 term and established the Salt Lake City annual "First Citizen's Award". That year he made it his ambition to establish him as a national figure in radio and as a result he was invited to become manager of KTAB, an ABC outlet operated as a San Francisco independent station.

Taking the reins of this station in February of 1935, he had in three months changed the call letters to KSFO and moved the studios from a loft to the Russ Block penthouse. As vice-president and general manager of KSFO, he steadily improved the standing of the station until it became recognized as one of the outstanding independents on the West Coast. Then a new pioneering idea was hatched. Lasky, with the encouragement of Guy Earl and Naylor Rogers, then operating KNX, Hollywood, in October, 1936, he and his wife, Emma, established the Hollywood Network. This San Francisco-Hollywood combination booked sufficient business in two months to make the two station network a paying proposition. It continued operation until CBS purchased KNX and added KSFO as its San Francisco affiliate and Northern California key station.

Becoming affiliated with CBS in January, 1937, KSFO climbed into a high-ranking place in the San Francisco Bay area. September of 1937 saw the completion of the new KSFO 8000-watt modern transmitting plant and 400-foot tower; built at a cost of more than $350,000. Under his guidance this station in August establishes itself in new and elaborate studios and executive offices which have been erected at the Palace Hotel. The station has a staff of approximately 250.

Phil Lasky is one of the most likeable men in the broadcasting industry. His national virtues of hard work and 24-hour attention to business are reflected in his well-liked organization and the high esteem in which he is held by those who know him. He is liked not only be cause of his charming personality but because men and women working with him find him tolerant of their views. He is eager to teach and quick to adapt them if deemed feasible.

Married in August, 1933, to Pearl Spillman of San Francisco he has five children. His hobbies are collecting arrest ing frankness that she has been his greatest inspiration. He is situated at 320 James, 305 Lemon, a 16-story building.

In his leisure time Phil finds his hobby is his art. He paints, paints, and in the San Francisco Art Club.

JAMES JEWELL, who resigned Ju. 16 as general manager of WWJ, Detroit, has been named program director and production manager of WWJ, that city, succeeding W. Wright, who resigned to join the public relations NBC in Chicago. Jewell and Wright take their new posts Aug. 1.

H. DUKE HANCOCK, assistant manager of KQJF, Los Angeles, recently returned from a breakdown and is expected to return to the station in this month.

JOHN SAMPLE, formerly of WABC, sales promotion staff of NBC, Chicago, has been transferred to local and spot sales section.

W. E. ROBITSEK, formerly of KTCK, Oklahoma City, has joined WEBO, Fall River, Mass., as commercial manager.

GEORGE SUTHERLAND, former of WPHI, Philadelphia, is with WSWR, Fall River, Mass., as commercial manager.

ED FLYNN, formerly of KFJ, Detroit, has joined KOCO, Oklahoma City, as sales representative.

THAD HORTON, member of the WABC, sales staff, resigned July 1 to take an executive position with the Ford Motor plant.

J. W. PATE, manager of WAGC, Waco, and KNOW, Austin, Tex., recently married Miss Gena Parz, a Alpine, Tex., and has moved to WACO.

GEORGE BARTON, of the sales staff of WADJ, Louis., is the father of a boy born July 5.

RUSSELL J. ORNE, manager of KSRR, Oklahoma City, claims to have arrived by train a year ago, has resigned.

CHARLES R. BROWN, Western division sales promotion manager of NBC, San Francisco, and former sales manager of KOFF, Kansas City, has joined Kreiser Co. (outdoor advertising) will be transferred to the Hollywood studios of the Goldfish Company, agent.

GEORGE TITTS has been promoted to commercial manager of CJRJ, Whippoorwill.

LOUIS K. SIDNEY, managing director of WHN, New York, who has been in Hollywood working on the M-G-M-Murphy House for Life News of 1938, since it started last November has returned to New York.

WALTER S. ZAHR, formerly of WRSH and KSJO, Shreveport, La., and Tracy-Locke-Dawson, Dallas, has joined KSM, San Antonio, as sales manager.

LEWIS ALLEN WEISS, general manager of Don Lee Broadcasting System, Los Angeles, is in New York to confer with Mutual executives. He is to return July 20.

DON E. GILMAN, NBC western division vice-president and Sidney Dickson, regional sales manager of the network, have been elected to life honorary membership and presented with gold keys, emblem of Alpha Delta Sigma, advertising fraternity.

WILLIAM DOUGHERTY, program director of Georgia Broadcasting Sys- tem, is in charge of WBRL, Colum- bus, during the Pacific Coast broadcast of this month, of James W. Woodruff Jr., general manager.

STEWARD WATSON, formerly of WHEL, Columbus, Ga., has been po- inted manager of WQGC, Albany, Ga., according to James W. Woodruff Jr., general manager of the Georgia Broadcasting System.

CAPT. ARTHUR PRITCHARD, program director of WWL, New Orleans, is now sales manager of Wagne- sune, Pratt & Hogan, a New Orleans real estate firm.

BROADCASTING • Broadcast Advertising

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Prodigal as a politician is reputed to be by his opposition, you can't try him loose from one sou of his own precious campaign fund unless he has proof that he'll get a thousand percent returns at the polls. Why don't you take a tip from the canny candidate? In California, for instance, DON LEE has at this writing, four aspiring Governors, two Attorney Generals, a Senator and a sprinkling of smaller fry. ANOTHER network has one Governor and one Senator... another is in politics as a convent. You see, the boys know that votes at the August primaries will come from all over California. They can't afford to overlook the important supplementary cities. That's why they choose the 13 California DON LEE stations which get all the primary markets from within. And that's why you should vote for DON LEE. It's the people's choice!

DON LEE
BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK
LEWIS ALLEN WEISS, General Manager
1076 West Seventh St., Los Angeles, Calif.
Affiliated with
MUTUAL
Represented by
JOHN BLAIR & CO.

Smoke Eaters
ANNOUNCER Horace Hunicutt, WNOX, Knoxville, had reason for excitement while handling a remote mike describing dedication ceremonies of Knoxville's new soft-ball field the night of June 28. Chilhowee Park, amusement center directly across from the playing field, burst into flames. Hunicutt and Kenneth Cox, operator strung the lead wire across the street, with volunteers holding it up above the passing cars, and gave a brief description of the $60,000 configuration. Manager R. B. Westergaard sent Announcers Ty Terwey and Bob Anderson and others to the scene to aid in giving complete coverage.

MARRION DIXON, senior member of the sales staff of WLS, Chicago-Mont., was appointed merchandising manager of the station by Manager Art Mosby July 1.

C. H. CHRISTENSEN, advertising manager for WBN, Sioux City, Iowa, has been named merchandising manager for WLS, Chicago by Manager Art Mosby.

IRVING A. LERNER, former advertising manager of WLS, Chicago, is managing the publicity department of the Station.

LEWIS ALLAN WEISS, General Manager
1076 West Seventh St., Los Angeles, Calif.
Affiliated with
MUTUAL
Represented by
JOHN BLAIR & CO.

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BROADCASTING • Broadcast Advertising
Progressive Advertisers, like Professional Photographers, know that the setting is all-important to produce the best "picture". Progressive Advertisers know that Sales Strategy starts in the Summertime!

That is why to reach our "Friendly Family" of 2,500,000 Italo-Americans their campaigns are getting under way NOW!

With August and September broadcasts will come further — positive — proof that your Advertising Campaign has been "timed to click" with our "Friendly Family" who live with us daily!

WOV
NEW YORK • 1000 WATTS
WPEN
PHILADELPHIA • 1000 WATTS
Wbil
NEW YORK • 5000 WATTS
HUBERT K. GAGOS, Western division radio manager of United Press, with headquarters at Sacramento, Cal., on July 3 married Miss Lucile West, formerly of the publicity office of Schneck-International Pictures, Hollywood, at San Mateo.

MISS LEE VANDERVORT, secretary to Clarence E. Jones, manager of KXA, San Francisco, is recovering from minor head injuries received recently when she was thrown from a horse.

PAT KELLY, publicity director and continuity writer, and Cherie Conery, hostess at KFRC, San Francisco, recently announced their engagement.

ROBERT W. LEMON, production manager of KXA, San Francisco and Miss Helen Taylor of Los Angeles, were married July 2, at Los Angeles. Lemon was formerly publicity and special events director of KFKE, Los Angeles.

CRANTON CHAMBERLAIN, writer-producer at KFRC, San Francisco is the father of a girl born June 28.

LOUIS LAHAVE, of WICC, Bridgeport, Conn., married Ann Matus June 18.

GEORGE CROWELL, formerly of WXYZ, Springfield, Mass., has joined WORL, Boston, replacing Dick Bates, program director, now at WGAN, Portland, Me.

DAVID HEENAN, press representa- of Raymond R. Morgan Co., Hollywood, is in the Veterans Hos- pital, Los Angeles, recuperating from a breakdown.

BOB GOLDMAN has joined KKFG, San Francisco for the summer.

CHARLES MICHELSON, of Michel- son & Sterning, New York, trans- mission representative, is recuperating from a nervous breakdown at Starnac Lake, N. Y.

Hiro, Silver, theme of The Lone Ranger, stand-out serial originate- by WXYZ, is being pro- duced by Charles D. Livingstone, recently named director of dra- matics of the Detroit station by H. Allen Campbell, general man- ager. He succeeds James Jewell, resigned, and will have charge of all dramatic programs originating at WXYZ, including The Lone Ranger and The Green Hornet. Succeeding Mr. Livingstone as as- sistant dramatic director, a post he held for four years, is Tom Dougall, writer and assistant direc- tor, also a WXYZ staff member for four years.

Frederick W. Warnke

FREDERICK W. (Fritz) WARNKE, pianist and composer, who was a member of the Bank of America's House of Melody or- chestra at KFRC, San Francisco, died suddenly June 28. For a num- ber of years he was on the NBC staff in San Francisco. He was the composer of numerous orches- tral works, songs, piano and choral numbers.

Miss Neyman Weds

FANNEY NEYMAN, FCC attor- ney specializing in appellate work, was married July 5 to Dr. Philip Littin, Washington physician. They are honeymooning in Canada. Mrs. Littin is expected back to her office in latter July.

NATIONAL REPRESENTATIVES: J OSEPH H. MCGILLVRA

Cumberland, Maryland

We asked 2000 people, “What is your favorite daytime station?”. 1600 or 80% said, “WTBO”.

Which proves that network stations regardless of power do not serve this area consistently-- and emphasizes the fact that WTBO is a MUST medium for National Advertisers!

IN MAY 9TH, 1938

1600 TELEPHONES SAID:

"W T B O IS OUR FA VORITE DAYTIME STATION!"

CLEAR CHANNEL
800 KILOCYCLES
250 WATTS

Prunes and Apricots are
harvested--and canneries are running.
Business is GOOD in Santa Clara County.
Use KQW to sell California's
5th Radio Market.

42,960 Radio Homes
1 Radio Station

Full Mutual Don Lee
Network Schedule
Representatives
John Blair & Company

www.americanradiohistory.com
RCA Research is the Basis of Radio in the Home!

Today's magnificent reception has been developed by years of patient work in RCA Laboratories.

Most of us can recall the early crystal sets, when the marvel of hearing music by wireless first startled the world. Poor quality of reception was offset by the wonder of the achievement.

A year before these crude receivers came into public use RCA had already established a laboratory for developing radio reception for the home. From this humble beginning great things have come. Today, hundreds of trained RCA engineers devote their time to this work. Research in RCA laboratories has produced, or inspired, virtually all important advances in the quality of home receiving instruments.

An all-inclusive business

Similarly, swift, direct radio communication with 43 foreign nations, and with ships at sea, is a result of RCA research. Other results include revolutionary improvements in the recording and reproduction of sound on records and motion picture films; indispensable new aids to police and aviation, to science and industry. And, thanks to years of unremitting study by RCA engineers, the new arts of television and facsimile now give promise of rendering important public services.

The Radio Corporation of America has invested millions of dollars in research to make radio—and the by-products of radio—more efficient and more economical, and to give to the United States, in every phase of radio development, undisputed world leadership.

Scene in RCA laboratory as engineer operates control board of device for recording tone quality of radio receiving instruments. This is but one of the many intricate pieces of equipment used in developing the fine quality of RCA Victor radios.

Listen to the Magic Key of RCA, presented every Sunday, 2 to 3 p.m., E. D. S. T., over NBC Blue Network.

Radio Corporation of America
RADIO CITY, N. Y.

RCA MANUFACTURING CO., INC.  RCA INSTITUTES, INC.  RCA COMMUNICATIONS, INC.
RADIOMARINE CORPORATION OF AMERICA  NATIONAL BROADCASTING COMPANY
Quaking Meter
AN UNWELCOME and unheralded earth shock caused KXA Chief Engineer Paul Schulz no little concern recently while he was in the midst of adjusting the noise meter on the station’s 5,000 watt transmitter. He had the adjustment just about in place, when the ground beneath his feet began to sway. The slight shock undid all the tedious adjusting work Schulz had accomplished and he was forced to begin all over again. The earthquake was recorded on the station’s log.

University Thanks WJR For Gift of Equipment
REGENTS of the University of Michigan in their last meeting of the year acknowledged receipt of radio equipment valued at $7,500 from WJR, Detroit. At the same time Prof. Waldo Abbot, director of broadcasting at the University, placed a value of $59,000 on gratis time for more than 200 programs broadcast direct from the campus through WJR.

The equipment in the Ann Arbor campus studios makes the plant one of the best in the country. The studios are used for classes in radio technique as well as for broadcasting. WJR studios in Detroit are also used two nights a week for radio classes conducted by the Extension Department. University of Michigan educational programs have been broadcast by WJR since 1925. Director Abbot advised the regents that the WJR management had exercised no censorship and had not even protested when speakers from the medical and dental departments had commented adversely on products using commercial time on the station.

KWTO NBC Alternate
KWTO, Springfield, Mo., owned by the operators of KGBX, regular NBC Springfield outlet available to either of the southwestern groups, has been made an alternate outlet on an availability basis. The station has power of 5,000 watts and operates daytime only.

Join NBC Video Staff
TO OPERATE the television exposition through which NBC plans to give the public a chance to observe for itself the status of sight broadcasting, four engineers have been added to NBC’s television staff. They are T. D. Christian, transferred from NBC’s maintenance group; E. B. Berglund, of the RCA television staff; Frank J. Somers, formerly with Farnsworth Television, and A. D. Smith, who comes from RCA Radiotron Co., where he worked on iconoscopes, kinescopes and projection tubes. These four men are now being trained in NBC’s laboratories to familiarize them with the equipment and operating methods, so that they will be prepared to man the television demonstration when it is opened to the public next month.

W. G. H. FINCH, former assistant chief engineer of the FCC and now president of the Finch Telecommunications Laboratories Inc., New York, has been granted U. S. Patent 2,720,724 on a new simplified gaseous type of facsimile recording tube.
In this season of sun tan, tennis and streamlined beauties, display advertising is the thing. To the station manager, this means display advertising in Broadcasting.

Why?

Because summer is the season for planning fall schedules. During sweltering July, August and September campaigns are created, markets examined, stations selected.

Because display advertising in Broadcasting brings your message face to face with the thousands of important agency executives and national advertisers you need to reach.

Because busy schedule-makers who can't take time to see time sellers do take time to read the magazine of the radio advertising industry... and your advertising story.

Because a single new national account pays for your full year's display schedule.

Tell your story in Broadcasting!
THE Business of BROADCASTING

STATION ACCOUNTS
sp=studio programs
Y = t=transcriptions
T = spot announcements

KDKA, Pittsburgh
Railway Express Co., New York, 6 weekly., thru Copley's, N. Y.
Dodge Bros. Corp., New York, 2 daily sa., thru Ruthrauff & Ryan, N. Y.
B. T. Babbitt, Columbus (Icy), 3 series, thru Blackett-Samuel-Hum- mert, Chicago.
Firestone Tire & Rubber Co., Akron, 2 weekly t., thru Sweeney & James, Cleveland.
KFOX, Long Beach, Cal.
Christian American Crusade, Los Angeles, 2 daily t., thru Uni Service, Los Angeles.
Lyons Van & Storage Co., Los Angeles (moving & storage), 2 t weekly, thru Chas. H. Mayne Co., Los Angeles.
Hancock Oil Co. of Cal., Long Beach, Cal., 7 weekly, direct.
Westinghouse Electric Co., Long Beach, 5 weekly, thru Meyers Co., Los Angeles.
KSO, KRTN, WMT, Iowa
Associated Serum Producers, Omaha (insect remedy), 3 series, thru Fairall & Co., Des Moines.
Continental Baking Co., New York, 100 sa., thru Beaton & Bowies, N. Y.
Deermal Inc., Chicago (Grist shampoos), 3 series, thru J. Walter Thompson Co., Chicago.
Lydia Pinkham Medicine Co., Lynn, Mass., 3 weekly t., thru Erwin, Wacey & N. Y.
KNX, Hollywood
Nassour Bros., Los Angeles (cosmetics), weekly, thru Alvin Wilder, Adv., Los Angeles.
KSFQ, San Francisco
Bristol-Myers Co., New York, (Mum) 15 t weekly, thru Pedlar & Ryan, N. Y.
California Baking Co., San Francisco (Holsum Bread) 3 sp weekly, thru Leon Livingstone Agency, San Francisco.
KFVR, Bismarck, N. D.
Yeagers Furs, Brandon, Manitoba, as series, direct.
Carter Medicine Co., New York, 10 weekly as., thru Street & Finney, N. Y.
Midwest Lumber Co., Minot, N. D., as series, direct.
WTMJ, Milwaukee
Johns-Manville Corp., New York, 182 weekly, thru J. Walter Thompson Co., N. Y.
Continental Baking Co., New York, 39 t., thru Benton & Bowles, N. Y.

KHJ, Los Angeles
Grove Laboratories, St. Louis (proprietary), 5 weekly thru, thru Stack-Goble Adv. Agency, Chicago.
KGO, San Francisco
Railway Express Agency, New York, 6 as weekly, thru Copley's, N. Y.
Rio Grande Valley Citrus Exchange, Westlake, Tex. (grapefruit juice), 3 fa weekly, thru Leche & Leche, Dallas.
General Cigar Co., New York (Wm. Penn cigarettes), 3 weekly, thru H. W. Kastor & Sons, N. Y.
WHN, New York
Railway Express Agency, New York, 26 weekly, thru the Copley's, N. Y.

CKGB, Timmins, Ont.
Stanfields Ltd, Toronto (underwear), daily sa., thru Richardson & McDonald, Toronto.
Sunlight Soap Co., Toronto, daily sa., thru J. J. Gibbons, Toronto.
Ogilvie Flour Mills, Montreal, 2 sp weekly, thru J. J. Gibbons, Toronto.
J. C. Enis Ltd., Toronto, daily sp., thru Tandy Adv., Toronto.
Imperial Tobacco Co., Toronto (Sweet Caporal), 5 t weekly, thru Whitelabel Broadcasting, Montreal.

CFRB, Toronto
Imperial Tobacco Sales Co. of Canada, Montreal (cigarettes) 5 t weekly, thru Whitelabel Broadcasting, Montreal.
 Dominion Lined Oil, Toronto (soya flour and bread) weekly sp., thru R. C. Smith & Son, Toronto.
St. Lawrence Lumber Co., Port Credit, 6 sp, weekly thru McConnell, Baxter & Eastman, Toronto.

KRW, San Jose
Apricot Pro-Rate Committee, San Jose, Calif., weekly sp and sa, direct.

WOR, Newark
Pinee Co., Fort Wayne, Ind. (cough syrup), 6 sp weekly, thru Russell M. Seed & Co., Chicago.
Johno-Manville Corp., New York, 2 t weekly; after Sept. 19, 4 t weekly, thru J. Walter Thomson Co., N. Y.
V. L. Rose & Son, New York (masc- roni), weekly sp, thru Commercial Radio Service, N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist oranges), weekly, thru Lord & Thomas, Los Angeles.

KHJ, Los Angeles
Williamson Candy Co., Chicago (oh Henry candy bars), 6 fa weekly, thru John H. Dunsmuir Co., Chicago.
Bauer & Black, Chicago (Blue Jay corn planter), 6 weekly, thru Ruthrauff & Ryan, N. Y.
Goldey Supply Co., San Francisco (Popscile), 3 as weekly, thru N. W. Ayer & Son, San Francisco.

KYA, San Francisco
Royal Typewriter Co., San Francisco (typewriters) 5 weekly as, direct.
White Laboratories, New York (Fros- namit) 20 sa, thru, William Esty & Co. N. Y.
Sorrento Life Insurance Co., San Francisco (transportation) weekly as, thru Lord & Thomas, San Francisco.

KFL, Los Angeles
O'Keefe & Merritt Co., Los Angeles (stoves & refrigerators), 3 weekly as, thru Richard B. Atchison, Los Angeles.

WNE, New York
Carter Medicine Co., New York, 10 as weekly, 5 weeks, thru Street & Finney, N. Y.
New York State Milk Publicity Bu- reau, Albany, 5 weekly, 40 weekly, thru J. M. Mathis, N. Y.

CFAR, Flin Flon, Manitoba
Imperial Tobacco Co., Montreal (Sweet Caporal), 5 weekly, thru Whitelabel Bestg, Montreal.

WMCA, New York
Christian Science Radio Committee of Greater New York, weekly sp, monthly, sp, direct.

WKRC, Cincinnati
Procter & Gamble Co., Cincinnati (Canny), 13-week sa series, thru Pedlar & Ryan, N. Y.

WGN, Chicago
Sunkist Oranges, Los Angeles, weekly 4, thru Lord & Thomas, Los Angeles.

CKNX, Winnipeg
Canadian National Carbon Co., To- ronto (Eveready batteries), 156 sa, thru Clark & Vannah, Toronto.
Imperial Tobacco Co., Montreal (Sweet Caporal), 5 weekly, thru Lord & Thomas, Montreal.

NO SOFTIES are the soft-sell players of Tuna's stations KVUN and KTUL. Latest reports are that KTUL's CBS leads are standing 4 to 2 in the championship competition. In the top picture showing KTUL's team are standing back row (1 to r): Erv Lewis, Roy Crump, Leo Tardy, Tulas Oilier pitcher, umpire; Bob Dennis, Eddie Gallaher, Louis Gelfand, John Essau, Walter Cox. Front row: Wade Hamilton, Bob Linn, bat boy, Ken Linn, Mary Mosher (receptionist). Lower front row: Alton Hart, Tom Peto, front is Patsy Cox, Mascot. Lower picture shows KVUN team. Front row: Hillis Bell, Howard Ham- ilton, Eddie Coorts, Toby Nevius and Ernest Frisco. Back row: Ed Coatney, Trafion Robertson, Ken Brown, Jack Mitchell, Rodney Wright and Bill Werner. Not shown are Jay Crumm Clark, McAnally, Willard Eggold.
‘Dog Bites Man’
TWO LOCAL unions of furniture workers and upholsterers at Tacoma, Wash., are sponsoring a weekly quarter-hour and several five-minute spots on KMO, Tacoma, to stimulate business for their employers. Balancing funds by assessing members, the unions pay for the broadcasts and offer weekly prizes and a grand prize $125 davenport-chair set in a slogan contest.

I. LEWIS Cigar Co., Newark, has added to its schedule of two baseball broadcasts a day on WINS, New York, a special five-minute program for baseball every Sunday at 6:10 p.m. Agency is Milton I. Lewis, New York.

SACHS QUALITY Furniture Store, New York, has started Romance of Don Dr Sydney’s weekly half-hour series on WMCA, New York, Neff-Rozow, New York is the agency.

INDUSTRIAL Union Council of San Francisco, CIO, recently started a five weeks a series on KYA, San Francisco, titled Labor on the Air, it is released Monday through Friday 8:30 to 10:0 p.m. PNT and consists of news, edited and presented by William O'Neill.

Agency Appointments


COLEMAN LAMP & STOVE CO., Wichita, Kan., to Ferris-Hardy Co. Kansas City.

AURORA LABS, Chicago (Cigar), to Erin, Wasey & Co., Chicago.

L. M. DAVIS CO., Hoboken, N. J. (Cocomalt), to J. M. Mathes, N. Y.

DR. ELLIS SALES CO., Pittsburgh (insurance), to Smith, Hoffman & Smith, Pittsburgh.

INTERNATIONAL SHOE Co., St. Louis (Peters branch), to Tracy-Locke-Dawson, Chicago.


KEELING CO., Battle Creek, Mich., corn flakes to J. Walter Thompson Co., Chicago.

KNAPP-MONARCH CO., St. Louis (health products), to Andersen Adv. Agency, St. Louis.


PRINCESS PAT LTD., Chicago, to Gale & Pietach, Chicago.

LETHELIN PRODUCTS Co., Wood Ridge, N. J. (Maytag and Miller) for Newark, Radio will probably be used.

HOTEL and Business Men’s Assn. of Bar- stow, San Bernardino, Cal., to Milton Rubin Asso., New York. Radio may be used in the fall.

PRINCESS PAT LTD., Chicago (cosmetics), to Gale & Pietach, Chicago. Radio, beside Talk of Today, on NBC-Red, may be used in the fall.

McKee & ROBBINS Inc., Bridgeport, Conn. (Calx, Corian, Forman) to Bowman & Columbia, New York. While media plans have been completed, Joyce Jordan, for Calx, will continue on CBS.


B E R N A R D COO N E Y, formerly KGW, Stockton, Cal., manager, has been appointed Southern California representative of McClatchy Broadcasting Co., and the California Radio System, and has established offices at 501 Broadway Ardena Hills, Los Angeles.

W SF, Montgomery, has appointed Kelly-Smith Co. as its national sales representative, effective July 1.

GEORGE W. BRETT, sales manager of the Kits Agency, and Mrs. Brett sailed recently for Honolulu.

W ALTER S. HOLDEN JR., of the George P. Hollenberg Co., Chicago representative, is the father of a boy born July 6.


LEADS THE WAY
FIRST in “Home” Facsimile broadcasting.
FIRST SYSTEM placed in actual operation by the MAJOR of MAJOR facsimile broadcasting stations.
FIRST to PERFECTION automatic, fully visible, continuous feed “HOME” recorders, requiring neither liquids nor carbon transfer sheets.
FIRST to develop an automatic selective synchronizing method which permits “HOME” facsimile recording in all AC or DC power areas.

The FINCH laboratory is open to licensed broadcasters for demonstration, by appointment. Call P 6-8570.

FINCH TELECOMMUNICATIONS LABORATORIES, INC. 37 West 57th Street New York City

BROADCASTING • Broadcast Advertising
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To the

PAUL H. RAYME-
Exclusive Radio Station K
Like traveling on the beam—this company since 1932 has followed one course. It has directed its full time to selling the stations it represents—no others. Its policy is to do this one job superlatively well.
FIRST STREET broadcast limited solely to questions on food and food tastes is aired weekly over KSTP, St. Paul, with Bee Baxter, conductor of the daily Household Forum, in charge. Conducted in a breezy, informal style, the program features questions about the problems of left-overs, hash-house terminology, favorite recipes and foods. Broadcasts originate from street corners, alternating between Minneapolis and St. Paul.

Names Make Money OFFERING cash prizes for naming its Program With No Name, WIS, Columbia, S. C., also awards theater passes to all contestants in a studio "scrambled proofs" quiz as well as cash prizes for the winners.

Fargo stores, and Fargo businesses, are just as modern and as big, as those found in many cities of much larger size! Why? Because Fargo is the shopping center of the entire Red River Valley—one of the country's richest farming sections—home of more than one million prosperous people.

And WDAY in Fargo, is the ONLY station that's heard throughout the whole Red River Valley—the best advertising medium between Minneapolis and the coast! May we tell you more?

WWNC
ASHVILLE, N.C.
Full Time NBC Affiliate 1000 Watts

Millions of Dollars—are being spent by tourists in the Asheville area within the next two months. One of America's great summer markets, this ... and WWNC offers you the sole blanket coverage! Let's get your schedules going — immediately!

An End to Wire Trouble TO AVOID burned out telephone terminals, WMT, Cedar Rapids-Waterloo, Ia., calls listeners for answers to its Radio Riddles rather than encouraging them to call in with correct solutions. Under the reversed procedure, listeners leave their phone numbers at one of the sponsor's stores, Benne Alter draws number from a hat, reads a question and then goes through the numbers until he finds someone with the correct answer. Correct solutions win a quart of ice cream.

Drama of the Past A RADIO SERIES of dramatic tales, Our Yesterdays, depicting the Fort Wayne community from pioneer and Indian days, is being presented by Bessie Keenan Roberts, local news woman and feature writer, over WOWO, Fort Wayne, Tuesday evenings. Authentic word-of-mouth stories of men and women whose forebears were founders of Fort Wayne are presented. . . .

Farm News in a Nutshell A COMPLETE market summary at Unhitchin' Time, new daily hill-billy feature of KFRU, Columbia, Mo., carries condensed summaries of farm prices, trends and comparisons. The 6:30 p. m. program gives Missouri farmers a comprehensive survey of the markets at a time when they can listen conveniently. . . .

Loves of Listeners GAINING enough listener support to warrant a place on an early evening spot, My Romance of KGVO, Missoula, Mont., dramatizes real life romances taken from letters submitted by listeners. Cash awards are made for prize-winning letters. Jimmy Barber, KGVO production manager, writes and directs the feature. . . .

Cookery Questions AUDIENCE participation in the Kitchen Kwis program of KGVO, Missoula, Mont., is right from the listener's own loudspeaker. Questions about cooking and food are propositioned, with listeners writing the answers and submitting them the following day. The sponsor, a food retailer, gives prizes for best answers. Question technique is mixed with true-or-false routine. . . .

Jam From Jelly Joints IN COLUMBIA, Mo., where Missouri! U. students call it "jellying" when they sip a drink and talk, KFRU will start in September with pickups from "Jelly joints," where some 7,000 students eat and dance. KFRU is preparing market and sales data for submission to prospective sponsors.

Only Fargo? I Thought It Was Chicago!

The Mars Viewpoint MARIONDI, a mythical man from Mars, Jr., weekly "姿势" queries feature the two newest programs of WLW-WSAI, Cincinnati, Ohio. A series written by W. Ray Wilson, tells the experiences of the Mars-man on earth, using sound effects developed by Don Winget Jr., WLW chief sound technician. Dick Bray's Question Box, on WSAI, thrice-weekly answers questions of sports fans. . . .

Sunday Dancers A NEW series, Who's Dancing Tonight, is being presented Sunday nights on KIO, San Francisco. The feature is sponsored by Joseph Maginn Co., San Francisco women's apparel shop. Gene Clark takes the microphone on the dance floor of the Hotel St. Francis, where he conducts an announcer's contest, with the dancer's participants. A pair of silk hose is given each contestant, with the winner getting an order for three additional pair at the end of the broadcast. Account is placed through Emil Brisacher & Staff, San Francisco. . . .

700,000th visitor to the WLS National Barn Dance, staged in the Eighth St. Theatre, Chicago, before a paid audience, was given a console radio by Glenn Snyder (right), WLS manager.

Air-Cooled Girls DURING the hot weather wind, Chicago, has started a novel man-on-street series called Between Us Girls from the air-cooled lobby of a loop theatre, Kay Kennedy, formerly of WTMU, Milwaukee, conducts the program, a thrice-weekly morning interview series. An ice cream company is sponsoring the show. . . .

To Guide Youths IN COOPERATION with Young America, youth magazine, CBS on July 8 started So You Want to Be . . ., a weekly program devoted to the suggestion of possible careers for young people.
Away With Anchors

PASSENGER interviews, shipboard dance music, and other boat entertainments are featured on Anchors Away With Jerry O'Leary of WORL, Boston, five days a week. Under sponsorship of the Eastern Steamship Co. and Community Opticians, Jerry O'Leary boards New York-bound boats in the harbor before sailing, starts the broadcast with two toots of the boat whistle and gets down to matters on deck.

Hole-in-One on KSD

A WEEKLY half-hour of interviews and stroke-by-stroke descriptions are carried by KSD, St. Louis, on the Hole-in-One Golf Tournament sponsored by Pepsi-Cola Co. through Wesley K. Nash Adv. Agency. Contestants meet at a local driving tee, compete in qualifying rounds for a place among the ten finalists in Friday night matches, which are recorded and broadcast next day, giving contestants a chance to hear themselves on the air. Cash and merchandise prizes go to winners each week.

Grab Bag Bee

NEW wrinkle in the bag of bees is that on WLS, Chicago, which features "Grab Bag March" on its Saturday morning spelling bee series for children. The "March" is played at the end of the program and the kids closest to the nilke when the music stops draw words from a box and win $50 if they spell them correctly. Only losers can participate in the grab bag and winners of the main spell-down are given cash prizes of $5, $3, and $1. Announced by Don Kelley, the show is conducted with Howard Peterson at the organ.

The Royal Salute

THE Early Bird Club of CKCL, Toronto, conducted by Slim Freckleton, devotes Thursday mornings from 7:45 to 8:45 to warning motorists as they drive to business on one of Chicago's busiest streets, of traffic problems and safety aids. Toronto traffic officers cooperate. When CKCL asks for the royal salute, motorists for blocks either side of the remote control station sound their horns, testifying to the fact that they are listening to the program. The sponsor is James Lombers Co., Toronto, largest Canadian chain grocers.

Snooks' Novices

FOR WRITING 30-word introductions for 10 musical numbers played on the Saturday morning Snooks Studio Stables program of WISN, Milwaukee, kids win prizes and get to announce their entries on the broadcast. Prizes are awarded. Aren Beverage Co. sponsors the half-hour show for its new beverage, Snooks.

Minor Candidates

ON ITS Political Column of the Week, WACO, Waco, Texas, announces nightly the names of candidates who "subscribe" to the program and tells where they are speaking, what they are doing. Each subscriber gets a four-minute interview at some time prior to the primary. Candidates for minor offices thus have a chance to get on the air at low cost.

Quiz From Stage

TWO five-man teams are used for The Court of Inquiry quiz series on KDKY, Salt Lake City, with a judge in between. Broadcast from the stage of the Capitol Theatre, the series is sponsored by the theatre and another firm. Two announcers are prosecutors and ask questions. Prizes are awarded.

Personality Hunters

AMATEUR announcers read and listeners comment on each voice with the physical characteristics of the speaker on the Search for Personality feature of KGVO, Missoula, Mont. The most accurate descriptions win cash awards each week.

The Probation Problem

A NEW weekly educational series of dramatizations based on case histories taken from files of the probation department of Los Angeles Juvenile Court, has been started on KFI, that city, by Harriet Ross outlines a plot to the aspiring actor who then enacts the unhealed scene. The program is sponsored by the National Youth Administration under the supervision of the WLS production department. Its purpose is to provide talent employers with a new group of actors and singers.

Norwegian Chorus

THOUSAND-VOICE chorus of the Norwegian Singers Association of America broadcast a half-hour show for NBC-Red over WSOO, Sioux Falls, S. D., June 17 during the 33rd Sangerfest held there. The program was shout-waved to Norway. WSOO engineers used one large RCA unidirectional microphone to pick up the voices.

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7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION RAND BUILDING, BUFFALO
Represented by FREE & PETERS

(The MOST LISTENED TO Station in Canada's LARGEST CITY)

CFCF MONTREAL

An independent survey conducted by Might Research Bureau—Canadian Affiliate of Ross-Federal—reveals CFCF, Montreal, as the "most listened to" station in this area.

CFCF 49.8%
Station "A" 26.8%
Station "B" 15.9%
Others 7.5%

CFCF & SHORT WAVE CFCX
(NBC AFFILIATE)

Special broadcasts and a radio workshop are features of the National Music Camp at Interlochen, Mich., meeting in its 25th annual session this month. The workshop, under direction of W. D. Bourett of the U. S. Department of Interior, is designed to teach short-wave broadcasting under the recent FCC ruling by which 1,500 school systems will maintain their own shortwave stations. Students are being taught how to broadcast a Thursday evening concert on NBC-Blue network during the July 6-Aug. 17 period.

NORTHEASTERN U is featuring lectures by prominent NBC-Chicago radio actors during its summer school classes in radio. Among those who will address the classes on various phases of radio work are Virginia Payne, of Oxyeld's Own "Mu" Perties; Robert Griffin, of Story of Mary Martin; Spencer Bentley and Alice Hill, of Betty and Bob.

J. W. STUDEBAKER, U. S. Commissioner of Education, in a recent letter to Donald W. Thorburn, of KKN, Los Angeles, and UNB vice-president in charge of Pacific Coast operations, landed CBS's Brave New World educational series as a "notable contribution in aiding this Government to put into practice the program of cultural cooperation which the American Governments agreed to support at the Moscow Aires Conference in 1936." WAYNE UNIVERSITY Broadcasting Guild opened a summer series of half-hour dramatic broadcasts over WWJ, Detroit, July 9 with The Oak Arbour, written by Frank Telford. Directed by Garnet Garrison, Wayne University president, Theodore C. Steinmetz, the features students from the summer courses, patterned after NBC's Twenty Minutes of the Air, and directed by the same man, George V. Denny, the first broadcast of the University Town Meeting was heard on July 8 on NBC-blue network. Held at Harvard University, on the subject, “Do Trade Agreements Promote Peace Among Nations,” the meeting was the first of five to be broadcast similarly from various educational centers.

STUDENTS in radio program planning and production activities at Purdue University recently ended three weeks study of radio technique that resulted in successive graduation exercises broadcast over WFBM, Indianapolis. The students produced, directed and recorded The House on Halstead Street, a series of five one-hour plays by James Branch Cabell as part of the program. Blanche Young, director of radio activities for Indianapolis Public Schools, instructs the class.

AFTER TEN years on the air the weekly Peter Quince Book Review, hailed by WIVY, Richmond, Va., as the oldest continuous educational program has been discontinued. The University will begin a new series on WVEL, Vincennes University, and each class will be given the radio review books that can be recommended.

Prominent Radio Figures Serving as Teachers at NYU Summer Workshop NEW YORK University Workshop, summer course in radio techniques, with Douglas Court, assistant program director at CBS, as its director, began its fifth season July 5, with some 65 students registered for the courses in script writing, script production, direction, acting and program building. Classes run from 9 a. m. to 5 p. m., six days a week for the full six weeks of the course, which is designed to give practical training to persons interested in radio as a career. In previous years the Workshop has been conducted by a faculty of educators who wanted to learn more about radio from the purely educational point of view, but this year it is being conducted from the standpoint that it is necessary to understand the entire broadcasting process before one can begin to apply radio's technique to any specific use.

The national station, WNY, this year will extend its summer series of over the air radio acting and production classes to all students in the University.

In addition to the class work, students will attend a special lecture each Tuesday evening, given by an authority in some phase of broadcasting. The first lecture, on "Network Operation and Short-Wave Broadcasting," was given July 9 by Fred Lemon of WOR, New York, vice-president in charge of international broadcasts. Other speakers will include Theodore C. Stieb- bert, vice-president and general manager of WOR, New York, on "Local Station Operation"; Roy Durand, WBBM, on "Showmanship in Advertising"; Paul Whiteman on "The Radio Orchestra"; and J. H. Halstead, CBS music consultant, on "Serious Music and the Radio." Archie Golden, of CBS, on "Television"; R. J. Poppe, chief engineer of WOR, on "Radio Engineering"; and Robert W. Shugar, radio editor of Variety, on "Radio Trade Publishing and Publicity." Numerous field trips were made to broadcasting studios, transmitters and other points of practical interest.

The teaching faculty includes, in addition to Mr. Coulter, who lectures on program planning and building, Lewis Tritton, director of the script division, NBC, and members of his staff on script writing; Max Wylie, director of scripts and continuity for CBS, also on script writing, using his own text, "Radio Writing"; Earl McGill, CBS casting director and instructor in production for the Workshops for the past two years; Robert S. Emerson, assistant in production at CBS, who will lecture on radio acting and conduct field trips; and William A. Wheeler Jr., acting production director, of the Educational Radio Project.
Frank Considered For Judicial Post

Appellate Court Has Appeals On El Paso, Pottsville

A P P O I N T M E N T of Jerome Frank, member of the Securities & Exchange Commission and a prominent New York legal advisor to the U. S. Court of Appeals for the District of Columbia, is being discussed unofficially in Administration circles.

While the appellate court which sits on practically all appeals from the FCC, has its full quota of fresh complaints, legislation has been passed authorizing the appointment of a sixth member who would alternate with other commissioners, thereby serving as a "relief" justice. No formal announcement of the appointment has come from the White House but the report of his probable appointment has not been denied.

Meanwhile, radio appellate activity continued rather brisk, despite recess of the appellate court until the fall term insofar as arguments are concerned.

KTSM Files Appeal

KTSM, El Paso, Tex., on June 30 filed an appeal from the FCC application granting Domingo D. Rodriguez a construction permit for a new station in El Paso on 1500 kc. with 100 watts power unlimited time, extending litigation in this case which has continued for more than a year. The following day a petition for a stay order, to restrain the Commission from making effective its appeal until the case is adjudicated, also was filed with the court by Arthur W. Scharfled and Philip G. Loucks, KTSM counsel.

The unusual course of seeking a "writ of prohibition" against the FCC, prohibiting it from reopening a case reversed and remanded by the same court, except on a single question of policy, was resorted to July 2 by Eliot C. Lovett and Charles D. Drayton, attorneys for the Pottsville Broadcasting Co., applicant for a new daytime station in Pottsville, Pa. Mr. Drayton is president of the company.

Competitive applications for a station in Pottsville have not yet been decided by the FCC. The Pottsville company, however, appealed to the court which on May 9 reversed the Commission and remanded the case for reconsideration in accordance with views expressed in the opinion. The contention was that the court did not send the case back for "unrestricted reconsideration" or enlargement of the record but only on the issue of what was held to be a "secondary ground" having to do with the granting of a local station to other than local people, since "a stranger to Pottsville [Drayton] has the controlling financial interest in the distant corporation."

Pointing out that the FCC had announced that it expects to allow each party in the case "full latitude" in presenting oral arguments, the Pottsville counsel held that no justification for the procedure could be found in the decision of the court. The attorneys charged it "will make a mockery of the power explicitly vested in this court to review orders of the Commission.

FTC Studies Ads

(Continued from page 11) mendously" since 1934, when the Commission extended the special board's jurisdiction to this field, but "there is still plenty of room for improvement." At present, he estimated, advertising complaints are divided about 50-50 between radio and the printed media.

Hitting that the Food & Drug Administration of the Department of Agriculture was "kicking its neck out" if it has given advice about advertising copy before complaints were made under the old act, the Commission emphasized its position as a quasi-judicial body and declared that it could give no pre-complaint advice to advertisers.

"The FTC has received many requests from radio stations for advice and information concerning certain advertisers and their products," explains a bulletin on procedure in advertising cases, just issued by the FTC. "The Commission cannot give the information requested in many cases either because the matter may be under investigation or the Commission is not advised of all the facts and cannot render an opinion therein.

"It is the policy of the Commission to treat as confidential all proceedings prior to the acceptance of a stipulation, or the issuance of a complaint. After that, proceedings are for the public record, which are available to anyone who may request it, after a stipulation has been accepted and approved, or complaints issued."

The Commission also pointed out that in judging the false or misleading character of advertising it is interested in the impression of an advertising statement on the reader rather than the literal truth. While scare-type and picture do not enter into the radio picture, commercial announcements must fully give the wrong impression to listeners tuning in after a broadcast has begun, the FTC observed.

Taylor Aide to Lewis

DAVIDSON TAYLOR, formerly director of the music department, CBS, has been appointed to the new post of assistant to William Lewis, vice-president in charge of programs. He is succeeded head of the music department by George Zachery, who was assistant to Taylor on serious music. That position is now occupied by James Fassett, who formerly worked on light music. Alton Rinker, handling light music, has seen an assistant in the department.

Program Files

THAT the FCC expects stations to maintain a complete continuity file of all program material broadcast, was revealed July 6 by T. J. Slowie, Secretary, in replying to an inquiry in connection with a program complaint, in which the specific question was raised as to whether it is incumbent upon a station licensee to maintain such files. Mr. Slowie declared that while there is "no regulation requiring the maintenance of such a file, it is understood that many stations have adopted this procedure."

GEORGE SNEILL, production manager of KDYL, Salt Lake City, is compiling a handbook of program ideas for use of the KDYL production department.

GAS TAX RECEIPTS

INCREASE 60%

Mississippi gas tax receipts for the first 6 months of 1938 showed a steady increase month by month. Receipts for the first quarter alone were nearly $500,000 greater than for the same period in 1937—an increase of more than 60%.

MORE BUYING POWER—LESS TAXES

A special session of the Mississippi Legislature is now underway—promoting legislation to exempt Mississippi housewives from personal income tax and provide more purchasing power in Mississippi.

Invest your advertising dollars with WWVA, the only one that gives you the Mississippi buying bully.

ON THE JOB!

A group of Wheeling businessmen took hold of the National Salesmen's Crusade—"Sales Mean Jobs." Intensive plans included a public mass meeting, which were aimed to make buyer and seller alike, conscious of the important part to be played by each in promoting business as usual.

WWVA was called in on the job, and went to work with sleeves rolled shoulder high. Listeners were urged to attend the Mass Meeting. An all-day sales dramatization was prepared and presented at the meeting and all desks were cleared to permit broadcasting of the hour and a half feature.

Result! The most highly successful and enthusiastic mass meeting ever held in Wheeling. Here's what a leading Wheeling business man wrote us about the entire affair.

"I think more credit could possibly go to you than any other one involved in following through from our original plans and in making last night's meeting a real success. When we saw the crowd in the Auditorium, I am sure we observed the power of radio."

"We're proud of this job because we crave to get behind all movements which mean more business for everyone. You can always count on "The Friendly Voice From Out of the Hills of West Virginia" to get right on top of every job.

BROADCASTING • Broadcast Advertising

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Changes in New Procedure Rules

(Continued from page 17)

...did you say MARKET?
then look at this

Over 648,800
UTH.
507,847

population

is a

good market, BUT...

In this compact Central Illinois area—one-twelfth the area, are 27% more people. They have $69.00 per capita spendable income annually. They buy more autos, more clothes, more seats, more of the things you have to sell.

WMBD—with increased power 15,000 watts day time—1,500 night gives complete, low-cost coverage of this market. 56 national advertisers proved to their own satisfaction in 1937 that WMBD in the medium to cover Central Illinois.

KFRU

COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

Did you ever hear of that old gal...

KFRU is the one to reach her.

ALBERT LEA BROADCASTING COMPANY
E. L. Hawke, Prop.

MINNESOTA

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BROADCASTING • Broadcast Advertising

COX

THE HEART OF ILLINOIS

WMBD

MEMBER CBS NETWORK

PEORIA, ILLINOIS

养生

satisfying shows for stations & agencies

...appointing

will

uled

signed

to

search

JOINT

360

PRESS-RADIO

STATIONS

SPONSOR

PROGRAM

MART

www.americanradiohistory.com
McINNICH RAPPED, PAYNE PRAYED BY REP. CONNERY
THE LAST word in verbal full-figured coven investigation which prevailed during the late session of Congress in the form of “extension” and revision of “antitrust” laws in the Congressional Record was credited to Rep. Lawrence J. Connene (D-Mass.) in the July 5 post-adjournment issue of that official compendium.

Being a brand of invective that surprised anything he had inserted in the record during the session, Mr. Connene deplored the defeat of his proposal to do away with investment in radio generally. He berated the “influence of the radio monopoly”; declared the “intrusion” of “indecenct, profane, and obnoxious radio programs” in the American home; described Chairman McNin in a “Charley McCarthy” who “danced the music of the radio ‘Pied Pipers’, as he did in 1928 when he deserted the Demoeratic Party to support President Hoover; reiterated charges that RCA “corrupted elected representatives of the people”; attacked CBS on its listed securities value; renewed charges that two commis- sioners, “by monopoly position”, made the present radio monopoly possible and on leaving the Commission, to seek some other time as of the governmental agency, in charge of regulating radio, to yet the stations, which he held with others, contrary to law.

Rep. Connene also paid tribute to “the Honorable George Henry Payne, a ‘Charley McCarthy’ who danced the music of the radio ‘Pied Pipers’, as he did in 1928 when he deserted the Demoeratic Party to support President Hoover; reiterated charges that RCA “corrupted elected representatives of the people”; attacked CBS on its listed securities value; renewed charges that two commis- sioners, “by monopoly position”, made the present radio monopoly possible and on leaving the Commission, to seek some other time as of the governmental agency, in charge of regulating radio, to yet the stations, which he held with others, contrary to law.

First Woman Baseball Announcer in the Country is Helen Dettweller, 23-year-old Washington, D.C., golf champion and athletic star, who recently joined the staff of General Mills as a baseball announcer under the direction of Knox-Reeves Adv. agency. Miss Dettweller will operate on a roving assignment which will carry her to most of the 69 stations broadcasting baseball for General Mills.

First Woman Baseball Announcer in the Country is Helen Dettweller, 23-year-old Washington, D.C., golf champion and athletic star, who recently joined the staff of General Mills as a baseball announcer under the direction of Knox-Reeves Adv. agency. Miss Dettweller will operate on a roving assignment which will carry her to most of the 69 stations broadcasting baseball for General Mills.

No beds or mattresses may be used in the hearing set. The Commission’s rules are clear about this. It is further specified that in cases no such statement was made by the applicant within the time specified, his application will be deemed in default and denied. If it is filed in time, the application will be entered upon the hearing docket and a notice of the time and place given.

In setting up the motions docket, the proposed rules specify that all motions, petitions, or matters in cases designated for formal hearing, except motions and petitions requiring final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission, shall be placed upon the motions docket for hearing. The Commission would designate a commissioner or an examiner to preside over the motions docket and the person so designated would have power to hear the motion, petition, or other matter and to finally determine or otherwise act on it.

In cases to be heard by the Commission or a hearing examiner, the Commission would designate a commissioner only to preside over the motions docket. The motions docket would be called at 10 a.m. in the offices of the Commission on Tuesday and Friday of each week or at such other time as might be fixed by the Commission.

Mr. W. M. Patrick, president of the Federal Communications Bar Assn., declared the proposed rules of practice and procedure would be referred to the standing committee on practice and procedure of which Arthur W. Scharf, Washington attorney, is chairman. This committee will report to the executive committee of the association, which in turn will take appropriate action prior to the Sept. 15 deadline set by the Commission for a report from its rules committee.

One of the richest Eastern Markets
In a hundred thousand radio homes known as Friend and Neighbor

Quaker Oats on NBC
Quaker OATS Co., Chicago, will start a half-hour variety show called Broadcasts, July 1, on 70 NBC-Red network stations Sept. 26, 8-9:30 p.m. It is understood negotiations for Tommy Riggs & Betty Lou are being concluded. Rathrauff & Ryan, Chicago, is agency for Quaker Oats.

Marked Progress Noted in Latin American Radio
Noticeable strides in developing radio advertising have been made in Latin America within the last two years, according to Irwin A. Vladimír, chief of the foreign division of Maxon Inc., after checking radio habits in Venezuela and Colombia during an extended South American visit. “The high quality of American shortwave programs has boosted the sale of radio sets and American broadcast are getting a bigger reception than ever before,” Mr. Vladimír said. “Lack of local talent has made it difficult for an American manufacturer to sponsor good local programs, but many American firms have scored hits with electrically transcribed programs prepared in the U.S. Television is still unexplored, but many of the stations expressed great interest.”

The new Federal administration in Venezuela has aided business, he said, and business in Colombia is likewise expected to boom after the inauguration of its new president in August.

White King Renews
WHITE KING SOAP Co., Los Angeles (granulated soap), sponsoring the thrice-weekly quarter-hour transcribed dramatic serial, Lady Courageous, on 10 stations nationally, thru Barnes-Chase Co., that city, on July 5 renewed for another 13 weeks. Series is produced and cut by C. P. MacGregor, Hollywood transcription concern.
Thousands of Homes in the Rich Ohio River Valley States
One of the Largest Purchasing Areas in America
Keep Their Dials on
820 Kc
To Hear the Old Reliable Pioneer

WHAS
50,000 Watts
LOUISVILLE
★
The Courier-Journal
The Louisville Times
★
Has Been Keeping Old Friends
and Making New Friends
for More Than 16 YEARS

EDWARD PETRY & CO.
Radio Representatives
New York Chicago Detroit

FARMERS AIN'T HICKS!

FARM SURVEY PROVES NEBRASKA
FARMERS PREFER "METROPOLITAN" WOW
LONG RECOGNIZED as the "metropolitan" station in its rich market, WOW now learns that it is also the preferred farm station of the state. Ross Federal Research Corporation representatives surveyed farm men and women in each of Nebraska's 93 counties...came back with two important facts: farmers have ears for radio, and, Nebraska farm families are most receptive to WOW. Ross Federal proved WOW's oft-repeated claim—that it offers advertisers more impacts at less cost! Write for details of the survey—"Farmers Aren't Hicks."

TRANSITIONS
A SERIES of 65 15-minute transcriptions of Hymn Time With Smilin' Ed McConnell, available for local sponsorship on a one-to-five time basis, has been cut by Mid-West Recordings Inc., Minneapolis, and is being offered to sponsors, agencies and stations along with a low-cost giveaway "Book of Hymns" containing also illustrations and anecdotes. Because of Smilin' Ed's network contract, the series will not be available to companies advertising paints, varnishes or floor wax; Mid-West also reports companies selling liquor, tobacco, patent medicines etc. will not be acceptable as sponsors.

STANDARD RADIO Inc. announces the following new subscribers to its program library: KGLV WIS WBCN WCPO WNO WMPS RFAM WOCU KUTW KEWS KTHS WTOL KTRI KRKC KWKL KGAR KYSM CFQC.

C. A. KRACHT has joined the sales staff of Allan-Alleppey Radio Recording Corp., and Ted Byron has been appointed head of the continuity department. Mr. Kracht has been with WNBC, New York, Radio News, and WINS, New York; Mr. Byron was formerly with the Fox and Parsons studio and has been a continuity writer for WBS.

FLOYD DOAN, formerly account executive of Shell Oil Co., in charge of merchandising The Air Adventures of Captain Allen transcription series, has been appointed vice-president of Press Radio Features Inc., Chicago, according to Frank Hemmingway, president.

True Story
A TEXAS advertising salesman representing a printed page medium recently heard a spot announcement on WACO, Waco, Texas, regarding the services of a local chiropractor. Disgruntled, he made his way to the chiropractor's office to chide him for using radio instead of the printed page. When he left the office, he had undertaken a series of treatments at the hands of the radio-minded practitioner.

FRED C. MERTENS, president of Mertens & Price, Los Angeles production concerns, after ten months in the East and South, has returned to his west coast headquarters for the summer and reports an optimistic outlook for fall. Mertens & Price is producing two new 92 quarter-hour episode serials. Your Family Counselor, being cut by Radio Recorders Hollywood, and North Star, is being cut by C. F. MacGregor, Hollywood. Firm has completed the Isabel Grassmer series, WACO Faye Reed, which relates embarrassing moments.

NBC has completed a new transcribed musical variety series, Listeners' Club, presenting several NBC artists and Peter Donald as master of ceremonies in separate quarter-hour programs.


ASSOCIATED Broadcasting Co. has recorded the second series of 20 dramatized announcements for KDKC Co., Toronto, makers of soft drinks, for placement on stations in Montreal, Toronto, Winnipeg and Vancouver.

RADIO Transcription Co. of America, Hollywood, on July 5 started its annual 20-day sales convention for district field managers. Fall production begins August 1 and includes eight programs weekly over a period of 39 weeks.

ERIK BARNOW, who conducts a course in radio at Columbia University, plans for the 1938-9 season a series of 26 guest speakers. Among them will be Arthur Pryor, BBDO; Lewis Titterton, NBC; Jack Johnston, Blau Co.; Paul Kesten, CBS; and Gehr Suerbicker, former CBS European representative.

License Granted to RCA For Long-Playing Discs
A NON-EXCLUSIVE license to manufacture electrical transcriptions and long-playing records under patents owned by Frank L. Dyer Inc., has been issued to RCA, according to an announcement late last month by A. Ralph Steinberg, president of the company and also Redfern of Radio & Film Methods Inc. Corp. Similar licenses also have been issued to Western Electric, Electrical Research Products Inc., its subsidiaries, and Decca Records Inc., according to Mr. Steinberg.

The licenses cover 33 1/2 rpm transcriptions and at even lesser speeds. The firm recently recorded 64 minutes on a 12-inch disc, 350 lines to the inch, at 16.5 rpm. It is claimed the field now is open for the possible production of one single four-hour program to be produced on a 16-inch double-faced electrical transcription for broadcasting purposes.

Aluminum Complaint
COMPLAINT has been filed with the FCC against KROW, Oakland, Cal., by the Aluminum Wares Association, Pittsburgh, Pennsylvania alleging that the station had broadcast certain programs containing derogatory statements about the use of aluminum ware. The association claimed the statements were false and contrary to public interest. It was also contended by the association that certain competitors of aluminum, which used propaganda in selling their own products, had been brought before the Federal Trade Commission recently.

MOTORISTS, traveling and local, are interested in their cars to promote safe driving on the five-weeks Hey! Mr. Motorist feature, sponsored by Kellogg Co., Battle Creek, on WGL, Fort Wayne, Ind. To plug the sponsor's name and product, a large box of Corn Flakes is given each interviewee and a sign stressing Hey! Mr. Motorist and Kellogg tie-up is placed on the street corner two hours before each broadcast. Carl Vandagriff and Bill Davies, cooperating with Fort Wayne police, direct the feature.

free! Yes, it's Ready!

YOU can have for the asking a new 2-page book showing the most startling surveys of Chicago Radio History, field surveys and data that proved the stations America's greatest publicity investment!

WGES-WCBD-WSBC
Chicago
TOM LEWIS, who has been handling production on the Kate Smith Hour for Young & Rubicam, has been appointed supervisor of radio production.

WILLIAM GALLOW, formerly director of media for Brown & Traher and Donahue & Co., New York, has been appointed head of the media department of Fey & Ellington, Philadelphia.

ROBERT SMITE, CBS script-writer on Saturday Night Swing Session, has resigned to join Wm. Eddy & Co. to work on R. J. Reynolds’ Camel Cigarettes.

Milton J. Blair, formerly vice-president and a director of J. Walter Thompson Co., has joined the New York office of Sherman R. Ellis & Co.

WARD WHEELock Co., Philadelphia, has named Richard Dunne as director of media.

BURDETTE CURNETT has been named head of the copy staff of Denvers & Trunk, Denver, with Arthur C. Jones and J. Bruce Vasey new account executives.

EDWARD OAKFORD, formerly radio director of Fanchon & Marco, New York, has been appointed manager of the radio department, Ferry-Hanly Co., New York.

MARSHALL HIBbard has returned to Beaumont & Holman, San Francisco, as production manager and art director.

A. H. BOWLES, formerly sales and advertising manager for various firms and Byron G. Shaefer, formerly in motion picture public relations work, are now operating Bowles & Shaefer Advertising, with headquarters in Spokane, Wash.

W. F. CARLEY, formerly with J. Walter Thompson Co., San Francisco, is now with Dan B. Miner Co., Los Angeles.

NELSON SHAW, radio director of Neisser-Meyerhoff, Chicago, now in Los Angeles, is producing the six-weekly quarter-hour CBS Pacific network Catalina Island program, sponsored by Western Transportation Co. from Catalina Island.

Walter W. May, former assistant director of the Canadian Assn. of Broadcasters, has announced a list of 20 advertising agencies franchised to handle advertising business for Canadian stations and to collect a 10% commission from them. These agencies have met the CAB financial and ethical standards.

FRANK SCLESINGER, formerly with the Hearst newspapers and recently with the San Francisco Examiner, has been added to the staff of Allied Adv. Agencies, San Francisco, as account executive.

BRUCK-SACKS Inc. and Ratcliffe Adv. Agency, Dallas, have been merged.

H. M. KIRTLAND, formerly of Kirtland-Engel, Chicago agency which recently discontinued business, has joined the McFunkin Adv. Co., Chicago, as account executive.

ANPA Media Data

TOTAL national advertising expenditures for newspapers, magazines, network radio, outdoor and car cards in 1937 amounted to $487,334,000, according to a booklet, "What They Spent in 1937," recently issued by the Bureau of Advertising, American Newspaper Publishers Association. Broken down by media, the advertising dollar was spent as follows: Newspapers, 40.9 cents; magazines, 35.5 cents; network radio, 14.7 cents; outdoor, 8.4 cents; car cards, 0.6 cents. Individual expenditures are listed for 422 national advertisers who spent $50,000 or more in newspapers during the year, of whom 313 also advertised in magazines and 118 also used network radio. While the totals are meaningless, as they do not represent all of the advertisers in any medium, it is interesting to note that, for the advertisers listed, the average expenditure for radio was $472,920, for newspapers $376,054, and for magazines $287,592.

OMEGA Oil Plans

OMEGA CHEMICAL Co., Brooklyn, N. Y. (Omega oil), has appointed Redfield-Johnstone, New York, to handle its advertising, with the exception of radio, which will continue to be placed through Husband & Thomas. While no radio is being used at present, the company expects to resume in the fall. Last season 25 stations were used for announcements and programs.

MRS. ELIZABETH SWALLOW, account executive of Allied Adv. Agencies, San Francisco, and C. W. Macfarlane, West Coast representative of Brooke, Smith & French, headquartered in that city, were married in Salt Lake City July 5.

ALVIN WILDER Adv., Los Angeles agency, has moved to 1410 South Grand Ave., that city.

METROPOLITAN Adv. Co., New York, has opened a branch office at 401 Third St., Los Angeles, with A. F. Nelson in charge.

TOM FOLEY, with the publicity staff of W. N. Ayer & Son, N. Y., has joined the public relations department of BBDO Inc., New York, to work on Ethyl Gasoline Corp.

Max and Heroes

SO EAGER was Max Greenberg of Providence, R. I., to get a radio job that he bought This Week’s Heroes and is presenting it on a sustaining basis over WNHE, New Bedford, Mass., just to prove his announcing ability. The quarter-hour show is produced by Harry Martin Enterprises, Chicago.

HAROLD R. DEAL, advertising and sales promotion manager of Tide Water Associated Oil Co., San Francisco, and past president of the San Francisco Advertising Club, was elected president of the Pacific Advertising Clubs Association at its convention in Los Angeles in late June.

The distance between WAVE and its nearest N. B. C. neighbor is more than 100 miles! Considering that WAVE carries almost all of N. B. C.’s best features, anyway, that’s far enough to keep Louisville people tuned to WAVE practically all the time! . . . 1,027,918 people in the Louisville trading area are regularly available at WAVE’s low rates. It’s a bargain any way you say it!

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
FCC Approves Transfer Of KVOS and Refuses Publisher's Application

THE bitter controversy between KVOS, Bellingham, Wash. local, and the Bellingham Herald, pending before the FCC since 1935, was decided July 15 when the Commission granted KVOS a renewal of license and denied the application of Bellingham Publishing Co., for a new local station. Together with the renewal of the KVOS license, the FCC approved assignment of control of the corporation, operating the station, KVOS Inc., from Westcoast Broadcasting Co. to Rogan Jones, manager and operator. In denying the Bellingham Herald application, the Commission held the community was well served and that the evidence failed to show the need for an additional station. The Commission pointed out that the principal witness for the newspaper had been asked whether the demand for another station had not developed until the Newspaper of the Air, a feature over KVOS, was started. The witness replied “Well, it is virtually so.”

New Elmira Plant

BOTH WESG, operated by Elmira Star-Gazette, and WNYX, a 525 watt daytime station in Elmira, N. Y., for which the company has a construction permit, will be housed in the new seven-story addition to Elmira’s Mark Twain Hotel. Studios will occupy one complete floor. Since establishment of WESG studios six years ago, the station has been located in the Mark Twain. According to Dale L. Taylor, WESG-WENY manager, the new studios will afford five times the space now occupied. Present studios will be converted into executive offices. Construction will be completed in the fall, when WENY is expected to take the air.

KQW, Sun Jose, Cal., on July 12 was authorized by the FCC to increase its daytime power to 5,000 watts, effective July 22. It operates on 1010 kc., and will continue using 1,000 watts nights.

Changes Probable In Operator Rules

FCC Hearing Yields Several Objections From Unions

AFTER two days of open hearings on proposed changes in radio operator rules, July 11-12, the FCC recessed further hearings until Sept. 14, when operator representatives will appear with written “technical, and moral” recommendations as to changes in the regulations. The recent hearing, conducted informally with witnesses being allowed to question Mr. Jett and Comdr. E. M. Webster, FCC assistant chief engineer, sitting with him, were participated in by more than 30 witnesses.

Eligibility Standards

Main exceptions to the rule changes were concern with the physical, mental and moral standards as eligibility requirements (Rule 161.01); provision that license renewals be required to pass examinations as for original licenses (Rule 164.05), and the relaxation of rules to allow operators point out all defects and imperfections in the radio equipment they operate (Rule 169.02). The operators declared the FCC did not have the “bedroom powers” ascribed in Rule 161.01, and that personal fitness for a job was a matter to be left with the employer. They also favored license renewals on a basis of experience and said that Rule 169.02 put operators “on the spot” by laying them open to losing their jobs, since “an employer might look around for someone who doesn’t see as much.”

Radio telephone and marine operators dominated the hearings, and domestic radio operators’ representatives did not take the stand until shortly before the recess July 12. Among the dozen witnesses appearing for broadcast operators were Joseph S. McCannagh, of the International Brotherhood of Electrical Workers; and R. M. Wilmette, for the N.A.B.

Did You Ever Play "Hide-go-Seek"?

. . . With Your Copies of BROADCASTING?

Unfortunately, copies of BROADCASTING do get misplaced. Especially around a busy office—when you need them most. Remember when that happened to you? But the remedy is simple. Just order one of the new, specially constructed binders, large enough to accommodate every issue throughout the year.

$2.50 POSTPAID
Your name in gold 25c extra

BROADCASTING

National Press Building
Washington, D. C.

PHONLESS HOMES
Are Surveyed in Detroit by
Adcraft Club

CASTING light on a listener group herefore neglected—families with no telephones—Wayne University developed “listening tables”, to be filled out at home by families of school children, and carried on a survey for the Detroit Adcraft Club. Only 30.9% of the families checked had phones.

Conducted by Garnet R. Garrisson, director of Wayne University's Broadcasting Guild, 1,369 "listening tables" were studied and tabulated. They indicated that 1,155 families had 5,126 persons listened at some time during the check. Students of Wayne University, three high, three intermediate and seven elementary schools were given tables by their teachers, instructed to take them home and keep them by the radio. As members of the family listened, they recorded the program received.

It is estimated that an equivalent coincidental telephone survey would have required 96,000 calls to achieve the same scope—72 quar- ter-hours each for 1,369 families. The study also showed which station enjoyed the largest listening audience any one day.

Hammond Restrained

HAMMOND CLOCK Co., Chicago, manufacturer of the Hammond electric organ, was ordered by the Federal Trade Commission July 12 to cease and desist from misleading representations that only rent a player will produce the instrument’s ability to produce pipe organ music. The FTC order prohibits the representation that the electric organ as now constructed can produce the entire range of tone coloring of a pipe organ, and similar claims.

Several Seek 900 Kc.

KFBB, Great Falls, Mont., has asked the FCC for a shift to 900 kc. with 5,000 watts day and night. It now operates with 1,000 night and 5,000 day on 1280 kc. Also seeking a shift to 900 kc. is KEMC, Jamestown, N. D., seeking 500 watts night and 1,000 day. It now operates on 1730 kc. with 100 night and 250 day.

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AFRA Network Contract Is Held Not a Barrier To Amateur Performers

DRAMATIC guild and other amateur radio performers will not be barred from performances under the new contracts of the networks with the American Federation of Radio Artists, it was learned July 13.

A complaint from the dramatic guild of a Los Angeles high school received by the U. S. Office of Education stated that a member of the AFRA union had informed the group that henceforth their radio appearances would not be permitted under the contracts. The particular guild is performing over KNX, using U. S. Office of Education scripts.

Harry C. Butcher, CBS Washington vice-president, hearing of this complaint, checked with his headquarters and learned that under the contracts provision is made for bona fide amateurs to perform but that a waiver is required from the local AFRA union. The extent to which such performances will be permitted, it appears, will depend upon the degree of latitude allowed by the AFRA locals.

Wins Merit Award

GEORGE B. SAVIERS, Westinghouse radio engineer, received the silver “W” award or order of merit from A. W. Robertson, chairman of Westinghouse, in a special broadcast from London, July 12. In the citation, it was explained that Saviers “demonstrated alertness and initiative to meet an emergency.” Saviers was a studio engineer at KDKA when something went wrong with the pump which furnish water for cooling the big tubes at the KDKA transmitter at Saxonburg. The pump is submerged in a pond located in the front lawn of the transmitter grounds. Despite the fact that it was mid-winter and the muddy water was at near freezing temperature, George applied his early mining training by donning a diving helmet, taking a 200-watt electric light bulb and going down in the water to make the necessary repairs.

Born on Schedule

WHEN George A. Barton, KMIX, St. Louis, salesman, who recently transferred from the production department, became a father July 5, he announced the event on a regular production schedule sheet. The details ran as follows: Time: 5:45 p.m.; Studio, Remote-Desconness Hospital; Name of Production, George A. Barton III; Type, Male; Sponsor, Gladys Barton; Producer in Charge, George A. Barton Jr.; Engineer in Charge, Dr. E. Lee Dorsett.

Miller, Stahlman Meet

RADIO-newspaper problems will be discussed informally at a conference tentatively scheduled in Nashville Aug. 19 between Neville Miller, NAB president, and James G. Stahlman, president of American Newspaper Publishers Association and publisher of the Nashville Banner. Miller will be in Nashville primarily to deliver the commencement address at the Peabody Teachers College. Ed Kirby, NAB public relations and education director, and a former resident of Nashville, will accompany Mr. Miller.

AMOS ’N ANDY, sponsored by Campbell Soup Co., have donated a three-year silver trophy to be awarded annually to members of NBC western division staff who score best in the company’s yearly tennis tournament.

Late Personal Notes

WILLIAM S. PALEY, CBS president, and Mrs. Paley were scheduled to sail for Europe July 13 on the Queen Mary (reported on page 19) but canceled the booking, according to latest information.

THomas HutcHinson, NBC director of television production, and Robert Moran, NBC development engineer, have gone to Europe to observe television developments in England, France, Germany, and Holland. Hutchinson sailed July 7 on the Ile de France. Moran July 14 on the Normandie.

JERRY GEEHAN, sportscenter of KYA, Tacoma, has become engaged to Miss Dohers Tipple, of Tacoma.

JOHN H. BURNELL, formerly of WWOOD, Minneapolis, and WXYZ, Detroit, has joined WTOL, Toledo, as news commentator, and will edit the news for the Northwestern Furniture Store account. Bob Ingham has been named sports and publicity director of WTOL.

BILL BEAL, KDKA announcer has been invited into the program department to take the place of Bob Sandek, who goes to New York July 25 as assistant to A. E. Nelson, new Blue Network sales manager.

PAT FREEMAN, chief announcer of WFCN, Grand Rapids, Mich., has been promoted to production manager, and Jack Denneit succeeds him.

JACK STARKE, formerly announcer on CHIC, Saud, S., Minn., has joined CHL, Toronto.

T. L. CHRISTIE has resigned as editor of Continental Radio Press, New York. Mr. Christie announced he retains title to programs developed under the company and will announce future plans shortly.

JOSEPH M. SEIFERT, Sr., 65, kinetist over New Orleans stations as the “Post of Radioland,” died in that city July 8 following an attack of pneumonia.

It's KTBS-KWKH

IN THE NATION'S ONLY WHITE SPOT

Bullion Cansidates as of June 1, compared with the same month last year.

The nation's only white spot for June is in the primary coverage area of KTBS and KWKH. This is further proof of our statement: "have been no receivers in the Shreveport area." Building permits in Shreveport for the first six months of 1938 are 78% above the same period last year, with the construction of private dwellings the featured activity. The wise advertiser will demand the use of KTBS and KWKH, the only network stations with primary coverage in this rich territory.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLDWIDE NEWS COVERAGE

UNITED PRESS
TELEMOBILE UNITS SUCCESSFUL
But NBC Sends Mobile Trucks Back to Camden
For Some Rather Drastic Changes

PRELIMINARY tests of NBC's telemobile units around New York City have been "very encouraging," according to O. B. Hanson, NBC vice-president and chief engineer, in reviewing the first efforts to transmit scenes from Rockefeller Plaza into Radio City over a newly-installed coaxial cable.

"The pictures were satisfactory," said Mr. Hanson, "and particularly so when you consider that this is the first mobile television station ever built in this country. Detail, contrast and overall brightness of images transmitted over the cable have been installed between the sunken plaza of Rockefeller Center and our equipment room show pretty well that we are on the right track."

He emphasized, however, that much work remained before the two motorized television units can be pressed into program service. The transmitter van has been returned to Camden for rather drastic modifications and the pick-up, or video, unit is undergoing changes in the synchronizing apparatus.

Built primarily for test purposes, the new coaxial cable will link the NBC television station with the television system inside Radio City. The Plaza, with its outdoor cafe, trees and picturesque fountain, will be, in effect, television's first outdoor studio, said Mr. Hanson. It is possible to extend the cables carried inside the video unit as far as Fifth Ave. When and where the television group wanders out of reach of the cable, the transmitter will have to be used.

Meanwhile, the NBC engineers are using the time station W2XBS on the air. They provide their studios and Empire State transmitter equipment. Synchronizing generators are being changed over to the standards recently recommended by the television standards committee of the RMA. Many other circuits are undergoing a process of simplification. At the transmitter the principal changes are concerned with the exciter stages, improvements which the NBC technicians believe will result in a considerable increase in picture detail.

UNION BUYS ON WJR
HOMER MARTIN, president of the United Automobile Workers Union, in an effort to reach a larger audience, announced to the Michigan automobile centers, recently began a 13-week series of Tuesday night broadcasts over WJR, Detroit. Covering matters of union policy in his first broadcast, President Martin followed up discussions on WFA organizational work, the Wagner Labor Act, and related subjects. During the winter UAW has broadcast nightly over WJBK, Detroit.

UNION USING RADIO
SAN FRANCISCO District Industrial Union Council, which is composed of all the CIO unions in the Bay area, recently contracted for 201 broadcasts on KRA, San Francisco. The program titled Labor on the Air, is broadcast five nights a week and consists of news of interest to everyone engaged in the American labor situation. The account was placed through Allied A.V. Agencies, San Francisco.

L E V Y Sells CBS Shares
ISAAC D. LEVY, a director of CBS, on May 9 sold 1,000 shares of CBS Stock, which balanced his holdings to 63,200 shares, according to the monthly report of the Securities & Exchange Commission. He also holds 23,466 shares of Class B stock, the SEC report shows.

HOLLIVAY CHARGES FOR FILM PREVIEW
KFI-KECA, Los Angeles, NBC Red and Blue outlets, have banned local release of all motion picture previews on a sustaining basis. The policy which puts such events on a strictly commercial basis, was announced by Harrison Hollivay, general manager of the station, on July 7. As a result station time was paid for on July 8 when the world premiere of M-G-M's Marie Antoinette, from Carthay Circle, Los Angeles, was released nationwide over NBC for one hour.

Besides the commercial aspect, Hollivay cited several other reasons for the new policy, among those being the recent run-in with Paramount Pictures. He pointed out that a can of celluloid is the same as a can of beans when it concerns an hour's broadcasting time of a picture premiere on KFI or KECA.

Film studios are no different from other business concerns and should publicize their products through the regular contracting of time," Mr. Hollivay said. "Such broadcasts are propaganda build-ups for merchandise that the picture studios have to sell. It is unfair to charge one advertiser for time and not another."

Meanwhile, Paramount Pictures occurred several weeks ago when KECA failed to release a locally produced extravaganza which went transcontinentally over the NBC-Blue network. Station gave full cooperation through Dean Heisch, program director, Hollivay pointed out. A last minute clerical error caused a release which prevented the scheduled release.

"Then came threats through newspaper publicity of Paramount seeking possible recourse through the courts, making us look ridiculous," Mr. Hollivay said. "We are not compelled to take NBC sustaining."

Starch Series in Canada
ST. LAWRENCE Starch Co., Port Credit, Ont., starts a 15-minute sports broadcast for the Atlantic Coast provinces Nov. 5 to run to April 8, 1939, according to the Canadian Broadcasting Corp. Toronto office. The program will originate at CCFB, Montreal, and be carried by CJCB, Sydney, CHNS, Halifax, CFCY, Charlottetown, CKCW, Moncton, CHSJ, St. John, CFNB, Fredericton, and C J L S, Yarmouth. The account was placed by McConnell, Baxter and Eastman, Montreal.

New Albers Product
RADIO figures as one of the major factors in introducing a new cereal product, Albers Corn Flakes, to consumers in California. Albers Broadcasting Co., Seattle, is conducting an intensive sales drive and introductory advertising campaign. The program, called Morning Toast, the Albers' coastwise weekly MBC program, is calling the listening public to the new corn flakes. The agency is Erwin, Wasey and Company, Seattle.

BROADCASTING • Broadcast Advertising
Litigation Over Wichita Falls Grant Is Indicated by Aggiued Interests

LITIGATION over the FCC decision granting the application of Wichita Broadcasting Co. for a new station in Wichita Falls, Tex., to operate on the 620 kc. channel with 250 watts power and 1,000 watts local sunset, was indicated by several of the parties involved July 12.

Deciding one of the most controversial cases to develop in several months, the FCC July 1 announced the grant, by a 4 to 3 vote, of the application of the Wichita company and denial of rival applications for stations in the same city, filed by West Texas Broadcasting Co. and Faith Broadcasting Co. These applications developed after KGKO, formerly of Wichita, had been slated for removal to Fort Worth, where it is now operating under the ownership of Amon Carter, publisher of the Wichita Post, was among the other stockholders.

At the hearing on the application, however, it was testified that Joe B. Cargill, Wichita attorney, who appeared in behalf of that application, had been named president in lieu of Mr. McFarlane. Henry Hamilton, Chrysler-Plymouth dealer and Sol Lasky, men's ready-to-wear dealer, were named as the vice-president and secretary-treasurer respectively.

FCC application records as of July 11, however, still showed the original set of stockholders, including Mr. McFarlane.

Because the competitive Wichita applications have been fraught with controversy, additional developments are expected. It is understood a number of members of the Texas delegation in Congress became aroused over the proceedings as the last session closed. The FCC did not announce its opinion during the session, although it is understood work on it had been completed some weeks ago. This was indicated in the FCC decision as announced July 1, a majority of the Commission stating that Wichita Falls heretofore had local radio service from "Station KGKO there located and operated by Wichita Falls Broadcasting Co., but that company is about to move its station from Wichita Falls to a location near Fort Worth, Texas, approximately 100 miles to the Southeast." KGKO has been operating in Fort Worth since May 1—exactly two months before the opinion was announced.

Identified with the West Texas application, among others, were the publishers of the Wichita Daily Times and Wichita Falls News Record, the group formerly operating KGKO and a group representing the Chamber of Commerce. Those identified with Faith were said to be a lawyer, a physician and a hotel operator.

Shift in Stockholders

Chairman McNinch and Commissioners Sykes and Brown voted against the Wichita Broadcasting Co. grant and in favor of the Faith Broadcasting Co. application. West Texas and Faith each sought authority to operate on 1380 kc. with 1,000 watts day and night. In connection with the West Texas application it was held that the transmitter site would be hazardous to air transportation hence being the primary grounds for denial.

The original application for Wichita Broadcasting Co., to which the call letters KWTF have been assigned, specified among the stockholders R. W. McFarlane, Graham (Tex.) attorney and president, with 53%. He has been identified as the father of Rep. William J. McFarlane (D-Tex.), who has been violently critical of the FCC during the last two sessions of Congress. The Post Publishing Co., publisher of the Wichita Post, was among the other stockholders.

ACQUAINTING listeners with the intricacies of broadcasting, KNX, Los Angeles, recently began an 11-week Exploring Radio series that takes listeners through every department of the KNX organization and affords a look at radio folks at work.

Jack Dolph, assistant manager of the CBS Pacific Network, spoke on "The American System of Radio" June 30 to start the series, and Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, will speak on the final program.

Week by week the microphone will be taken into the continuity department, among announcers and directors in the production and casting department of KNX, the music department, special events department, engineering and sound effects, rehearsal studio, promotion, telephone networks, and to the new KNX transmitter in Torrance. The new transmitter will be dedicated on the concluding program.

In Saskatchewan

The people listen to:
CKCK Regina . . . delivers 87.7% of Regina audience
CHAB Moose Jaw . . . delivers 72.5% of Moose Jaw audience

In Alberta

These three stations afford the only 100% coverage.
CJCA Edmonton . . . delivers 79% of Edmonton audience
CFAC Calgary . . . delivers 68% of Calgary audience
CJOC Lethbridge . . . delivers 69% of Lethbridge audience

In British Columbia

You cover a wealthy mining and fruit farming area with:
CJAT Trail

1938 SURVEY FIGURES

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PROFESSIONAL DIRECTORY

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

There is no substitute for experience
GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

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

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Placing Equipment, Field Strength Surveys, Station Location Surveys.
300 E. 14th St., NEW YORK CITY

R. D. MARTIN
Consulting Engineer
Field Surveys Over all Transmitters and Antenna Testing
7 S. Howard St., Spokane, Wash.

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

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

SEARCH COVERAGE
KGGM on Job as McCormick
Body is Recovered

KGGM, Albuquerque, N. M., claims exclusive on-the-scene coverage of the recent search for Medill McCormick and Richard Whitmer, perished during a mountain-climbing expedition, with Washington staff technician, operating WDSDN, his shortwave amateur station, at the scene of the search, and Leonard Dodds, chief technician, with his WPFSM in Albuquerque receiving repeated signals by KGGM.

Gov. Clyde Tingley, through KGGM, broadcast the first flash on Friday night. Whitmer's body June 24, and KGGM says it was also first with the news of the discovery of McCormick's body; From dawn, June 25, to late the night of June 30, half-hour scheduled flashes were maintained as long as searchers were in the mountains.

To carry the McCormick flash, KGGM signed on the air at 11:15, 7:20 minutes after it has previously signed off for the night.

In the one-hour emergency broadcast, it spread the news that the tragic search had ended. Elmer L. Fendren, KGGM production manager, personally directed all activities from the time arrangements were made through Gov. Tingley's office and Mrs. Ruth Hanna McCormick Simms for exclusive coverage until the last flash went on the air.

CLASSIFIED ADVERTISEMENTS
Help Wanted

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issue.

Situations Wanted (Cont'd.)

Chief Engineer interested in permanent employment with eastern or southern local station. Gladly furnish references from former employers. Will consider temporary position or relief work. May I have an interview at your convenience? Box A35, BROADCASTING.

Sales and sales promotion manager identified with large metropolitan station wishes to report where sales and managerial experience and first class references need not apply. Replies held strictly confidential. Box A36, BROADCASTING.

Top notch programme and production manager now with regional station: expert sales and broadcast director. Ten years experience field strength surveys, recording, radio, television, antenna design, etc. Age 25. Box A25, BROADCASTING.

Experienced radio executive, available now. A man with 17 years experience in the advertising, promotion (newspaper, agency, and radio) desires to make a permanent connection with a progressive station. Married, sober, a hard worker and gets the job done right. A general utility man, who can handle any department of radio. For past three years he has been connected with 5,000 watt mid-western station as manager of merchandising and sales promotion, as well as publicity director. Can furnish the best of recommendations. Box A38, BROADCASTING.

For Sale—Station
Established full time broadcasting station on sale for $80,000, approximately 10 times annual earnings. Negotiations confidential; details disclosed only to responsible principals. Brinkman, c/o Realty Factory, 550 Park Ave.

For Rent—Equipment
Approved equipment, RCA TMY-75-B field strength measuring unit (new), direct reading: Estilune Angus Automatic Recorder for feeding on distant stations; G. R. radio frequency bridge; radio oscillators. Allied Radio Sales, Laboratories, 263 East 61st Street, New York City.

WINS $3,000 Award
ALBERT E. STEPHAN, former FCC attorney, was the winner of the 1938 Ross Essay Award of $3,000 made by the Board of Governors of the American Bar Association. A native of Washington, Mr. Stephan is now with the Interstate Commerce Commission's Bureau of Motor Carriers, with offices in Portland, Ore. He was an ICC examiner from 1929 to 1938, and in 1938 and 1934 was an attorney of the Senate Interstate Commerce Committee, devoting his time to legislative drafting of the Communications Act of 1934, creating the FCC. From 1934 to 1936 he was an FCC attorney. The topic of the 1938 ABA competition was "To What Extent to Which Fact-Finding Boards Should Be Bound by Rules of Evidence".

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Trade-Mark Ruling Is Based on Sound

Similarity of Words to Ears Of Radio Listeners Cited

"WHAT is probably the first judicial notice by this tribunal of the use of the radio in advertising trade-marked products was that made by the United States Court of Customs and Patent Appeals in a recent decision involving the trade-marks 'Dutch-Maid' and 'Dutchland Made,' both used for ice cream," according to the June bulletin of the United States Trademark Association.

"Application was made to register the trade-mark 'Dutch-Maid,' accompanied by a picture of a landscape, including a Dutch girl, a windmill and two cows, all of which the court asserted, at once brought Holland to mind. This was also true, the court said, as to the word 'Dutchland,'" the bulletin continues. Commenting further on the similarities of the two trade marks, the court remarked:

Similarity in Sound

"The difference in the words 'Dutch-Maid,' and 'Dutchland Made,' both as applied to ice cream, is so slight that we are of opinion a listener to radio advertising could very easily confuse the one for the other. Ice cream is an inexpensive food product and of common, every day use. The radio listener would not be expected to give attention to the pronouncing of the names with the same degree of care as he would if the product were more expensive or rarely purchased.

The fact, as urged by appellant, that his goods are not advertised by radio does not change the situation. As a prudent business man he probably would so advertise if, in his opinion, it would result in better business for him.

"From the foregoing it is clear that in cases of this kind more attention will hereafter be paid by the courts to the sound of two conflicting marks when pronounced than has hitherto been the case. It, therefore, behooves manufacturers about to adopt new trade-marks to keep this fact in mind and to avoid marks similar in pronunciation to known, used marks, although different in spelling and appearance."

AMEERICAN AIRLINES Inc., Chicago, announces a new code for radio-electronic reporting of flying position. By using a single word ground operators may be informed of the plane's position and destination.

FINCH SELECTING SITE IN NEW YORK CITY

For New Sound-Facsimile Transmitter

SELECTION of a site for its combination sound and facsimile transmitter will be concluded shortly, according to spokesmen for the Finch Telecommunications Laboratories, and work will be commenced immediately on the 1,000-watt transmitter, which is expected to begin broadcasting early in September. Four of the highest towers in New York City are being considered as transmitter sites by the company, which explained that height is of great importance as the short waves it will employ do not curve with the earth but travel in straight lines and so are limited by the horizon. Station is expected to have a coverage of about 45 miles radius.

Uses New Modulator

Broadcasting sound and facsimile simultaneously on a single channel, in the ultra-high frequencies between 31 and 41 megacycles, the station will be the first to use the Armstrong frequency modulator system for duplex transmission. While the program schedule has not been fully determined, news will be the station's major service, especially in the facsimile service which will transmit images four columns wide at a speed of eight and a half feet an hour.

Crosley Radio Corp., Cincinnati, manufacturer of radio receivers and other electrical equipment as well as operators of WLW and WSAI, has been licensed to manufacture facsimile receivers under Finch patents.

NATIONAL TELEVISION CORP. WILL OFFER SETS BY FALL

NATIONAL TELEVISION Corp., New York, announces it expects to offer television receivers to the public within the next month, to retail at $400. The receivers are of standard nine-inch image size, according to Hamilton Hoge, assistant to the president.

OFFICERS of the company are Chester Bradelton, chairman of the board and also chairman of Artcuras Radio Tube Corp., and Robert Harding, president, who is a patent attorney and engineer. Chief engineer is Ernest A. Tubbs.

National Television uses its own equipment, a 441-line cathode ray system, and has developed a synchronizing signal generator which locks the lines in place. The company conducts a television school which offers a complete education in television and is known as the Television Training Corp.

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THE MOST POWERFUL STATION

between St. Louis, Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS — NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

Edward Petry & Co., Natl. Representatives
New York Chicago Detroit San Francisco

"THE VOICE OF OKLAHOMA"—TULSA

BROADCASTING • Broadcast Advertising

WEBBC

Tells Your Story In America's Second Port DULUTH & SUPERIOR

And on the IRON RANGE ITS WMFG Hibbing WHLB VIRGINIA

July 15, 1938 • Page 61
BELLHOPS from 11 Minneapolis hotels, each carrying a suitcase and pail of icewater, raced four blocks up Nicollet Avenue in the first annual Bell Hop Derby of WCCO, Minneapolis, to publicize the NCAA track meet at the University of Minnesota.

DURING HOT summer months WIBN, Milwaukee, is broadcasting daily the official air and water temperatures at Milwaukee's bathing beaches. In its third consecutive year, the service is sponsored by Mrs. Karl's Bakeries.

A PREVIEW of The Labor Parade, AFL disc series to run on 60 stations, was held July 6 at the studios of Radioscopics Inc., Washington.

WILLIAM H. Bell, Jr., WISN, DURING HOT BELLHOPS ASTATIC MICROPHONE LABORATORY, Minneapolis, is increasing the number of its Hit Eveready Crystal Microphones, 0.8 watt, in the interchange-able plug and jack, and has purchased an RCA 250-D, 250-watt transmitter and associated equipment. WBEK, Wilkes-Barre, Pa., also, has signed for an RCA 250-watt transmitter.

R. J. COAR, of Radioscopics, Washington, has been appointed distributor for the recording division of Universal Microphone Co. L. C. Shumaker continues as Washington, D. C., factory representative.

WSTY, Syracuse, has added a new RCA OP-5 amplifier to its remote engineering department to aid handling remotes.

KBSC, Seattle, has installed a Col-lins 12-es remote amplifier and has converted RCA turntables to new pick-ups.

WMAQ, Chicago, has completed installation of Western Electric automatic power switching equipment required to carry a 24 kw. load. Howard G. Lamm, WBC, center, NBC division engineer, and W. R. Lindsay, engineer of WMAQ, say the new apparatus can cut over from one power line to an alternate in onethirth of a second.

E. F. JOHNSON Co., Wescosa, Minn., has issued its new Catalogue 301, listing its line of broadcast and commercial radio equipment.

"The Crystal Specialties Since 1925"

"Scientific"

"Low Temperature"

"Co-efficient Crystals"

Approved by FCC

Two for $75.00

$49.40 each

Supplied in insulation Air-Gap Holders in the 500-1500 Kc. band. Frequency Drift guaranteed to be "less then three cycles" per million cycles per degree centigrade change in temperature. Accuracy: "Better than .01%. Order direct from

"Scientific"

"RADIO SERVICE"

124 Jackson Avenue

University Park

Hyttsville, Maryland

Your files of radio communication components will not be up to date without a copy of the 1938 Bliley Catalog which describes the line of Bliley Crystals. Holders and Connectors from 200c. to 3mc.

Of special interest are the high frequency crystal units. Types MO and MOs, for frequencies above 750kc. are designed to provide greater stability and reliability under severe conditions, they are particularly adaptable for mobile and portable applications.

Write for your copy today—just ask for Bulletin G10.

BLILEY ELECTRIC CO.

UNION STATION BLDG. • ERIE, PA.

Page 62 • July 15, 1938

BROADCASTING • Broadcast Advertising

Deaths on the Wane

DESPITE misingings of Washington, D. C., traffic judges, WLO, finally prevailed upon them to allow daily broadcasts direct from traffic court in an effort to curb speeding and reckless driving in the capital city. Strongly backed by Rep. Schultze (D-Ind.), director of the District's traffic safety campaign, the WOL quarter-hour broadcasts began Feb. 10. The judges and Washington residents now voluntarily compliment the station for its work. A comparison of figures for the first five months of 1938 with 1937 show deaths by accident 26.8% less; minor injuries, 25.4% less; and property damage down 12.5%.

WLS, Chicago, broadcast a special interview series July 4, the 200th anniversary of the Battle of Hamel in which the old Illinois National Guard had engaged. Leo Boulette, of the WLS program department, handled the interviews.

WAAT, Jersey City, during the week of July 12, celebrated the anniversary of its first year of covering the Newark Airport by sending its agents, Bob Becker and Engineer Art Beadle with transcription equipment on a sky tour of the eastern half of the continent. Equipment for the tour was prepared by the Presto Corp.

WLW-WSAI, Cincinnati, originated three broadcasts from the convention of the American Osteopathic Association there July 13-15; a round-table on "What's Ahead in Medicine"; Dr. John L. Felston, Congressman from Pennsylvania, speaking on "The New Social Conscience"; and Harriet W. Elliott, dean of women at the University of North Carolina, speaking on "Better Care for Mothers and Babies".

KSOO, Sioux Falls, N. Dak., outlet, last month dedicated its new 5,000 watt transmitter with a special program. Congratulations messages from Gov. Jesse of South Dakota, William B. Hedges, NBC vice-president, A. N. Gray, NBC Sales Manager, J. A. M. Smith, president of the Manchester Biscuit Co., and other state and civic leaders were included.

WSOC, Charlotte, N. C., recently held its annual contest for selection of "Miss Charlotte of 1938"., with Davey Drum as m. c. of the event, and ten sponsors participating.

WTCI, Hartford, Conn., recently signed a new long-term contract for full leased wire Transradio Press Service.

C.R.E.I. • Announces

its own building combining every school activity under one roof

"An Institute of radio training equipped with the radio industry"

In its impressive new building on Washington's famed Sixteenth Street C.R.E.I. takes its place among the foremost technical training institutions in the country. Every modern facility has been bestowed by an alumnus who made the first One Year Residence Class will convene in the new building. The class is now forming—please write at once for details and illustrated catalog.
Radio's Effect on Press
Is Studied at Princeton

AS ONE of its studies relating to the
general value and role of radio in the
lives of listeners, Princeton's radio research department is
investigating radio news and news
commentators in an effort to trace
historically the effect of radio on the
newspapers. Dr. Hadley Can-
tril, of the school of public and in-
ternational affairs, informed
broadcasting, July 6.

This study, Dr. Cantril declared, en-
compasses a comparison of news as
broadcast and as printed, and the
public reactions to the two
methods. The study will be
completed by early fall and the results
probably published by the Prince-

Tips on Research

IT IS MORE informative for re-
searchers to talk in greater detail
to fewer people than it is for them
to interview thousands of persons
on only a few points. This is the
opinion of Dr. Frank N. Stanton,
CBS New York director of market
research, expressed June 30 at a
meeting of Los Angeles Chapter,
American Marketing Assn., in Hol-
lywood. Present methods of gath-
ering information for CBS under
Dr. Stanton's direction were ex-
plained at the meeting. Longer
questionnaires are being employed
by CBS advertising researchers
than formerly and more complete
pictures so created, he stated. Dr.
Stanton invented the first mecha-
nical device used to measure indi-
vidual radio listening.

In Washington...

Environment

Consistent with the atmos-
phere of a distinctive location,
the luxurious comfort, digi-
talized service, and superior cu-
sine of the Hay-Adams House
blend into an environment that
parallels the tastes of discrimi-
nating travellers. Hay-Adams
rates make any other choice a
poor economy.

P & G Renews Pair
PROCTER & GAMBLE Co., Cin-
cinnati, has extended its NBC con-
tracts for Kitty Keene and Ma Perkins
for another 52 weeks, begin-
ing July 4. These programs,
advertising Dreyf and Oxypil re-
spectively, began on NBC May 20,
and the new contracts bring them
in line with those for the other P & G programs, so that they all
expire at the end of the P & G fiscal year. Kitty Keene is cast-
broadcast over a 15-station split Red
network in the middle west, from
11:45 a. m. to noon five days weekly,
and Ma Perkins on 11 Blue sta-
tions from 10:45 to 11 a. m. also
five days a week. Agency for both
products is Blackett-Sample-Hum-
nert, Chicago.

PLEA FOR STATION
IN CLEVELAND LOST

IN AN OPINION July 1, the FCC
denied the application of Great
Lakes Broadcasting Co., for a new
regional station in Cleveland. Tes-
timony during the hearing held last
July and reopened in October,
brought out that the company was
backed by Transamerican Broad-
casting & Television Corp., New
York station representative or-
ganization and that $100,000 to con-
struct the proposed station would
originate with Warner Bros., mo-
tion picture producers.

The testimony also indicated
that the proposed station would
furnish its facilities to Transameri-
an at 70% of net regular rates.
Transamerican representatives tes-
tified it desired a Cleveland station
as an outlet for its program and
advertising service, according to
the decision, and a showing was
made 'as to the ability of Trans-
american to make agreements with
any existing Cleveland station for
the handling of its business.'

In denying the application for
an unlimited-time station on 1270
kw, with 1,000 watts night and
6-
000 day, the Commission said that
the granting of the application
would not cause objectionable in-
terference to any established sta-
tion, and that, while the evidence
indicates there may be a need for
an additional station in Cleveland,
"the degree of need shown by the
applicant for this station is not of
such a convincing and compelling
nature as to warrant the Commis-
sion in departing so radically from
standards of allocation and service
which have been established as
primary elements in determining
whether a particular station would
serve public interest, convenience
and necessity from the standpoint
of the nation as a whole."

BROADCASTING • Broadcast Advertising
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www.americanradiohistory.com
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JUNE 30 TO JULY 13, INCLUSIVE

OFFICIAL SCOPS

New Zealand Uses Radio to Beat Newspapers

BECAUSE of a quarrel with newspapers, debates in the New Zealand House of Representatives are broadcast with the result that the government uproars the newspapers at will, according to a recent New York Times dispatch. The Sociali- stic Government of New Zealand has been agreeably surprised by the results of the broadcasts, the dispatch said.

The governments have convinced the people that politics can be interesting and have created reputations for many unknown politicians who excel in debating repartee. So convinced is Prime Minister Savage that his party has gained a new, that plans are being pressed for a new station which will give continuous coverage to the proceedings in the House, according to the article. The debates are part of the broadcast over the newspaper opposition on 2 YA, 60,000 watts on 570 kc, the most powerful station south of the Equator.

Radio has entered into regions never before used to any advantage, says WSM's Engineer J. H. DeWitt Jr. By means of an experimental micro-wave transmitter, WSM, the Nash- ville station is no longer at the mercy of the elements and other obstacles such as microwaves signals. The transmitter is the building of the National Life and Accident Insurance Co., WSM par-

where the studios are housed. Like light, the signal is conveyed into a narrow beam and directed to the receiving antenna, usually near the top of WSM’s 878-foot tower, located 11.3 miles away. Heightening and vertical beam spread is necessary because of hills halfway between studio and transmitter.

A coaxial transmission line of three-inch copper downspout with a single wire inside extends from top to bottom of the building. The signal is amplified, and then carried to the sending and receiving antenna by Chief Engineer J. H. DeWitt Jr. The signal is in the order of a few mil- lions of one volt. It is picked up by the AM broadcast receiver, whose output is fed through an underground cable to the control rooms.

At any time the radio transmitter can be plugged into either the regular telephone line in normal times or the micro-wave transmitted signal in any emergency or accident that might destroy telephone communication be- tween studio and transmitter.

In a recent demonstration on the air, the WSM engineer, at one time, without announc- ing the change at the time. No one could tell the difference.

When the micro-wave signal is used for broadcast purposes on WSM, the current is brought down the tower, amplified, brought underground to the station building where it is further amplified by the radio transmitter, and then fed back over the tower at a power of 50 kilowatts. The amplification from the tower is then broadcast to the broadcast amount to 21,000,000 to 1.

The equipment used in developing this experimental micro-wave transmitter, 4XFN, was built in Nashville by the WSM engineering staff, under Mr. DeWitt’s direction.

Nutty But Nice

"THOM HAFFEY is a screwball" says engineer who operate controls on his Mi-

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At any time the radio transmitter can be plugged into either the regular telephone line in normal times or the micro-wave transmitted signal in any emergency or accident that might destroy telephone communication be- tween studio and transmitter.

In a recent demonstration on the air, the WSM engineer, at one time, without announc- ing the change at the time. No one could tell the difference.

When the micro-wave signal is used for broadcast purposes on WSM, the current is brought down the tower, amplified, brought underground to the station building where it is further amplified by the radio transmitter, and then fed back over the tower at a power of 50 kilowatts. The amplification from the tower is then broadcast to the broadcast amount to 21,000,000 to 1.

The equipment used in developing this experimental micro-wave transmitter, 4XFN, was built in Nashville by the WSM engineering staff, under Mr. DeWitt’s direction.
**NETWORK ACCOUNTS**

(All times EDT unless otherwise specified)

**New Business**

THOS. LEEMING & Co., New York (Humane Benevolent Paganism’s hand cream), on Oct. 17 start for 22 weeks


STANDARD BRANDS, Montreal, on Sept. 5 starts Getting Most Out of Life on 27 CBC stations. Agency: J. Walter Thompson Co. Ltd., Montreal.

TICK CHEMICAL Co., Greensboro, N. C. starts renewed on Oct. 2 starts program on 51 NBC-Blue stations. Sat., 10-11:30 p.m. Agency: Moore International, N. Y.


NORTH AMERICAN Accident Insurance Co., Newark, has started Five Star Fun on 13 Interrex stations, Mon., 10-11:30 p.m. Sun., 9-10:30 p.m.

P. LORILLARD Co., New York (Sensation cigarettes, Muriel cigar), on July 26 starts for 22 weeks Don’t You Believe It on 19 Mutual stations including 13 Colonial, Tues., Thurs., 7:45-8 p.m. Agency: London & Mitchell, N. Y.

BALLARD & BALLARD Co., Louis ville (cattle and poultry feeds), on Sept. 16 starts Smiling Ed McConnell on its quarterly-hour Friday and Saturday morning series beginning on a split NBC-Red and Blue network (Broadcasting, July 7).

Renewal Accounts


PROCTOR & GAMBLE Co., Cincinnati, on July 4, renewed Kitty Keene (Dreft) on NBC-Red stations. Mon., thru Fri., 11:45-12:15 p.m., and 4:15-4:45 p.m., both renewals for 52 weeks. Agency: Blackett-Sam-Wellmerett, Chicago.

**TRICK WITH EYE**

Demonstrated by Hindu in Feature on WHN-WACKIEST broadcast of the year, a half-hour description of an experiment in extra-terrestrial perception, was produced by WHN, New York, on July 7. Before a studio audience of some 600 guests, a committee of doctors and scientists blindfolded an East Indian entertainer, Kuda Bux, to test his claim of "eyeless sight." After his eyes had been covered with dough and cotton and his head swathed in hotel towels and surgical gauze until only his nostrils were uncovered, Kuda Bux read letters, cards and papers handed him by spectators, added a column of figures on a blackboard and walked a wavy chalk line without difficulty, all of which was described to the listening audience.

Mr. Bux, however, could not read a card covered by a towel, nor, after the bandages had been removed, could he read through a single towel over his face.


ACME White Lead & Color Works, Detroit (paints, varnishes), on Sept. 27 starts Ed McConnell on split NBC-Red and Blue network, Tues., Thurs., 9:20-10:20 p.m. (EST), on NBC-Blue in the East rebroadcasted 4:30-5 p.m. on NBC-Red in the West. Agency: London & McDonald, Chicago.

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AMERICAN TOBACCO CO., New York (Lucky Strike cigarettes), on Aug. 6, renewed for 13 weeks Your Hit Parade on 90 CBS stations. Mon., 10-11 p.m. Agency: Lord & Thomas, N. Y.

H. WASHINGTON Coffee Refining Co., Morris Plains, N. J., on Sept. 24 renewed for 32 weeks Taste Jim's Question Box on 7 NBC-Red stations, Sat., 7-8:30 p.m. Agency: Cecil, Warwick & Legle, N. Y.

LEVY BROS. Co., Cambridge (Rinso, Lumber), on Sept. 20, renewed for 16 weeks Big Town, with Ed Robinson, on 21 CBS stations, Mon., 6-7 p.m. (EST), Mon., 6-7 p.m. (CST), Mon., 6-7 p.m. (CST), Mon., 6-7 p.m. (EST). Agency: Rolfson & Ryan, N. Y.

QUAKER OATS Co., Chicago (Quaker Oatmeal), on Sept. 26, renewed for 26 weeks Dick Tracy on 16 NBC-Red stations, Mon., thru Fri., 5-5:30 p.m. Agency: Sherman K. Ellis, Chicago.

**GATES Remote Equipment**

"Does a Better Job at a Lower Cost."

"GATES RADIO & SUPPLY CO." Quincy, Ill.

**AN ADVERTISEMENT WITHOUT A SINGLE STARTLING FACT**

WE HAVE to be showmen. We deal with people in the broadcasting game which, after all, is show business as much as the movies or the theatre. If it wasn’t for showmanship, radio programs would be where they were in 1922. And the listening audience would be about the same size it was in those days, too.

We don’t build programs, check timing or select the cast. All we do is to build the equipment the stations use. But we like to put a little showmanship into that. Have you noticed the clean cut, smooth styling of RCA equipment? Our designers say they can make a transmitter or a mike stand look so smart that the visitor or the client will know the station is up-to-date and on its toes.

We also know that nobody buts just from outside appearances. But other things being equal (and we think we have the edge) you’d rather have a sleek looking job than a frumpy one. Styling fits right in with the showmanship of the station.

In another respect we’re showmen, too. We know in the show must go on. That’s why we consider reliability before anything else. If the equipment breaks down during the program, the station is mad, the client is mad and the people who wanted to listen are mad, too. We don’t want them mad at us.

Frankly, we think the kind of showmanship we use in building broadcasting equipment helps our business. We think it will help you. Take a look at RCA apparatus and see if you won’t agree with us. AN ADVERTISEMENT OF THE RCA MANUFACTURING COMPANY, INC.
Merchandising & Promotion

**Ward Bread Testers**

To promote Jane Arden, serial drama broadcast five days weekly in WAZ, New York, Ward Baking Co., using the printed bands on its bread wrappers, window displays, flyers, displays and newspaper space on radio pages. The crew of 84 girls who make home-to-house calls in New York daily, asking housewives to compare a package of Ward's bread with competing brands, are also checking on the present audience of the program and reminding listeners to tune in. Ward advertising is directed by Sherman K. Ellis, New York.

**Loseto, Eats Wheaties**

PROMOTION stunt on WIND, Chicago, resulted from a bet on the recent All-Star baseball game and Russ Hodges, WIND sportscaster, will eat a bowl of Wheaties on a downtown street corner. In stead of having one baseball announcer give an unbiased play-by-play description of big league games, WIND has two announcers during the season with one rooting for the American League, the other for the National League. Jimmy Dudley, announcer-rooter for the National League made the bet. Wheaties.

**Dairy Promotion**

**RADIO** is being used by the Golden Dairy Delivery Co., San Francisco, to promote two new merchandising features. One is a protective velcro for social security cards and the other a cottage cheese glass with the Golden Gate International Exposition theme drawn in green enamel. The glass tumblers have been promoted for past month in Bonne Bell's Minute News three times daily except Sunday on KFRC, KFBK and KMJ.

**Jimmie's Cadets**

FIRST EIGHT weeks of Air Adventures of Jimmie's Cadets, broadcast over Mutual-Don Lee network, the promotion department of Don Lee Broadcasting System, Los Angeles, has mailed out a promotional piece in the form of a telegram. Titled Radio Flash, and sent to more than 8,000 Pacific Coast retail plumbers, the magazine promotion is written to the broadcast and asks cooperation in publicizing the show and products of Wheeling Steel Corp., sponsors of the weekly program.

300 DISPLAYS like these, most of them non-duplicating, are spotted throughout the primary coverage area of KGNC, Amarillo, Texas, and are the merchandising service for network, spot and local accounts.

**WCKY and Food Show**

WCKY, Cincinnati, will broadcast daily from the Cincinnati Retail Grocers and Meat Dealers Assn., Pure Food & Health Exposition at the Zoological Gardens, Aug. 23-Sept. 5, according to L. B. Wilson, president and general manager of WCKY. A special studio will be constructed in the WCKY exhibit at the show and programs by staff entertainers will come direct from the exposition. A "Miss WCKY" contest with beauty-winners, is being planned.

**Plugs for Wheeling**

ADVANCE listener interest in It's Wheeling Steel, broadcast over Mutual-Don Lee network, the promotion department of Don Lee Broadcasting System, Los Angeles, has mailed out a promotional piece in the form of a telegram. Titled Radio Flash, and sent to more than 8,000 Pacific Coast retail plumbers, the magazine promotion is written to the broadcast and asks cooperation in publicizing the show and products of Wheeling Steel Corp., sponsors of the weekly program.

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WIDESCREEN ADVERTISEMENTS

**Merchandising & Promotion**

**Strengthened Waves — Steel Flash — Wheaties Eater — Dealer Survey — Copper Country — Slogans**

Reprinted Distributed

**MERCHANDISING department of WOWO-WGL, Fort Wayne, Ind., recently mailed 2,000 copies of the stations' advertisement appearing in the May 1 issue of BROADCASTING, marking the fifth time the program has tied up such a promotional piece and a BROADCASTING ad. The department reports good response to the feature, regarding the plan as a means of covering a large territory of readers with minimum overhead.**

**About a Survey**

WCAU, Philadelphia, has published a bizarre pamphlet titled "Dealers' Choice" describing a survey among food dealers and druggists in the four-State area, asking them: "If some manufacturer of goods you sell was to launch a radio program in the Philadelphia area, which Philadelphia station would you suggest using?"

**The Sports of CBS**

"SPORTS from Columbus," large, colorful promotion piece, lists the schedule have asked radio stations to carry talks of the National League, the National Hockey League and the National Basketball League. Jimmy Dudley, announcer-rooter for the National League made the bet. Wheaties.

**Montana's Delights**

OVER 100,000 four-page Montana Booster folders, carrying a pictorial map of the state's natural attractions, and 50,000 copper wind-shield stickers, are being distributed by KGIR, Butte, and KPFA, Helena.

**Buy Syndicated Service**

**WSPR, Springfield, Mass.** and the Springfield Union News have subscribed to the syndicated promotion service of Adrian James Planter & Associates, New York.

**Slogans for WCKY**

TO FIND a tag line for station breaks, WCKY, Cincinnati, recently ran a two-week slogan contest for listeners and gave prizes totaling $75 for the best slogans.

**Prizes for Likes**

AS A promotion stunt and to determine program likes and dislikes of its listeners, KFOX, Long Beach, Calif., will award monsters' 150 points to fans writing the best letters in answer to the question "What is your favorite spot on KFOX?" Contest closes July 17. Letters may be as long or short as the listeners please. Both adults and children are invited to participate.

**Dog Week Promotion**

RADIO advertisers have been asked to give support to National Dog Week to participate in the 1938 observance of the event. A five-minute period is spent daily on dogs and their relative businesses, according to Robert Briggs Logan, executive secretary of the movement. A complete merchandising program has been prepared by the National Dog Week Committee, 3323 Michigan Blvd., Chicago.

**Depression Fighter**

TIMEKEEPER Fred Jeske of WSyr, Syracuse, carries on an anti-recession campaign of his own with his "early morning program" of "better side" business news and reports on "the future and present events and prosperities, outstanding industrial deals in Syracuse and the nation."

**Brochure for WWL**

**KATZ AGENCY, New York, has published a sales brochure emphasizing special events broadcast activities of WWL, New Orleans, and featuring the work of Henry Dupre, WWL special events announcer.**

**Latest Copper Belt Idea**

**ON COPPER coated letterheads with brochure attached, KGIR, Butte, and KPFA, Helena, Mont., impress their selection, along with KSL, Salt Lake City, for a special campaign to promote Sweet's Superfine Packaged Candy.**

**Seekers of Dow Prizes**

**IN A CONTEST offering prizes for questions to the query "Why I like to trade at Dow's," the Dow Drug Co., maintaining Dow Patrol on WKRG, Cincinnati, received nearly 1,714 responses in three weeks.**

**WIDE TRADE AREA**

**REACHED by Furniture Store**

**ON NOON PROGRAM**

**WITH a third of present business coming from rural areas in a 100-mile radius of Rochester, the Weis & Weis chain credits radio with the bulk of credit for this portion of its business. Lewis Weis, president of the firm, which 15 years just renewed its five-minute six-weekly noon news broadcasts, says that nearly all shoppers from outside Rochester stop at the daily program interests them and brought them to the store.**

A niche use of electric refrigerators proved successful among rural customers, although the same product could be obtained in stores in local towns. Mr. Weis also traces much of the trade from customers in Rochester and vicinity directly to the radio program.
When things happen in WLW-land that are close to the hearts and interests of WLW’s loyal listeners—there you’ll generally find the familiar WLW mike... whether it be the Annual Peony Festival at Van Wert, Ohio...

... the Memorial Day Automobile Races at Indianapolis, Indiana...

the Northwest Territory Sesquicentennial at Chillicothe and Marietta, Ohio... the President’s address at Marietta... the Nation’s Prayer Period at Indianapolis... the opening of the new Ohio River Dam at Gallipolis... the Summer Opera Series from Cincinnati...

... the great mine disaster at Sullivan, Indiana... the Cincinnati Symphony Orchestra concerts... or when Notre Dame’s Fighting Irish take the field at South Bend... When things like these occur—events of interest to WLW listeners there you’ll always find the Nation’s Station on the job.

These things, too, we think are part of the story of WLW—the Nation’s Station.
The RCA-832 is a new RCA development which gives exceptional performance at frequencies from 100 to 300 Mc. It is well-suited for use in transmitters intended for line-of-sight communication.

This new tube contains two beam power units in one envelope. It is designed primarily for use as a push-pull u-h-f power amplifier with maximum ratings at wavelengths as short as two meters. With reduced ratings it may be operated at wavelengths down to one meter.

The excellent performance of the RCA-832 results from its compact, balanced structure and close electrode spacing. Its internal shielding eliminates the need for neutralization in properly designed circuits. Short internal leads minimize internal lead inductance. The terminal arrangement provides excellent insulation and facilitates symmetry of circuit layout.

For use in class C telegraph service, the RCA-832 has a maximum d-c plate voltage rating of 400 volts, a maximum total plate input of 36 watts and a maximum total plate dissipation of 15 watts. The heaters are arranged for operation from either 6.3- or 12.6-volt supply. $28.75

Chart shows frequency performance characteristics of RCA-832 for different classes of service.

Over 325 million RCA radio tubes have been purchased by radio users. ... In tubes, as in radio sets, it pays to go RCA All the Way.

RCA presents the Magic Key every Sunday, 2 to 3 P.M., E. D. S. T., on the NBC Blue Network.