THREE GOOD REASONS WHY 73% OF WOR’S SPONSORS ARE THE LEADING NATIONAL ADVERTISERS
Another Year--Another Million!

Every year WLS has been under present management, more than a million letters a year have been received from listeners. In the first half of 1938, over 600,000 such letters have been received -- another million letter year. WLS still holds its loyal listening audience -- and still gets Results!

National Representatives:
INTERNATIONAL RADIO SALES
Chicago, New York, Detroit, Los Angeles, San Francisco

THE PRAIRIE FARMER STATION, Chicago
Burridge D. Butler, President
Glenn Snyder, Manager

www.americanradiohistory.com
THE YANKEE NETWORK
KEEPER OF THE KEYS TO
THE NEW ENGLAND MARKET

The market map of New England shows several divisional areas. Each must be reached directly for the most effective and profitable coverage of the whole area.

The Yankee Network offers you the strongest combination of stations for making a forceful, sales-producing drive in spots where mass buying is heaviest.

Sixteen popular local stations are now included in The Yankee Network group — each station situated in an urban shopping center and dominating the adjacent region. Together these stations deliver your selling message to the people of every trading area from the southern boundary of Connecticut to the northern counties of Maine.

The Yankee Network gives you all the keys to the New England market.
IMAGINE a stack of dimes 143 feet high; enough box tops to paper 3,200 feet of wall space; a pile of letters sufficient to fill a fair-sized room! Do this and you have a picture of the immediate, VISIBLE returns from the “Man in the Street” program, sponsored Monday through Friday each week by the Lakeside Biscuit Company over WWJ.

This program is a quarter-hour questions-and-answers broadcast conducted by E. L. “Ty” Tyson, WWJ’s own nationally known base ball, foot ball and sports announcer. It features Butter-Maid cookies, a Lakeside product. The offer was a Major League Base Ball Book of Facts and Figures for a box top and ten cents. The Returns: 39,000 box tops and dimes in six weeks!

Such sensational results by the Lakeside Biscuit Company and equally splendid returns from other recent programs prove once again the responsiveness of WWJ’s great Detroit audience. Such returns also prove that there is good business in Detroit NOW and that WWJ can help you get it. Be sure to make WWJ a “must” on coming fall and winter schedules in this responsive market.

National Representatives
George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta
During the week of July 11th, through an impartial telephone survey, a cross-section of Washington druggists were asked what station they would prefer for late afternoon advertising.

Twice as many mentioned "WJSV" as any other Washington station.

Late afternoon is the key to economical radio advertising in Washington. Government offices close at 4:30 in the afternoon. Over 100,000 workers stream homeward—to relax before dinner—to listen to the radio.

Government employees—the cream of the Washington market—are good customers for good merchandise. Salaries are high; tenure of office long. With good wages and great security, they can and do spend liberally for the good things of life—for the products you advertise.

When one station so dominates its market as does WJSV in Washington...when unusual working conditions provide night-time audiences during the inexpensive daytime hours...gentlemen, there's a buy!

WJSV

Washington's Best Salesman

Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco.
That's what we ask Alberta Burke and Associates, an independent research organization, to determine the number of radio homes listening to each of the three local network stations in Cincinnati.

In response to this request Alberta Burke and Associates' staff of trained research workers conducted a 13,742 complete round-the-clock coincidental survey for seven days, June 24th through June 30th. As a result it was found that for the total time surveyed listeners were divided as follows:

**WSAI—57.1%**
**STATION A—31.2%**
**STATION B—11.5%**

While this survey was necessarily confined to Cincinnati, there is no reason to believe that this same relative listener intensity is not equally true throughout our entire primary area.

A complete breakdown is now being prepared and is available upon request.
The Value of an Educational Program depends on its Audience

NBC's hundreds of hours of educational features are prepared to hold the interest of listeners...

From its start NBC has recognized as an essential and welcome part of its duty the providing of educational features for the radio audience. But NBC also holds that educational programs must be built to win and hold listeners.

The best intentioned, the most painstakingly arranged program is worthless if not built to hold listeners. Those who create such a program may be tremendously sincere and have a real message, but neither the sincerity nor the message is of any value if there is no audience.

To carry out, in actual practice, the preparation of adequate educational programs has proved to be a difficult art. The problem is not so much of time or staff facilities, as of planning ways to present cultural features in a manner which will attract listeners to tune in these programs.

It is difficult, and it is expensive to prepare and broadcast educational programs that will accomplish their purpose. The obstacles in the way do not prevent, however, NBC from doing in the educational field the job it has always believed should be done.

At present, one fifth, or slightly more, of NBC's air time is devoted to educational programs. 30% is sold to commercial sponsors. And the remaining time is consumed by NBC-produced programs covering many phases of public service and entertainment.

NATIONAL BROADCASTING COMPANY
The World's Greatest Broadcasting System
A SERVICE OF THE RADIO CORPORATION OF AMERICA
WAPI—the voice of Alabama—is one of the oldest, as well as one of the best radio stations in America. It's typical of this dynamic station in this dynamic Southern market that its sixteenth birthday should be celebrated with an announcement of new equipment, new facilities, new services ... of a seventeenth year of greater service than ever!

WAPI now enjoys the only high fidelity equipment in Birmingham—new modern transmitters—new Columbia Network shows day and night. And more power—day and night—than any station in all Alabama. WAPI is the only station that covers all the state day and night. And it's the only Birmingham station that serves the farmer as well as the worker ... with farm shows that rural audiences want to hear.

Birmingham is one of the nation's major markets. 375,000 busily employed customers for you, in Birmingham alone, with wages NOW higher than in many Northern cities. And Birmingham's giant mills are operating at closer to capacity than anywhere else in the nation.

Birmingham has the will to buy—the ability to buy NOW. And WAPI, Birmingham's favorite station, provides the key to this vast market... to the mightiest concentration of industry and population in all the South.
UP GOES KRGV!

To Join Banners With KGNC and KFYO

To Cover Texas' Two Isolated Markets

KRGV, the NBC station of the Lower Valley Grande, is now under the same management as KGNC, Amarillo, and KFYO, Lubbock. You know what this means:

- The same type of loyal audience!
- The same type of effective merchandising service!
- The same type of dominating coverage for the isolated tip end of Texas as KGNC and KFYO guarantee for the isolated Panhandle market.

Watch KRGV's smoke. She's going places, too!

KRGV, 1,000 watts, is the only Network Station in the “Lower Valley Grande” — NBC, Red and Blue.

Competition Rate

For An Attractive

Combination Rate

On these three highflying stations, content their national representative

HOWARD H. WILSON CO.

KANSAS CITY

CHICAGO

NEW YORK
Baseball School Big Hit in Cleveland

It was July 16th. Baseball schedules showed the Indians on the road. Yet, toward Cleveland's Stadium moved hundreds of boys, eager, anxious, chattering baseball.

Curious grown-ups who followed saw the unfolding of one of the most promising promotion and advertising ideas ever developed in Cleveland—a free baseball school for youngsters, with heroes they had worshipped from afar, acting as instructors.

It was when executives of Goodrich Tires and Cleveland's WGAR put heads together that the idea started rolling. Tris Speaker (who brought Cleveland its 1920 World's Championship) and Franklin Lewis (WGAR sportscaster) air a daily baseball review for the rubber company. Juniors, as well as their elders, were regular listeners. So why not a closer tie-up by making a closer friend of Junior? The baseball school was a natural follow-up.

And so the Goodrich Baseball School was launched. Lads from seven to seventeen swarmed to register, proudly donned membership buttons which made them advertising emissaries of Goodrich, brought along fathers who since have expressed gratitude in purchases from the sponsor.

But the staff of Cleveland's Friendly Station does not seem ready to relax. Not according to recent huddles which bespeak still more ideas for sports-minded radio advertisers.
Record Autumn Is Foreseen by Networks

Midsummer Finds SRO Sign for Choice Evening Periods; Business Upturns Aids Fall Advertising

IF THE PRESENT rush of advertisers seeking time on the nationwide networks this fall and winter continues, 1938 is going to break all previous records for network time sales. Although it is now only midsummer, already NBC and CBS are hanging out the SRO sign for the more preferable evening hours.

Of the six-month periods, between 8 and 10:30 p. m., NBC-Red has only 2 1/2 hours unsold for the entire week, and since the Saturday evening time between 9:30 and 10:30 will probably be retained for the second Toscanini series, the advertisers wishing to use the Red during these hours have little choice left.

NBC-Blue Looking Up

The Blue network naturally presents a wider choice, but already contracts have been signed for more than eight hours a week more of commercial programs than are on at present and new contracts are coming in every day. In answer to a query from Broadcasting, Roy C. Witmer, NBC's vice-president in charge of sales, said: "Each year when rates for stations are reviewed regarding our fall prospects I have avoided making over-optimistic guesses. As a result, our business has continually turned out to be better than our prophecies. Based on orders in hand and contracts now being negotiated, I am glad to say that the fall of 1938 should be at least as good as 1937, which was the biggest year in our history."

At Columbia the picture is much the same. Of the 8-10:30 hours throughout the week only 4 1/2 are still unsold, and these are periods opposing such persistent audience-monopolizers as Fred Allen, Bing Crosby, Jack Benny, Charlie McCarthy and Kay Kyser. W. C. Gitter, CBS sales manager, told Broadcasting that "the present pace at which new and renewal contracts are being closed indicates high probability for a sellout on Columbia for fall and winter business. This prospect," he added, "is particularly encouraging in that it probably reflects a general strengthening of business conditions throughout the country. Already the CBS fall schedule calls for more than 10 hours more sponsored time than the network currently carries.

"On Sept. 15, 1938, the Mutual Broadcasting System observes its fourth season with its American third national network," declared Fred Weber, general manager. "It is particularly noteworthy to report that the end of six months of service to the advertiser and the listener, business signs for the fall point to an increasing upward trend.

"For the first six months of 1938 our billings showed a cumulative increase of over 15% Advance orders for time reservations lead us to believe that we shall hold this improvement over the past year and even better it. Several new and cooperatively sponsored programs, a new idea in network coast-to-coast broadcasting conceived by the network and included in plans for the 1938-39 season."

With present advertisers renewing, many new ones signed and others inquiring into the possibilities of broadcasting, Pacific Coast network executives look to the autumn as a prime time to achieve new business. While some national and regional advertisers curtailed their Pacific Coast activities during the summer, practically all will be back in full swing in fall, executives of CBS, NBC and ABC sales offices believe.

They pointed out that what curtailment actually occurred has been considerably offset by the inclusion of new advertisers into the network picture. There have been more inquiries than ever before from the present advertisers, they pointed out, is not to find new sponsors so much as to find enough hours. Time already sold and renewed on the same network includes any possible slump during the coming season's high spots, the executives assert. The task confronting them is to present them withiks, it was said, is to sell additional daytime hours to improve the season's records and also the business of continuing to contract late evening time, such as 10:30 p. m. and after.

Good Prospects on Coast

Advertisers are more alive today than ever before to the dollar-for-dollar value of broadcasting in the autumn, and it is the general opinion of West Coast network executives that business during the next year will surpass that of last year, with a gradual pick-up as the nation recovers from the recession.Advertisers, confident in the general business improvement to come, are arranging their budgets accordingly, hoping to "cash-in" on the results. Several West Coast network advertisers devote their entire budgets to radio this year, it was said.

Entering the summer as the nation's largest regional network, Don Lee Broadcasting System, Los Angeles has made additions to its nationwide networks which will attract an increase in fall business of more than 25% over that of last year, according to Miss Ridgway, general sales manager. He stated that the Don Lee network, with 29 stations in California and Oregon, is planning to swing out to excellent fall and winter business. He announced an increase in rates for the network will go into effect on Sept. 1.

Donald W. Thornburgh, CBS Pacific Coast vice-president, who recently returned to Hollywood from a three-week trip to New York and Chicago stated that radio looks for a greatly improved and enlarged season this fall.

"From all indications Hollywood will play an increased part as (Continued on page 82)"

New and Continuing Network Accounts Slated for Fall...

[All times EDT to Sept. 24 and EST beginning Sept. 25, unless otherwise indicated]
Sale of Stations By Hearst Radio Expected Shortly

IRS Shakeup Not to Hold Up Current Negotiations

DESPITE current rumors to the contrary, precipitated by resignations and shifts in the International Radio Sales organization, it was learned authoritatively by Broadcasting that the sale is "moving rapidly" toward the liquidation of the remaining Hearst Radio station properties and that the Hearst interests have given up their plan to sell all but one of the 10 stations.

Gough Offers to Buy Three

Mr. Gough, on behalf of un-named backers, made a take-over offer to buy WCAE, Pittsburgh; WBAL, Baltimore, and WISN, Milwaukee, for a sum said to be in the neighborhood of $25,000. The offer was turned down, however, since WCAE is the one station of the group that was not expected to be contemplated purchasing the three in a block. It is expected, however, that he entered bid for the other two separately and possibly for others in the group.

KEHE was sold for $400,000 and WINS for $250,000. Applications have already been made to the FCC for approval of the KEHE transfer, with Mr. Anthony applying also for authority to sell KECA to WISN, Milwaukee, and KERO, San Diego, who seeks to move it into that city.

McNinch to Leave Hospital by Aug. 1 And Plans Aug. 10 Return to His Desk

CHAIRMAN Frank R. McNinch of the FCC who has been confined to the Naval Hospital in Washington for most of the month, will leave by Aug. 1, and plans to return to his official duties Aug. 10. Despite reports that he is seriously ill, it was learned authoritatively as Broadcasting went to press that the chairman has progressed "very well" and will return to his home by the first of August. Curiously enough, the station with which he is connected in the condition and at no time has been seriously ill, it was stated. Mr. McNinch, who as originally planned, plans to remain in the institution for only a fortnight, but the time was lengthened because of the desire of his family that he get as much rest as possible.

The FCC chairman, urged by his doctors to return to his desk before returning to the Commission, plans to spend several days at a beach. He was reported as being anxious to return to his desk particularly in connection with the chain-monopoly hearings tentatively planned for the fall. He is chairman of the four-man committee charged with these proceedings.

Meanwhile, reports were current of a revival of efforts to designate a vice-chairman of the Commission. The law itself provides only for the designation of a chairman, to be named by the President from among the seven FCC members. No specific mention is made of the vice-chairman in the statute.

Commissioner Irwin Stewart, who retired from the FCC a year ago, served as vice-chairman, having been selected to that post by his fellow members despite the lack of a provision in the law for the office. The practice pursued by Chairman McNinch has been that of designating a member of the Commission to sit as acting chairman at any time he happened to be absent. Currently, Judge E. O. Sykes is acting chairman.

Rehearing Sought On Grant in Texas

A PETITION for rehearing in the so-called Wichita Falls case [see page 14], in which the FCC on July 12 authorized Wichita Broadcasting to erect a new 500-watt night and 1,000-watt day station on 620 kc., to replace KGKO, which was transferred on May 1 into the hands of Ben S. Fisher, of Worth, was filed with the FCC July 28 by Paul D. Spearman, counsel for the Wichita Broadcasting Co., one of the rejected applicants seeking 1,000 watts full time on 1380 kc.

The same day the Commission denied a petition for rehearing of the case by Henry S. Fisher on behalf of KTBS, Shreveport, an applicant for the 620 kc. channel. KTBS was automatically barred from the channel by reason of the grant to Wichita Broadcasting Co.

In his petition for rehearing, Mr. Spearman stated that the Commission erred in failing to make findings of basic fact from the testimony, notably that the new station would serve as large a population day and night as proposed by the Wichita company. He also claimed that the Wichita company "is not now and cannot become qualified to transact business in the State of Texas" and not legally qualified to be recipient of a construction permit.

The case, in the Wichita company's proposed transmitter site would be a hazard to air navigation on the premises, Mr. Spearman stated that the Bureau of Air Commerce would have approved any application filed by the FCC and will approve it now. It was the fault of the Commission, he stated, that such an approval was not asked and received from the Bureau.

The Wichita Falls case has been involved in controversy for many months, with many parties taking part in it. Broadcasting, July 1]. The Wichita Broadcasting Co. was originally headed by R. W. McFarlane, father of Rep. William D. McFarlane, but at the hearing it was stated that the stockholders had been changed, with Joe Spearman of Wichita, KGKO's attorney, replacing the elder McFarlane as president. The West Texas Broadcasting Co. includes the publishers of the Wichita Times and Wichita Falls Record News as 40 per cent stockholders, the former owners of KGKO (headed by C. W. Snider, wealthy oil man) as 40 per cent stockholders and a group having membership in the Wichita Falls Chamber of Commerce as 20 per cent stockholders.

4 Seeking 940 Kc. Denied

The applications of four newspaper groups, each seeking the 940 kc. assignments, which, it was stated, were all denied in an FCC decision July 29, were by El Paso Eastern Publishing Co. (El Paso Times), seeking 1,000 watts full time for a new station; World Publishing Co. (Tulsa World) seeking 1,000 watts full time for a new station; World Publishing Co. (Tulsa World) seeking 1,000 watts full time for a new station; and KSAO, Inc., San Angelo, Tex. (San Angelo Standard & Times, Houston) seeking to shift to 940 kc. for KGKL with 1,000 and 5,000 watts from its present assignment of 1,250 kc. The Zavala-Brunswick Co., Tampa (Tampa Tribune), seeking 1,000 watts night and 5,000 day.

Cosmetic Firm Placing GIBBS & Co., Chicago (Breez cosmetics), having concluded a test on WTMJ, Milwaukee, will add stations in Minneapolis, Chicago, St. Louis, Detroit and Cleveland on Sept. 1 for its 15-minute radio gossip program. Ruthrauff & Ryan, Chicago, is agency.

Photo by Busch

LATEST photo of FCC Chairman Frank E. McNinch, who spent most of July in Naval Hospital, Washington, but plans to be back at his desk on August 10. Reports that he was seriously ill are denied by family sources.

WHN Appoints Petry

WHN, New York station owned by the Metro-Goldwyn-Mayer film interests, has appointed Edward Petry & Co. as representative, effective Aug. 15. The contract was signed by Louis K. Sidney, manager, just before returning to Hollywood after several weeks at the station. Next fall Mr. Sydney will be in charge of producing the Maxwell House and M-G-M Good News of 1938 which resumes Sept. 1 on NBC-red.

CAST. Astoria, Ore., on July 29 was authorized by the FCC to shift to full time operation on 1290 kc., using 100 watts night and 250 day, effective Aug. 6. It now operates with 100 watts daytime only on 1370 kc.
WLW 500 kw. Ruling Unlikely This Year

BY SOL TAISHOFF

Station Claims Achievements Show Need to Continue Superpower Tests; FCC Counsel Raps Competitive Effect

THE FUTURE of so-called "superpower" operation, wrapped up in the issue of WLW's plea for extension of its authority to operate experimentally with 500,000 watts will be unresolved until next year at the earliest... and even then protracted litigation is in prospect if the FCC denies the authorization.

This was apparent as the FCC "superpower committee" adjourned the hearings on the station's case. The Committee actually sat as a board of examiners. It must write a report containing findings and recommendations for consideration of the full Commission. Then the FCC will render its decision on the case.

Aside from the bitter fought legal battle, the WLW hearing was unusual in many respects. Practically all of the Commission's case against the station was put in under protest, on the primary ground that the issue did not involve programs, but solely the question of technical feasibility of the experimental operation and whether it should be continued.

Frequent Objections To Admission of Evidence

Presiding was Commissioner Case, serving as chairman of the committee, with Commissioner Craven as vice-chairman. Because of frequent colloquies between counsel and the rapid-fire objections to admissibility of evidence on both sides, Chairman Case found his task a rather arduous one. In only one instance, however, did he reserve ruling. By far the bulk of the rulings on evidence were in favor of the Commission and on the blanket request of admittance of testimony dealing with specific programs, he decided such testimony was relevant over WLW's vehement objection. Commissioner Craven, along with Chairman Case, frequently asked questions to clarify the evidence.

Commissioner Payne, a member of the Superpower Committee, who precipitated the issue by designating the experimental renewal for hearing while the station was in routine broadcast, did not ask any questions in connection with evidence added from the time the hearings opened July 18 until they adjourned July 29. This was also the case during the hearings on the proposed new rules and regulations, held before the same committee June 3-8.

From the very outset of the hearings it was evident that Duke M. Patrick, WLW counsel and former general counsel of the Radio Commission, was building his case for possible appeal. In connection with one ruling, he openly stated it might be necessary for WLW to litigate.

The Commission's case through-out was handled by George B. Porter, FCC assistant general counsel, who was assisted by Ralph L. Walker, senior attorney. After WLW had made its direct case, Mr. Porter opened the FCC case, placing on the stand the three of them subpoenaed from the industry. Their testimony covered principally the competitive factors involved in WLW's operation with 500 kw., and the allegation that stations in its primary service area suffered losses in both network and subscription business by virtue of its dominance.

The crux of the WLW presentation was that it is now rendering what amounts to an indispensable service to many thousands of distant listeners otherwise unable to get a selection of program service, by virtue of a strong secondary coverage; that while technically it has proven the feasibility of operation with 500 kw., continued development is essential to attain maximum efficiency, through reduction of distortions; that to continue this development it has ear-marked a substantial sum, possibly amounting to $100,000, for a radically new type of radiating system which would appreciably enhance its coverage and literally permit it to "steer" its signals, and that it spends a substantial portion of income on programs, program development, talent and public service.

The brunt of the WLW case, aside from purely technical phases, was made by the preprojected and proved vice-president of the Crosley Radio Corp., and general manager of its stations, WLW and WSAI. A veritable commercial history of radio and of programming operations was recounted to the committee by Mr. House, who drew upon his long experience as a top-flight salesmen for CBS and as general manager of the CBS-owned KMOX, St. Louis, in defining such operations, which in the past has been given only scant attention in FCC proceedings.

WLW placed in the record a comprehensive "economics" case as well as an unusually thorough technical presentation. The financial history of the station dating back to 1915 before its 500-kw. operation, which began in 1934; complete breakdowns of its programming operations, analyses of accounts, and similar data were all placed in the voluminous record.

Over WLW protests the Commission questioned Mr. House closely on individual programs broadcast over the station, including proprietaries. Mr. Porter ran through an optimistic roster of Procter & Gamble programs on the station and when he questioned witnesses he had subpoenaed, Procter & Gamble was not there to be called. On this theme, the obvious effort being to show that this large advertiser used WLW for spot programs to the exclusion, or almost the exclusion, of other stations in its primary service area.

John A. Kennedy, operator of WCHS, WDAF, WPAR, Parkersburg, and WBLK, Clarksburg, first Commission witness, told of WLW's gain in testimony that ran for three days. He opposed WLW's 500 kw. operation as unfairly competitive. He argued against the station (WLW) "surpassing" the 500 kw. field, declaring that if any are permitted at all there should be a number of them.

Groundwork Is Laid For Possible Appeal

That WLW intended to prepare its renewal case for a possible appeal, if the FCC should issue an adverse decision, was apparent from the start.

In opening the case July 18 Chief Counsel Patrick called attention to the fact that WLW, in its notice of appearance, reserved the right to "question the power of the Commission with respect to any issue set forth in the Commission's notice of hearing, or with respect to which evidence or arguments may be heard."

He said WLW regarded the issues involved somewhat different from those which might be conducted at a hearing for a regular license renewal. He said he did not concede the "propriety of open inquiry into the origin of the issues set out in the Commission's notice of hearing," if those issues "are to be taken as a basis for definitive findings and eventual decision of the Commission."

Mr. Patrick said specifically that WLW could not want the issues to be understood as conceding the

(Continued on Page 59)

(Continued on Page 48)
Radio Popularity Carries O'Daniel In Texas Primary

Crooning Hillbilly Nominated By Tremendous Plurality

PLUGGING Hillbilly Flour along with his candidacy for the Democratic nomination for Governor of Texas, which he is seeking in the July 23 primary election, W. Lee O'Daniel, Fort Worth flour manufacturer, demonstrated the effectiveness of radio by using it almost exclusively in winning the nomination by a clear majority in the July 23 primaries, and, incidentally, boosting flour sales.

Mr. O'Daniel, stumping 6,000 miles over the state in a whirlwind-six-week campaign with a sound truck and hillbilly band, part of his regular radio show on WBAP, Fort Worth, polled more than 450,000 votes and won nomination over 11 other candidates, the first candidate to be nominated without the formality of a runoff since the 1920 primary law.

Completely ignored by the Texas press when he announced his probable candidacy April 17 on one of his regular hours on WBAP, Mr. O'Daniel swept into national headlines after he had received 54,000 pieces of fan mail from persons urging him to run and drew a crowd of 15,000 at his campaign-opener at Waco in mid-June, using radio as his sole publicity medium. [BROADCASTING, July 1]. In a Houston appearance late in the campaign he drew 20,000 listeners.

Salesman and Singer

As a flour salesman and vice-president of Burris Mill & Elevator Co., Mr. O'Daniel in 1932 started his flour-selling program on WBAP, later extending to the Texas Quality Network, featuring a hillbilly band and his own homespun comment and singing.

Later he formed the Hillbilly Flour Co. in Fort Worth, and transferred his radio activities to promoting his own product. He became president of Fort Worth's Chamber of Commerce, and then, by effort and astuteness, amassed a fortune in his business, with radio as his primary advertising medium.

Using as a campaign slogan a line from one of several songs he has composed Please Pass the Biscuits, Pappy, and responding to his opponents' queries about where he intended to get the $4,000,000 yearly necessary to pay the $30-per-month old age pension he promised by turning on his hillbilly band with Strike up a tune, boys, Mr. O'Daniel let showmanship dominate his business campaign.

The O'Daniel party, including his family and musicians, rolled into Texas towns with their sound truck and put on a show for the large audiences, complete with the candidate's speeches and music. WBAP engineer and producer managed the party, and arrangements for daily WBAP and Texas Quality Network program cleared through the WBAP offices.

KGKO, Wichita Falls, claimed a score of listeners for O'Daniel of his nomination during its 6 3/4 hour coverage of election returns July 23. KGKO originated for NBC Mr. O'Daniel's first coast-to-coast network broadcast. Introduced by Harold V. Hough, KGKO's Hired Hands general manager, the governor-elect brought along his hillbilly band, read poems, told of the race, and introduced his family during the half-hour broadcast.

Mr. O'Daniel, opposed by 11 other candidates, many of them seasoned politicians, other candidates, rolled into Texas towns along with $41,000,000 in campaign advertising and a Hillbilly Band, and won the nomination July 26, 26,000 votes ahead of his closest rival, to run for the Senate from the 13th district.

Bakery Series Renewed

QUALITY BAKERS of America, New York, cooperative bakery organization, on Sept. 20 renews for 26 weeks, its three-weekly quarter-hour transcribed children's detective adventure program, Speedy Stetson, on more than 40 stations nationally. Organization sponsored the serial last fall, and has an elaborate merchandising program for the new series. Written by Virginia Marie Cook, and directed by Don Wilson, the serial is being cut by Radio Recorders, Hollywood, and placed direct with the cooperation of National Radio Ad. Agency, that city, producers of the program.

As Quality Bakers of America, the series is also open for independent sponsorship in other cities.

McFarlane Is Loser In Texas Primary

Critic of Radio is Defeated in Reelection Campaign

REP. WILLIAM D. MCFARLANE, Democratic member of Congress from the 15th Texas district, who took a leading role in the last session in assailing and demanding an investigation of the radio industry and the FCC only to vote against the Connelly Resolution [BROADCASTING, July 11], was defeated for re-election in the Texas primaries July 23 by Edward Gossett, Wichita Falls attorney.

Congressman McFarlane ran second by several thousand votes in a field of five, according to the best advice from Texas has the option of demanding a runoff election in view of the fact that Mr. Gossett, who received few more than 2,000 votes was reported ready to throw his strength to Mr. Gossett.

A Frequent Harangue

The Texan, whose home is in Graham, a small town near Wichita Falls, repeatedly assailed the FCC on its media monopolies at speeches in the House during the recent Congress, and took occasion in the House to attack the FCC and the radio industry. At one time he alleged that two former senators were employing the service of a large radio company to influence a court decree, but he never disclosed their names.

Mr. McFarlane intensified his crusade against radio and the FCC after an FCC examiner had issued a report favoring the application of West Texas Broadcasting Co. for a new station in Wichita Falls to replace KGKO, authorized by the FCC to be moved into Fort Worth and operated by Amnon Cartwright, publisher of the Fort Worth Star-Telegram. There were several competing applications, one of them from the Wichita Broadcasting Co., whose stock of stockholders included R. W. McFarlane, as 35% stockholder and as president.

Mr. McFarlane was identified as Congressman McFarlane's father.

The FCC split on the decision in favor of the company originally headed by the elder McFarlane, Commissioner O'Farrell, and Payne favoring the grant and Chairman McNinch and Commissioner Brown voting to grant the competing application of Faith Broadcasting Co.

During the hearing on the competing applications, it was disclosed that R. W. McFarlane had withdrawn from the company and that Joe Carriage, Wichita Falls attorney, had become president. While in Washington July 27, Mr. Carrigan reported that the other interested parties would be Ray Hamilton, local auto dealer, vice-president; Sol Lasky, chain men's store owner; and Gordon T. West, oil operator, director.

A pretender for re-hearing of the case was filed with the FCC July 28 by Paul D. Spearman, on behalf of the West Texas Broadcasting Co., one of the rejected applicants.

FIGURES prominent in the radio realm are running for major political offices in current campaigns, some of them apparently standing excellent chances of election.

In Ohio, Charles Sawyer, vice-president of Crosley Radio Corp., operating WLW, Cincinnati, and one of the State's Democratic national committees, is running a vigorous campaign for the gubernatorial nomination and has already won labor endorsement against Gov. Martin Davey, seeking renomination. The Ohio primaries are Aug. 11.

In South Dakota, Chandler Gurney, onetime manager of WNAX, Yankton, and a member of the Gurney family still owns and operates the station, has again won the Republican nomination for United States Senator and will be pitted in the November elections against Tom Berry, Democratic nominee. Young Mr. Gurney came within a few votes of winning the Senatorship in 1936, having been nominated the year also and having won against Senator Bulow.

In Omaha, Foster Nay, news editor of WOW, is seeking the Democratic nomination for Congress, which Maj. Edney Ridge, general manager of WBIG, Greensboro, N.C., also sought recently in his district but lost in a close primary vote. Seeking to return to Congress is Karl Stefan (R-Neb.), who has served two terms and who was a former commentator for WJAG, in Norfolk, Neb.
Drive Against Patent Medicine Seen in New Procedure of FCC

WJJD Renewal Set for Hearing, With Commission Issuing Press Release Announcing Action

THE SPECTRE of a new drive against patent medicines is seen in current activities of the FCC, said to involve a "new procedure" in the handling of informal complaints against stations.

Formally announcing in a special press release June 20 that it has designated a hearing on renewal of WJJD, Chicago, for hearing because of complaints involving "certain patent medicines," the Commission inaugurated its procedure. Heretofore the FCC has cited stations for renewal by giving them temporary licenses before it had concluded its investigation—a practice that brought sharp criticism.

Now it is claimed the FCC is not metting out the temporary license until the "preliminary investigation" is concluded, and then it will make known the specific charges, without, however, mentioning the commodities.

During its investigation, it was learned, the FCC asked WJJD to submit continuities on commercial announcements for Cystex, internal remedy, and Kolor-bak, hair preparation. As far as known, it did not request data on any other proprietary.

Both of these accounts are placed nationally, with the former having been spotted on more than one station during this year, and Kolor-bak on even a larger number.

What FTC Record Shows

In its July 20 release, the FCC said its investigation of the programs in question over WJJD "did not disclose that the advertising for the commercial announcement entered into by the manufacturers with the Federal Trade Commission and for the D. H. Administra-

tion, Department of Agriculture, following proceedings had and cease and desist orders entered by the agency.

Federal Trade Commission

While the agency in February, 1935, issued an order against United Remedies Inc., of Chicago, dealing with claims made for Kolor-bak.

The records also showed that several years ago negotiations were held in connection with a stipulation involving Cystex, but there was no formal order.

After issuance of the press release involving the WJJD designation for hearing, some dispute developed within the FCC as to its form, it is understood. One group felt the announcement was too far-reaching.

A new procedure is being employed despite the fact that a committee on informal complaints, named several months ago, has had little in the way of correspondence. After an initial meeting following its appointment last March, the so-called "Committee on Informal Complaints" asked the law department to submit a

www.americanradiohistory.com
Copyright, Publicity and Labor Projects Included in Active Program of NAB

Fayetteville, Salisbury, Johnson City, Charleston, Get Grants

TWO new local stations in North Carolina, one in Johnson City, Tenn., and one in Charleston, W. Va, were authorized by the FCC in decisions announced in later July. The new stations in the two places are both located by Hanes Lancaster, Chattanooga, Facilities for an outlet new backing manager July, 30; Charles E. Green, attorney; E. Johnson Neal, insurance man.

The Salisbury grant went to Piedmont Broadcasting Corp., the Charlotte Station, to William A. Barber in recommending 100 watts night and 250 days on 1500 kc. At this same time the Commission denied the reply to a station in the same community, to Burll Vance Hendrick, publisher of the Salisbury Post, 94; Stale Linn, attorney, 23; William S. Overton, secretary, and William D. Carter, electrical supply dealer, 5; M. M. Murphy, insurance man.

Tennessee Grant

Rejecting two other applications for the same facilities, the FCC on July 29 authorized J. W. Birdwell, a radio/supply dealer with J. S. Lance Dealer, Chattanooga, business man, to erect a new station in Johnson City, Tenn., to operate with 100 watts night and 250 days on 1200 kc. The decision is effective Aug. 6. Mr. Birdwell will be manager of the station, with the backing of Mr. Lance. The applications denied were those of Richard M. Casto, also seeking a new station in Johnson City, and R. E. Smith, assisted by A. H. Claggett and Roy N. Lopesch, seeking the Knoxville Journal Broadcasting Co., seeking the same facilities for an outlet in Knoxville.

On July 15 the FCC announced the granting of a CP for a new 100-watt full-time station on 1200 kc. to Kanawha Valley Broadcasting Co., to be located in Charleston, W. Va., to Walter S. Hyde. Its call letters will be WHKV. President of the company is C. A. Claggett, executive vice president holding 23 out of the 25 shares issued. The two holders of single shares are R. E. Talbott, attorney, and S. J. Haistead, law secretary.

KVOO and WAPI Begin Operation On Full Time

IN AUGURATION of full-time operation for KVOO, Tulsa, and WAPI, Birmingham, under special experimental license, the stations must have the full power of the FCC on the 1140 kc. channel, is scheduled for Aug. 9, having been postponed twice to permit completion of technical installations. The stations, which have operated simultaneous and day-time sharing at night, under special FCC authorization, will operate full time experimentally through use of mutually protected directional antennas, with their present powers of 22,000 watts and 5000 watts, respectively.

Both stations plan celebrations in connection with the full time operation. At KVOO, a number of distinguished guests, including officials of NBC, are expected.

The entire week of Aug. 9-15 has been dedicated by WAPI to the celebration with special programs, originated either by WAPI or the Florida Brand Division of WAPI’s 16th anniversary. The salutes include everything from the first broadcast of Ebenezer Sam- ham’s Governor-elect to a series of shows transcribed by UP and specials ranging from Hollywood, New York, to Birmingham reunion of the Bankhead family to a remote control visit to the city’s dog pound.

CBS Disc Dicker

PLANS for the acquisition of American Record Corp. by CBS are nearing conclusion but no final action has been taken. BROADCASTING was told by CBS officials on July 15 that a number of factors that had been contemplated were not now expected to be included in the transaction. Refusing to discuss price or other details of the proposed transaction, the sources said that it is “making an examination into the wisdom of acquiring American Record Co., but has not yet reached a decision.”

Chilean-Nitrate Plans

C H I L E A N Nitrate Educational Bureau announces it will be making plans for its annual fall and winter campaign, placed through the Educational Bureau & Canada, New York. The agency reports that while plans are still in the formative stage, it is possible that the subscription campaign which ran on some 10 stations in the Southeast last winter may be repeated.

Coffee Fund

PLANS for the $500,000-a-year cooperative campaign of the Association of Radio Manufacturers, expected to include a substantial appropriation for radio, will be presented at the coffee industry conference in Atlantic City, N. J., Sept. 19-21, according to Arthur Kudner, N. Y., agency in charge.
Meets in Chicago
To Consider
Procedure

By BRUCE ROBERTSON

TO DETERMINE the scope of net-
work-affiliated station participa-
tion in the forthcoming FCC:
perfunctory; and the possible im-
crease in the usefulness of the Ameri-
can System of network broadcast-
ing, will have to be estimated in the in-
terest of the public.

On the other hand, networks’
affiliates are easier to work with if
there are even slight possibilities of
interested parties. Network opera-
ting policies and the burden of profit-
ability will be levied only on those
affiliates who are genuine network
stations, and given proper recogni-
tion can be given to the views of affil-
iates and their sentiment. The specific
measures suggested were to be pre-
seated on the first form of FCC
consideration. In all other respects
the FCC can be made to work.

On the whole, networks present a
few more obstacles on the way both
in the FCC and the industry.

In addition to preliminary work
of the networks themselves, Inde-
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represented on the chains, plans to
put it in such a case. NAB prepa-
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Grimm Signed by WBBM
As Baseball Announcer

CHARLIE GRIIMM, who was re- placed July 20 by Gabby Hart- nett as manager of the Chicago Cubs, has joined the WBBM network as sportscaster. According to an an- nouncement July 22 by H. Leslie Altmuehl, WBBM-AM president, Grimm’s salary as Cub manager was estimated at $20,000, but Mr. Atlass has declined to reveal what salary Grimm will receive as an announcer, declaring that “it will be a substantially greater salary.” Grimm will share the daily play-by-play sportscasts with Pat Flanagan, baseball an- nouncer.

Grimm appeared on a coast-to- coast CBS network July 24 in a discussion of reports of front office interference in the manage- ment of the Cubs and gave the reasons back of his dismissal as manager. WBBM scored a scoop July 22 when it got the first in- terview with Grimm and Hartnett 35 minutes after the Wrigley shift had been announced. John Harring- ton, WBBM sports editor, and Jim Crusinberry, WBBM sports- editor, handled the interview. Al- though Grimm has had no experi- ence in broadcasting he is said to be an expert in the intimate details of baseball and would probably make a strong addition to the KQV staff.

When Charlie Grimm Joined WBBM On July 22, Pat Flanagan, veteran WBBM baseball announcer leaned over the reports of the Grimm interview and gave him a few pointers on the art of sportscasting.

Alleged Pirating of Pirates’ Contests
Argued in Pittsburgh Injunction Plea

A LLEGED “bootleg” baseball broadcasts came under judicial scrutiny July 26 when an application for a preliminary injunction to stop all of the broadcasts from KQV, in effect, asking in U. S. District Court for Western Pennsylvania by the Pittsburgh Athletic Co., General Mills, Socony-Vacuum Oil Co., and NBC. Federal District Judge J. F. Schoonmaker, at the conclusion of the hearing, took the matter under advisement but indicated his decision might be handed down shorty.

The injunction request is the first step in a $100,000 civil action being pressed by the plaintiffs for alleged “pirating” of play-by-play broadcasts sponsored jointly by General Mills, Socony-Vacuum Oil Co., and WWSW, Pittsburgh. [Broadcast- ing, July 15.]

The July 26 hearing KQV stipulated that it had discontinued and would not resume broadcasts of out-of-town games of the Pittsburgh Pirates, said to have been lifted from authorized broadcasts over KDKA sponsored by General Mills and Socony. It was believed that in view of this KQV conces- sion Judge Schoonmaker might deem a preliminary injunction unnecessary on that phase of the case.

As to home games of the Pirates, played at Forbes Field, KQV said the information for its play-by-play accounts was obtained by observation from vantage points out- side Forbes Field and insisted that it had a right to use such material for its own rights. However, S. E. Watters, president and secre- tary of Pittsburgh Athletic Co., has told the court KQV’s Forbes Field is so situated that no person outside the field or grandstand can observe enough of the action to give the KQV a reasonable and comprehensive description, “such as is being broadcast by KQV.”

General Mills has a contract with the Pittsburgh Athletic Co., owner of the Pirates ball club, for exclusive broadcast rights of both home and away games. Socony is co- sponsor of away games broadcast on KDKA. Although KDKA灌 transmits the broadcasts, the sponsors also have exclusive privilege to use Western Union play-by-wire reports of the games for radio broadcasts.

Representing plaintiffs at the July 26 proceedings were Bethuel M. Leach, New York, assistant general counsel of the Federal Ra- dio Commission, Roy G. Bostwick, Pittsburgh, and Louis F. Carroll, New York.

Although General Mills only re- cently received the Pirates’ broadcast rights, the station has already worked over KDKA for General Mills baseball specials, and will do the same this season. Socony has already worked out similar arrangements with KDKA, and there is no doubt that WWSW will do the same.

Legion Ball Series

WBT, Charlotte, N. C., has signed for the third season with General Mills (Wheaties) to broadcast the entire Legion Ball Series in North Carolina which began July 19 and continues into September. The broadcast sports announcer, is handling the series, with remote pickup for local garden stations and remote coverage of town contests. Knox- Reeves Ad- agency, Minneapolis, is agency.
The Housing Boom That KFPW Built

Noncommercial Project Grows Into A Source of Many Sponsors

BY JIMMIE BARRY
Advertising Manager, KFPW, Fort Smith, Ark.

WHEN KFPW, in Fort Smith, Ark., decided to dabble in the housing business, it didn’t know what it was getting into. It didn’t know that building firms sometimes snarl at each other. It didn’t know that many people aren’t interested in new housing. It didn’t know that they are scared of getting a bad housing deal. Best of all, it didn’t know that it was stirring up a lot of new business for itself by building the houses on an impartial and noncommercial basis. Now KFPW and Manager John A. England know that noncommercialism can pay, and pay handsomely, for building materials now rank next to foods in volume.

We found building material dealers were an important key to any activity and they didn’t get along very well among themselves. Some couldn’t get in the same room with others without wanting to hit. We learned there were three reasons why home building was at a standstill, namely:

1. Lack of interest in a new home. In other words, lack of knowledge about the advantages of modern conveniences, heating, lighting, and the type of home that comes through home ownership.

2. Lack of knowledge about building and financing.

3. Fear of being cheated in home building dealings.

Radio advertising on our part would strike at the root of these ills but we needed something more substantial and tangible to use as a lever. This led us to the idea of building model exhibition homes in connection with the radio campaign. In building homes we could spend money only by way of the dealers and that would make them interested. The model homes would serve as real demonstrations to the public of the ideas we were talking about on the radio. Thus, in the fall of 1936 we started building our first model home and, of course, we bought materials.

We purchased from 30 different firms, including all of the different groups and cliques. Of these, 12 later bought radio advertising voluntarily.

Promptly Sold

The first house followed the general plan of Purdue University’s $5,000 prize home, described in the July 1936 issue of Ladies Home Journal. About 1,000 persons went through it during the public showing in February 1937, and it was promptly sold to a private party without loss.

The second home, completed and shown one year later, in March 1938, was purchased by a private party before it was finished with no loss to KFPW. Material and service contracts were divided into 56 parts in order that we could purchase something from almost everyone. Of these, 22 were advertisers or became advertisers later.

Looking back over our experience, our “noncommercial” attitude seems to have been the strongest from an advertising selling viewpoint. If we had made exclusive material purchase and advertising contracts and focused the attention on the public showings (more than the year-round building campaign) we would have only had a short advertising season each time a home was shown. This is probably satisfactory to a newspaper because a newspaper can produce a special edition with extra hundreds or thousands of dollars worth of advertising but for a radio station only long-time contracts produce sizable volume.

The Service Aspect

Our public showings were strictly noncommercial. We did not permit advertising signs, salesmen or mechanical sales aids. Our hostesses served as guides and merely answered questions about the properties. As a service to the visitors we gave each guest a circular containing an alphabetical list of the products and the firms supplying the products. The homes were completely furnished and the visitors went through roped off areas with building paper protecting the floors. Suppliers reported sales running into thousands of dollars immediately following the showings. KFPW received hundreds of calls and visits from prospective builders who asked everything from what to say to the finance company to questions on color schemes. We came to the conclusion that the public knows very little about home building and welcomes a sincere, genuine effort to offer assistance.

Advertising has included: Insulation, furnace (winter air-conditioning system), summer air-conditioning systems, linoleum, lumber, paint and wallpaper, plumbing fixtures, ready mixed concrete, wall tile, roofing, mirrors, realtor, building & loan association, sheet metal work, termite proofing, electric products and lighting—with stimulation of such lines as radios, refrigerators, furniture, etc.

Needless to say, the campaign is continuing and in the fall of this year we will start our third model home. This time, we are going to dip into the $2,500 class which should have even greater public service than our previous homes in the $5,000 class. We have given serious thought to a $1,000 home. Such a home would appeal to millions because it could be bought for $100 down and about $10 per month. There is a great opportunity for public service in home building education work.
Network Contract Ratified by AFRA
MBS Negotiation Planned

THE contract signed July 12 between the American Federation of Radio Artists and NBC and CBS covering wages conditions of employment for actors and singers employed on network sustaining programs [Broadcasting, July 19] having been ratified by AFRA locals in New York, Chicago, Los Angeles and San Francisco, location of network originating stations, it now becomes effective Aug. 7. While a similar contract will be negotiated with MBS for artists on its programs, no meetings have been held or scheduled between AFRA and Mutual executives as yet.

At present AFRA is working on a contract covering NBC announcers which is expected to be completed and signed within a few days. Immediate resumption of negotiations with the American Association of Advertising Agencies for a standard contract covering artists employed on network commercials is also planned. A number of meetings were held early in the year, but were discontinued several months ago while AFRA officials devoted all their attention to completing the network contracts. While the AAAA cannot bind its members, it can negotiate for them and recommend that its accomplishments be accepted by the individual agencies in much the same manner as the committees who represented the network and independent stations in negotiating standard contracts with the American Federation of Musicians obtained the best terms they could and then recommended that the stations accept them in drawing up their individual contracts.

Annoncer Snag

A new contract has been signed with WCPX, Philadelphia, Federation of Labor station, running for one year from September and covering all actors, singers and announcers employed by the station. Previous contract was for announcers only. Contract calls for a minimum salary of 5-day, 40-hour week, overtime, vacation, sick leave, arbitration of disputes, and an AFRA shop. The new local has been added to AFRA rolls, in Birmingham, Ala., and Hamilton, Ont.

In St. Louis, AFRA negotiations with stations KMOX, KSD, KWK, WWL and WAD reached a new impasse over the question of whether actors, singers and announcers can be lumped together in a single collective bargaining unit. AFRA claims jurisdiction over all persons appearing before the microphone with the exception of union musicians, whereas the St. Louis stations hold that announcers are "confidential employees" and should not be grouped with actors and singers. Question of effect of A.A. contract on labor of stations one who might try to obtain work in St. Paul, where announcers have been taken, into AFRA, CIO affiliate (AFPA is AFL) was also raised. Regional office of the National Labor Relations Board has been asked to define the proper bargaining unit for station talent and Dorethia de Schweinitz, regional director, has requested the NLRB Washington headquarters to send a trial examiner to St. Louis to hold a hearing. Despite disagreements, all relations between station and AFRA officials have remained friendly, it is reported.

Phil Hennessey Resigns From NBC's Legal Staff To Start Own Practice

PHILIP J. HENNESSEY, Jr., NBC staff attorney in Washington, has resigned, effective Aug. 1, to enter private practice of law in Washington specializing in radio.

After a vacation, Mr. Hennessey on Sept. 1 will open offices in the Woodward and Lothrop 15th & H Sta. He will represent NBC-owned and operated stations, as well as networks, on a retainer basis, but will not be attached to its legal staff.

Mr. Hennessey has been an NBC employee since 1929, when he became a member of the New York legal staff under A. L. Ashby, vice-president and general counsel. In that post he handled every type of radio litigation including the Washington wire via before NBC's FCC. In October 1935, he was transferred permanently to Washington, under Frank M. Russell, Washington vice-president and dean. In that capacity, he represented NBC in all FCC matters. Last winter he joined the NBC staff as observer at the Interamerican Radio Conference in Havana.

Mr. Hennessey is a native of Salem, Mass., a suburb of Boston. He graduated from Boston University College of Liberal Arts in 1923 and from its law school five years later. He spent a year in general practice in Boston before joining NBC in 1929. He is 37 years old.

John Hurley, formerly an announcer on the WRCA-WMAL staff in Washington, has been transferred to Vice-President Russell's office as legal assistant. Mr. Hurley graduated from Georgetown University Law School this year but has been with the hotel of Columbia Bar a year ago.

GOP Names Church

WELLS (Ted) CHURCH, formerly in both newspaper and broadcasting work, on July 19 became director of radio for the Republican National Committee and assistant to Franklin Wattman, director of publicity. Mr. Church entered radio in 1921, joining CBS as its publicity director in Washington. Later he became WJSV program manager and assistant to Washington Vice-President Harry C. Butler. He left CBS in July, 1926, joining the Republican National Committee headquarters in Chicago and served until the end of the campaign that year. Subsequently he joined NBC's New York publicity staff and resigned to undertake commercial radio production duties, with the Kate Smith organization. Before joining CBS he was on the Washington staff of the New York Herald-Tribune and previously had been with the United Press.

Big Game Angler

MAJOR Gladstone Murray, managing director of the Canadian Broadcasting Corp., who caught a 83-pound giant tuna last summer off Liverpool, Nova Scotia, has been designated an alternate member of the Canadian team participating in the International Tuna Tournament at London Aug. 27-29. Teams of American and Cuban big game anglers will compete against the Canadians.

Wrigley Net Plans

WM. W. WIRGLEY JR. Co., Chicago (Spearmint chewing gum), will start a dramatic serial on about eight CBS stations in New England in mid-August, according to reliable sources. New England stations now carrying Scattergood Baines will replace it with the new show. It is understood that Neis-ser-Meyerhoff, Chicago, is agency.

UNIVERSITY of Illinois' station, WILL, has been authorized by the FCC to increase its daytime power from 5,000 watts to its 580 kc. channel.

Grunen's Local Disics

GRUEN WATCH Co., Cincinnati, launching its new season with a sales convention in Cincinnati July 7-9. There prominent the show are "Gifts From Your Jeweler Are Gifts at Their Best," has included a jewelry radio show for the first time to function similarly to a newspaper mat service. Conceived by Frank A. Grunen, advertising manager of the onetime sales manager of WLW, the plan involves a 13-week series of high-quality transcriptions to be furnished to charge to local dealers for local placement. The discs will be furnished complete with suggested commercials, copy, publicity material and merchandising ideas. The Gruen convention begins with broadcast by WCKY, Cincinnati.

Foulds to Place

GROCERY STORE Products Co., New York (Foulds macaroni), will use spot radio in the Midwest this fall as part of its ongoing participation in domestic science programs to begin in late September, with spot commercials. Several other stations filled in in October, according to Harold Lance, advertising manager. Ruthrauff & Ryan, New York, was recently appointed to direct this company's advertising.
• consistent "listener-first" policies
• aggressive public relations activities
• finest technical facilities

plus CBS attractions and superior showmanship keep

KOIN FIRST CHOICE
in PORTLAND, OREGON

• No Medical . . No Alcoholic Beverages, etc.
KOIN is the only station in Portland (except its sister station, KALE) which so considers its listeners' preference as to reject all spot medical, dental, liquor, beer, wine, and "small loan" advertising.

• Wins Showmanship Recognition
Showmanship is a part of KOIN's daily operation. From time to time its dominance in the Portland territory receives such recognition as "Variety" survey "firsts", and the McNinch Award for National Air Mail Week.

• Only CBS Outlet
KOIN is the only CBS outlet for the fertile 120,000 square mile market of Oregon and Southern Washington.

• 50,000 Personal Contacts
KOIN is the only station in Portland which for five years has carried on aggressive public relations activities (over 50,000 people have listened to KOIN's "personal appearance" message in more than 250 meetings in the five seasons).

• Produces Network Shows
KOIN consistently maintains the largest production staff in the Pacific Northwest and releases a regular schedule of important programs to both the Coast and nationwide Columbia networks.

• New Half-Wave Antenna
540 foot "IDECO" anti-fading half-wave vertical radiator with 22 acres of copper ground. Service commenced in May.

KOIN
THE JOURNAL

...and it's a good market—consistently sound and reliable as to spending power, with no floods, cyclones or droughts to disrupt its tremendous agricultural income . . . and the 1938 "Joint Committee on Radio Research" report shows that 95% OF ALL HOMES HAVE RADIOS (highest figure in United States 13% higher than the U. S. average).

FREE and PETERS . . National Representatives
Renewed Interest Shown by Radio In Rural Market

Broadcasts Offer an Excellent Entry to Productive Group

By GEORGE C. BIGGAR

Recent interest in the farmer as a radio listener is easily understood when it is considered that farm people, as a group, make up approximately one-third of our total population and produce several billion pounds of wealth annually—estimated at $8,500,000,000 in 1937. Sixty-nine out of every 100 farm families are equipped, according to a recent estimate. Several highly productive States boast from 94 to 98% radio ownership on farms. When you come right down to it, is there any one group of people with whom you would rather deal than farm folks?

Scattered over the length and breadth of our country, these millions of farms are combination business, manufacturing and consuming establishments. Many of these "farm factories" represent greater investments and realize greater annual incomes than numerous small businesses in towns and cities.

An Ideal Medium

No industry can serve the farmer better than radio with its market and weather reports to aid in production and marketing; news reports, information to farm folks quickly as his city brother; education and entertainment to make farming a pleasant and desirable occupation. Foilated by rural free delivery, the telephone, automobile and hard roads, radio has probably done more than anything else to eliminate rural isolation.

Ever since April 12, 1924, when the first radio station went on the air, the major operations of WLS have been predicated upon the fact that the farmer and his family are just human beings. As far back as 1921, Prairie Farmer foresaw the importance of radio as a means of communicating farm information, experimenting with market reports by code through a U. S. Naval Station. In building programs for a great rural audience, WLS has found, curiously enough, that it has struck responsive chords in countless urban hearts. Proof of metropolitan and smaller city interest has been most evident in mail response, in attendance at theaters where WLS ads appeared and in sales results.

WLS is certain that farm people will be among the very first to discover the real meaning and value of "personalities" in radio and they have insisted upon them ever since. And we have been fortunate in finding that rural families have done more than any other one class of listeners to demonstrate the economic, educational, recreational, trash, and bad taste on radio programs. Recent listener surveys show a surprising similarity in program preference between the rank and file of rural and city people.

Not the American farm market cannot be ignored. General prosperity is dependent upon the welfare of the people who live on farms, for the soil is our greatest source of new wealth.

Marked Increase in Radios on Farms Is Shown in Survey by Census Bureau

By Z. R. PETTEY

Chief Editor for Agriculture

U. S. Bureau of the Census

The Radio Research Bureau presents the most striking example of history, written in census figures, that has come across us in the form of a summary just completed, preliminary to the Census of 1940, presents the proportion of farmers in the country owning radios on Jan. 1, 1920, April 1, 1930, and Jan. 1, 1938. Records given are those of farmers who own and are considered, in order to enable a fair comparison. The East South Central States recorded about 1% of operators owning radios in 1925. This rose to 6% in 1930 and 40% in 1938. The region with the greatest increase in radio ownership during the period is the Pacific region, falling where one region of exceptional interest in that it indicates a continued advance and facilitate the measurement of the stability of the figures.

Measure of Scale of Living

Farm facilities furnish a like record of a rise in the scale of living but much less marked than in the case of the radio. The percentage of farmers having these facilities, such as telephones, electrified lights, running water in the home, automobiles, gas engines, etc., is often used as a measure of the scale or level of living of the rural population. Now the radio has broken into the list of indicators and the farm community is becoming a more accurate and a satisfactory register, not only of progress but of the standard of living.

Wide differences between town and country use of the radios must be considered as another of the factors in this national census. While the number of farm tenants having radios is much less than that of owners. Dozens of the keenest advertising experts are now following farm statistics closely, not only to develop radio markets but to check on methods of buying power. Many economists believe that the farm market forms the basis of the national economic machine. In using the results of the 1938 summary it must be remembered that the sample is relatively small, 3,000 farms in 40 States. Therefore, the 1938 survey results are not to be considered as having any degree of precision. The tabulations of the figures of this special survey, however, have shown a great degree of stability and comparisons, indicating that the accuracy is an excellent one. The regular census statistics of 1925 and 1930 are, of course, full and satisfactory enumerations as they are the results of a complete house-to-house canvass made of each farm in the United States by about 28,000 enumerators the next complete census will be taken in 1940. The preliminary or trial figures of that census were used in obtaining the 1938 figures quoted.

Similar reports for other items based upon this cooperative survey of the Department of Agriculture and the Department of Commerce have been issued, including obsolescence of farm automobiles, trucks, and tractors; back-to-the-farm movement; cooperative sales and purchases; and non-farm income. Reports for additional items appearing on the trial schedule will be published if the demand warrants. For the special survey reports and those relating to the basic figures of the 1935 Census of Agriculture, address Agr. Division T-6, Bureau of the Census, Department of Commerce, Washington.

Miller Offers Radio Aid In National Health Drive

THAT radio will gladly cooperate in any national health program finally evolved, was the assurance given delegates to the National Health Conference in Washington July 20 by Neville Miller, NAB president. Making his first public address assuming the NAB helm, Mr. Miller declared the industry did not want to become involved in the controversy over surrounding proposals for public health but was more than willing to assist in any program involving less, but was more than willing to assist in any program involving less, but was more than willing to assistance which was welcomed by the delegates.

Mr. Miller on July 26 addressed the section on municipal law of the American Bar Association convention in Cleveland, but did not discuss radio. He spoke on subjects growing out of his experience as former Mayor of Louisville. While at that post, he said, he had conferred with George W. Norton Jr., owner of WAVE, Louisville, chairman of the NAB Law Committee who was recently appointed to the press-radio-bar committee named to inquire into the matter of courtroom broadcasts.

Cisler Buys Into WGR

ANNOUNCING that he has negotiated a block of stock of WGR, New Albany, Ind., 250-watt daytime station on 1350 kilocycles, general manager of the station, said he has assigned J. Porter Smith, of Stanford, Ohio, a 250-watt daytime station located near the mouth of the Ohio River at Wheeling, as commercial manager starting August 1. Mr. Cisler will be associated with Mr. Cisler at WATL, Atlanta, and WSIX, Nashville. He will continue to serve as advertising and promotion manager, in addition to his duties as general manager.

WMSD, Sheffield, Sold

AUTHORITY to transfer control of Muscle Shoals Broadcasting Corp., WMSD, Sheffield, Alabama, 100-watt on 1420 kc., to W. M. Liddon, Nashville auto dealer, in an application filed in the FCC, was reported July 21 by the FCC. Dr. Everett L. Chapman, Detroit physician, and Mrs. Chapman, owning 800 or 80% of the shares, propose to sell them for $15,000. Mr. Liddon is now identified with KGDO. WMSD has also applied for authority to move its studios locally.

Paul Jones Sports

PHILIP MORRIS & Co. New York (N.Y.) Cigarette-advertiser August 1 was to start a 26-week schedule of news and sports news by the following commentators on these stations: France KMOX, three-quarters-hourly week; Jack Starr, KMB, five-minutes week; NELK, Manning, KJL, two-quarter-hours weekly; and John B. Hughes, 4 Don Lee stations, two-quarter-hours weekly. Agency is the Biow Co., New York, Regina Schuelbel, time-buyer.

DEEMS TAYLOR, music consultant to CBS and commentator on the network's symphonic broadcasts for Europe on the Ile de France July 28.
The most powerful station between St. Louis, Dallas and Denver, covering the heart of the triangle! More population, more spendable income and more radio sets than any other Oklahoma station!

KVOO is the exclusive NBC station in Tulsa, having both NBC network lines direct to the KVOO panel. KVOO has at all times a choice of programs from either NBC network... the only Oklahoma station with full-time service from both NBC networks... one of the most completely programmed stations in the entire southwest!

National Representatives:
EDWARD PETRY & COMPANY, INC.
New York Chicago Detroit
San Francisco Los Angeles

KVOO - The Voice of Oklahoma... TULSA
Non-network Pact May Be Extended

Weber Says Action by AFM Depends on Signatures

DECISION on whether to extend the Aug. 1 deadline laid down by the American Federation of Musicians for the completion of contracts between nonnetwork stations and the stations bearing the call letters AFM, has been deferred indefinitely, pending the progress reported by that date by Joseph M. Weber, AFM president, told Broadcasting July 27. More than 180 contracts have been either completed or are in the process of negotiation, he said, and if on Aug. 1 it appears necessary to allow more time for the conclusion of the majority of contracts the union will probably grant an extension. If, however, that date shows that a large number of independent stations have made no serious attempt to secure contracts the union may go ahead and declare these recalcitrant stations unfair, although such a stringent step is unlikely at this time.

To aid in the settlement of difficulties encountered by St. Louis, and its local, Mr. Weber on July 21 conferred with Edgar F. Shults, sales manager of WIL, and a member of the committee which negotiated the standard agreement for nonnetwork stations with the AFM board, and with Al Schott and Ken Farmer, business manager and vice-president, respectively, of St. Louis local. Details of the discussion were not released, but it was learned the problem was not entirely solved the parties returned to St. Louis with the feeling it would be possible to reach an amicable solution in the near future.

The short-term table licenses for makers of transcriptions and phonograph records were mailed out to these companies, with the expectation that they would be held out until Sept. 15, at which date licenses probably to be expired coincidently with the station contracts, will be issued. This will be optional, and as the trial period has shown necessary. The major points of the licenses remain the same as the July 15 issue of Broadcasting.

A letter was sent by AFM to all booking agents and personal representatives advising them that the recent AFM convention enacted a certain limitation on the number of licenses held by the union by the agents. One of these, designed to prevent the monopolization of the air by a few name bands to the exclusion from radio of many local orchestras, reads: "Licensee will not require any employer to book musicians through his agency as a condition for access to radio or to the use of any radio, and will not advise any employer that any access to radio or to the use of a radio is essential unless the facilities of such licensee as a booker are used to procure the services of musicians."

Outlook for New Orleans The New Orleans deadlock brightened last week with the resumption of negotiations between the New Orleans local and H. Wheelan, manager of WSMB, leading holdout. Both sides are reported to be in a more conciliatory mood.

Reginald Martin Named As Manager of WNJOREGINALD B. MARTIN, recently engaged by the reorganization of WSIX, Nashville, on Aug. 1 becomes manager of WNJO, Youngstown, Ohio, local, under control of Jay O'Brien, New York and Florida financier, Jack Draugan, owner of WJSN, Buffalo, N. Y., who is supervising management of that station and has appointed Jim Turner, formerly of WHBQ, Memphis, as program director.

Mr. Martin left Central States Broadcasting System (KOIL, Omaha; KFAN, Minneapolis) where he was in charge of the Lincoln studios, to join WSIX early this year. A former announcer and sportscaster, he started in radio with WSBT, South Bend, Ind., handling sports and was still with that station when, attending the University of Chicago, he was a staff announcer on WGN. Later, he became director of WTRC, Elkhart, Ind., and then served successively with WOLS, Joliet, Ill.; WHFC, Cicero, III.; WIRE, Indianapolis; WCBS, Springfield, IIl.; WDTZ, Tuscola, Ill.; WKBB, Dubuque, lla., and the Iowa Network.

RCA Sponsors Fight

RCA Victor Division of RCA Mfg. Co., Camden, N. J. (phonographs and record players) is sponsoring a "Blue" network's exclusive broadcast of the lightweight championship fight between Lou Ambers, title holder, and Henry Armstrong at the Polo Grounds in New York Aug. 10. Broadcast will start at 4 p.m. and continue to the end of the bout, with Clem McCarthy giving the blow-by-blow account of the action on the shift. Sternbrenner is handling the background detail. Broadcast will be merchandised with window streamers for the company's 13,000 dealers and in newspaper advertisements paid for jointly by the company and individual dealers. Business was placed direct.

Hickock Oil on 11

HICKOCK OIL Co., Toledo (gasoline), through the Hickock Broadcasting Corp., on Sept. 26 renews for 39 weeks, its five-weekly-quarter-hour transmitted expedition adventure series, "Black Flame of the Amazon," on 11 midwestern stations. The series, a Guild Noise-Explorer, and was written and produced by J. B. Downie, with cutting by American Corp., Columbia Wood. Stations are WXYZ WOOD WFDF WJIM WBCM WGAR WSPL WJW WKBN WHEC WIBM.

Gold Medal Test

GENERAL MILLS, Minneapolis (General Mills Testing and Development Laboratory) will start a test campaign in an Iowa market Aug. 15 using Cotlinite Ellis, a five-weekly-quarter-hour dramatic serial. The show is being sold by George Halley, director of program sales of KMBC, Kansas City, Blimpie - Hummert, Chicago, is agency.

OUT OF 53,124 houses inventoried by the Minneapolis Tribune and Minneapolis Tribune, a recent market analysis of the 16 cities in the market, 10,134 or 19.25% were found to be of 91.4% and household radios. The individual city percentages range from 80% in Columbus to 95.0% in Pittsburgh.

New Campbell Show

CAMPBELL SOUP Co., Camden, will add its new radio series around William Powell, film actor; Frances Langford and Jean Sablon. It is reported in Hollywood that Ward Wheelock Co., servicing the account, has signed Powell as master of ceremonies for the new series which replaces Hollywood Hotel on CBS, starting date of which has not been announced. He will also feature Langford and Sablon, and the series is scheduled for the early evening time. Sablon, French singer, a new vocal pair will be built up. Ray-Pondel Paige's orchestra is likely to be used for the new series, although no announcement has been made to that effect.

Lightning Hits WFS

THE 100-foot vertical antenna of WFS at the Roger Smith Hotel, White Plains, N. Y., was struck by lightning during a severe electrical storm July 23. The bolt damaged the new antenna ammonium in the tuning house. The station was off the air at that time, and temporary repairs were made by Chief Engineer Harry Laubenstein before the next scheduled broadcast.

White Ponders New Senate Resolution

For Inquiry Into Broadcast Industry

WHILE he has no "definite thoughts" regarding radio legislation, William White (R-Me.), recognized radio authority of Congress, may reintroduce his resolution for a sweeping investigation of the broadcasting industry and of the FCC with the object of pointing up the existing law.

Senator White, co-author of the original Radio Act of 1927, who is wanted to get a draft of the present Communications Act, indicated that the outcome of the investigations into the proposed inquiry by the FCC probably would have an important bearing on his resolution. Planning to be in charge of William J. Dempsey, FCC special counsel, while no definite hearing date has been set, the objective appears to be to hold hearings in the early fall, with legislative recommendations to be made by the first of next year.

More Than Monopoly

"I have assumed I would introduce another resolution providing for a study of radio, particularly the areas next to the monopoly," Senator White told Broadcasting while in Washington in July. "Whether it will mean another resolution or with my last resolution I do not know, for I have not given the matter any real thought."

Senator White declared he felt the joint Congressional - departmeental inquiries into the monopoly, called for by Senator O'Mahoney (D-Wyo.) "with entire propriety" could look into some phases of the broadcast industry problem. He added, however, that there are "a great many questions of policy which I am sure would establish the existence of a monopoly and which it seemed to me should be studied either by the Senate Interstate Commerce Committee or by some special committee of the Senate-problems that would not be within the scope of the monopoly Committee's activities."

Indicating he would watch with interest the work of the FCC Chain-Monopoly Committee, Senator White declared the FCC might get some useful ideas from the studies but "after all they would simply be reexamining to some extent their own actions."

Says There Is No "Policy-Making Body"

"All of this means," he declared, "that I haven't at this time any thoughts at the present time about the next session, but have rather assumed I shall be reintroducing the old resolution or something like it. Developments in the Congress in the meantime may affect somewhat the draft of the resolution."

Senator White's resolution, which died with the last session, was all-inclusive in scope. He repeatedly emphasized in statements on the floor that he did not have in mind a "muckraking" investigation but rather felt there should be chances in the basic law to correct obvious defects. While he has been critical of many practices, his criticism has been directed principally against the FCC's administration of the law rather than any alterations of wrongful practices within the industry. Ranking minority member of the Senate Interstate Commerce Committee, Senator White is highly respected in Congress for his views on radio.

It is presumed there will be hearings involving new radio legislation at the next session, based either on FCC recommendations for changes or on a resolution such as Senator White introduced last session. It is also expected that Senator White will be in supervisory charge.

BROADCASTING • Broadcast Advertising
Here is good news for advertisers and agencies who want to use more "spot" radio because they have found it so effective . . . and for those advertisers who have hesitated to use "spot" radio because they feared its complexity. The Major Market Spot Station plan gives you standardized data on first rank stations located in major markets who have a record for securing results from spot broadcasting. Here are a few statements taken from the many enthusiastic letters we have received from executives of national advertisers and agencies, among them four of the largest radio placing agencies and some of America’s largest advertisers.

- "The most aggressively far-sighted conception ever presented to the spot radio business."
- "MMSS is a step—or maybe I should say a jump—forward in broadcasting."
- "Will save many thousands of dollars for many large and small concerns."
- "The only really constructive idea I have heard for non-network coverage."
- "I would certainly be inclined to favor the station that is forward-looking enough to participate in such a constructive enterprise."
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The originals of the letters and many other similar endorsements are in our files. We will be glad to show them to you and to show you, too, how the Major Market Spot Station Plan as the executive of a big New York agency says "is a standardization of information, ideas and presentation that puts spot radio in the 'big league' where it belongs."
Preston Appointed
To Assist Royal
To Direct NBC Educational Broadcasting Activities

WALTER G. PRESTON Jr., for many years in charge of NBC's general service department, has been appointed assistant to John Royal, vice-president in charge of programs, to have charge of educational broadcasts. The appointment was announced as the first step in a complete reorganization of the network's educational setup along lines laid down by Dr. James Rowland Angell who became educational counsellor of NBC following his retirement as president of Yale a year ago.

Plans for an organizational which call for the establishment of an educational division within the program department, have not been disclosed and the date of Mr. Preston's assumption of his new duties has not been definitely set. How soon the change is to be effective is being held up, pending the completion of the reorganization plans, which have been under consideration for several months, it was stated, with a positive promise that the change will not be put into effect until the return of Dr. Angell in the fall.

Other Personnel Shifts

Franklin Dunham, who has occupied the post of educational director of NBC since 1927, assumes the important under the new setup. Vincent J. Glcher, present manager of NBC's educational department, will succeed Mr. Preston as head of the general service department, and will himself be succeeded by William A. Clarke, now assistant manager of technical services.

Mr. Preston established at Phillips Andover and Yale, d d graduate work at Creighton, Chica- go and Chatham university, and, when Dr. Robert Hutchins was made president of the University of Chicago, Mr. Preston became his assistant. He left the university to become administrative vice-president and director of Bankers Re- serve Life Co. Three years ago he joined NBC as assistant to the vice-president and treasurer, and was appointed to his present position in 1936.

Mr. Glcher has been with NBC's engineering division since 1927, being made plant engineer in charge of design and construction of NBC's studio plants in 1929 and becoming manager of radio service two years ago. He as- sisted in the design of NBC's old studios on Fifth Ave. and of its present Radio City headquar-

Accessory Spots

W. G. B. OIL CLARIFIER, Kingston, N. Y., has named William G. Myers Adv. Agency, New York, to direct the advertising of the company's products for automobiles, trucks, buses and tractors, effective Aug. 1, Five and 10 and 15-minute spot programs on about six stations will be used in the fall.

RICHARD E. STODDART, who made the globe girdling flight in aeronautics, on the Hughes Atlanta to become chairman of the NBC's major department of the major ship companies. In 1924 and 1925 Stoddart's application work for the ship's navigation, and was made part of his air in the establishment of a municipal airport, of which he was made man-

Subsequently receiving his com-
mercial flying license, Stoddart left Poughkeepsie, New York, for Nash- awan, where he organized the Chatham Air Service. He received his transport license in October, 1929. The market crash and the loss of three planes brought Stoddart back to New York to take an engineer-

ing job with NBC. In 1928 Stoddart started Old Times Square studios. On the back of Stoddart's application, George H. Smith, production manager, made these notes: "Quiet, acceptable. No broadcast expe-

ence. Well known. No license, but he will have license - 250 hours in the air. Owns his plane. May be of use in airplane job in future." When the Radio City studios were opened, he was made a field engineer. In 1936 he went to work for Hughes in preparation for a pro-

posed world flight, which was called off, and he returned to NBC until a year ago when Hughes to prepare for the recent flight. He is expected to return to NBC to August 15.

Stoddart on July 26 received a gold microphone from Lenox R. Carman for his presidency, at a luncheon in honor of his radio industry, illuminated scroll, citing Mr. Stodd-

ard for his contributions to avia-

tion, and presented by Mr. Carman and NBC officials, accompanied the microphone.

WITH Howard Hughes and his crew no sooner safely returned from their record-breaking "round- the-world flight than young Corri-
gan and his crate" left Lake City, Florida, for California and turn up in Dublin and the British pickaback plane, Mercurv, across the Atlantic the other way, the major networks for more than a week devoted most of their efforts to keeping the public informed on the progress of the various flyers and to getting information on the air a minute or two ahead of their rivals. Results were honors for all for excellent reporting jobs and a fairly impar-

tial distribution of scoop.

On the Hughes flight, Mutual established a record for the second time. Hughes over the Atlantic, made the first pickups from Moscow and Fairbanks, Alaska, and completely scooped their competitors on the lookout for Minneapolis landing after the plane had not been heard from for six hours. NBC had ex-

clusive pickups of both arrivals at arrival and departure from Paris, a "first" from Berlin and the honor of guid-

ing the Lockheed home on the WEAP beam, with Al Lodwick, Hughes' personal representative, broadcasting directions to the avia-
tor on arrangements for landing. CBS got its revenge by being the first to report the ship's triumphal landing at Floyd Bennet Field, and followed up its advantage with two more "firsts" within the follow-

ing week, being first to get Douglas Corrigan on the air from Ireland, and first to report the safe arrival of the Mercury at Mon-

treal.

Tip From the Folks

NBC scored with the most inter-

esting Corrigan broadcast, the two-way conversation between the young flyer in Dublin and his rela-
tives in Hollywood, with the word-

listening in while his lady got married. Mutual, which did not get to get married until 

he got home and could get an Ameri-
can girl, and again with the first broadcast interview with the pilot and navigator of the Mercury.

Mutual, which did not attempt to cover the second and third pick-up, on the theory of the Hughes adventure with a summary broadcast on the day following his landing at 715K, sent to the lights of the four days in a single half-hour broadcast, produced by the writing of transcriptions made during the network's actual broadcasts during the flight.

Autobridge Testing

AUTOBRIDGE Co., New York (card game), will use programs on two or three New York stations as a test and may expand later. A new company, its agency is Alvin Austin Co., New York.

New Salt Lake Station, KUTA, Signed by NBC; Starts Operation Aug. 1

KUTA, Salt Lake City, full-time 100-watt outlet on 1500 kc., au-

thorized for construction in Sep-

tember, opened for business with the air Aug. 1 and will immediate-
ly align with NBC's Mountain Group No. 10, according to an NBC announcement. KUTA will be used as a supplementary outlet only to advertisers using KLO, Ogden. The net rate will be $500 weekly, per-

ning hour. KDYL continues as the basic NBC outlet on Mountain Group No. 11.

Partners in the Utah Broadcasting Co., licensees of the station, are Frank R. Carman, who supervised construction, president, and chief engineer; Grant Wrath-

all, engineer with McNary & Chambers, Washington, who de-

signed the equipment; David G. Smith, Salt Lake business man, and Jack Powers, of Salt Lake. Mr. Carman for several years has been chief engineer of KEUB, Price, Utah, and radios are in the popular colors.

The new Salt Lake station will operate under the supervision of the management of Salt Lake's 50,000-

watt KSL, whose director, Earl J. Gilchrist, has made the arrangements with the Carman group whereby he and the commer-

cial group, No. 11, KSL will take charge of all sales, local and national.

Selling Control of KALB

SALE of controlling interest in KALB, Alexandria, La., local outlet on 1210 kc., to William F. Cot-

ton, bakery executive with plants in Shreveport, Baton Rouge and Ar-

laxandria, was disclosed in an application made public July 19 by the FCC. The application, requir-

ing the FCC's approval, shows that Wal-

ter H. Hayman, engineer and manager of the city power plant, who owns 53% of the stock in Alexandria Broadcasting Co., of which KALB is a part, will sell 66% shares to Mr. Cotton, representing control. Other stock-

holders are Mr. Hayman's son Harmon, 42%, and J. B. Nacha-

man, Alexandria banker and attor-

ney, 11%. Manager H. T. Copeland of WJBO, Baton Rouge, a member of the board of directors.

WHLS Starts Aug. 7

WHLS, new 250-watt daytime station on 1370 kc., authorized for construction in Port Horon, Mich., begins operation Aug. 7. WHLS was granted by the FCC recently with WCBK, Detroit, manager. It will be known as the Blue River Station, and will use an RCA transmitter and 204-foot Lehigh transmitter, is licensed to Her-

man LeRoy Stevens, local attorney, and his partner, Morgan Anderson of WJBO, Baton Rouge, the latter a young University of Michigan graduate who will be active in the station's management.

SO THAT it can carry the light games of the Birmingham Barons baseball club of the Southern League, chief owner of WAPI, Birmingham, the FCC has authorized WJR, Tus-

calosas, Ala., to operate full time during the period Aug. 1 to 29. Station is regularly a 250-watt daytime outlet.

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BROADCASTING • Broadcast Advertising
10 Electronic FIRSTS by Western Electric

1st. commercial coated filament tube. (The voice frequency repeater tubes used in the transcontinental telephone line.)

1st. commercial quarter-ampere 1.5 volt filament tube. (The peanut tube.)

1st. commercial 5, 50 and 250 watt power tubes. (The fore-runners of the popular 205, 211 and 212 types.)

1st. commercial hot cathode, low voltage, cathode ray tube. (The fore-runner of the 325 and 326 types.)

1st. commercial water-cooled tube. (The fore-runner of the popular 220 and 232 types.)

1st. commercial water-cooled amplifier tube for short waves. (240 type with built-in water jacket, used in transatlantic telephony.)

1st. commercial vacuum tube with grids in register.

1st. commercial vacuum tube using a molded glass dish stem. (The 316 "door-knob" tube.)

1st. commercial 5 watt triodes for 60 cm. operation. (The 316 "door-knob" tube.)

1st. commercial 250 kw. power amplifier tube.

...and what they mean to you.....

This summary of "firsts" is important to you because it shows the unparalleled record of engineering achievement back of Western Electric tubes today. It's your assurance of "ahead-of-the-times" design by Bell Telephone Laboratories.

Distributors:
Canada Inquiring Into Disc Imports
Change in Tariff Is Foreseen As Official Study Begins

By JAMES MONTAGNES

CANADIAN broadcasters and importers of United States transcriptions are looking forward to some changes in the customs tariff on recordings after an investigation now being conducted by the Customs & Excise Division of the Department of National Revenue.

Either following the demand for more protection by some manufacturers of recordings in Canada, or on its own initiative, the Customs Division started the investigation by calling in the records of all importers and manufacturers of broadcasting transcriptions, to study duty costs and production costs. An investigation was also sent to New York and to Hollywood to look into production costs and billing methods.

The Canadian Association of Broadcasters and the Canadian Broadcasting Corporation both appeared before the department authorities at Ottawa in connection with the investigation, and have been told that the postponement is now to the western section of the CAB meeting at Banff, Aug. 8-9, to sound out the wishes of the western broadcasters, importers of many transcriptions.

May Change Methods

It is understood the department wishes to change the method of customs duties, and that production costs should not figure or be based on telephone line talent or network importations should also be taxed on production costs.

The transcription importers feel that if the duty is to be calculated on production costs, it will place the recordings out of reach of the small stations which are at present the main users of transcriptions, and under Canadian government policy there are mainly small stations in the Dominion, only the CBC having high powered stations.

At present, transcription importers are allowed to make customs duty at a valuation of $4 per disc if free of commercial announcements and $7.50 a disc if commercial announcements are included in the recording. The rate is 27-1/2% less 10% plus 8% sales tax and 5% excise tax. Opinion in broadcast circles is that while there is a possibility of a wide change in the duty calculation, if the department takes production costs into consideration, there will likely be little change with possibly a higher rate and slightly higher valuation.

No Canadian stations or importers are stocking up on transcriptions although some did some time ago. Canadian transcription firms are making only those recordings than ever before, mainly dramatic spots and one-minute announcements. Should there be no higher rate of duty on the transcriptions, broadcasters and importers have an appeal to the Tariff Board, although any ruling of the Department of National Revenue goes into effect immediately the ruling is published.

HERALDING the dedication of the $300,000,000 Bonneville Dam on the Columbia River, a large KOIN, Portland, Ore., staff (top photo) hailed a baseball game on wide broadcast. Participating in the broadcast by KOIN were (back row l to r) Louis Bookway, technical director; Johnnie Walker, production manager; Henry Swartwood, program director; Art Kirkhus, public relations. By-Byron Paul, technician; (front row) Don Douglas, announcer; Earl Dunham, broadcast supervisor; Church, public events director, and Jack Lombard, technician. An account of the Roosevelt-Barkley tryst at Latonia Race Track was handled by WCKY, Cincinnati, with WCKY announcers and engineers baking under a hot sun from 10 a.m. to 5 p.m. to put on the broadcast. Here are (l to r) Rex Davis, announcer, program director; Art Gillette, engineer, and Charles Topmiller, chief engineer, carrying on at WCKY, which also piped the program to WPAD, Peoria, and permitted WCMI, Ashland, to pick it off the air.

WOR'S New Programs

AUDITIONS have been completed and programs prepared by WOR, Newark, for a number of fall and winter offerings, some of which have been transmitted by the WOR Transmission Service. Programs include Junior Flying Corps, a juvenile featuring Jack Lambis, air-line pilot; We Want a Touchdown, a half-hour football show featuring George Trevor, New York Sun sports writer; Mr. Opportunity, with Arthur Hale telling stories of how to make extra money; Play Ball, an hour program featuring Al Mamaux, former big league pitcher; Singing Story Tellers, featuring Phil Porterfield. New WOR features already booked are Famous First Facts, with Joseph Nathan Kane (starting as sustainer on Nov. 14 and 21); Starlight, a musical program; and World of Wonder, a radio program.

TEXTILE Corp. of America, New York, has named Campbell-Lampe, New York, and will use radio for its rug cushions. A five-week test program is progressing at WHOM, Jersey City; a few other stations may be added later.

Mr. Kemp

KEMP Back to Coast

ART KEMP, attached to Radio Sales, CBS spot sales subsidiary, contacting own and managed stations on the far west coast, will return to his old territory in New York as National Sales manager of the CBS Pacific network. He will contact regional network accounts along the Pacific Coast.

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FALL WOR programs include Junior Flying Corps, a juvenile featuring Jack Lambis, air-line pilot; We Want a Touchdown, a half-hour football show featuring George Trevor, New York Sun sports writer; Mr. Opportunity, with Arthur Hale telling stories of how to make extra money; Play Ball, an hour program featuring Al Mamaux, former big league pitcher; Singing Story Tellers, featuring Phil Porterfield. New WOR features already booked are Famous First Facts, with Joseph Nathan Kane (starting as sustainer on Nov. 14 and 21); Starlight, a musical program; and World of Wonder, a radio program.

Bell-Ans to Test

BELL & Company, Orangeburg, N. Y., (Bell-Ans), will use one-minute announcements for a nine or six days a week on a limited number of stations in a test campaign this fall. Bell-Ans' George Anderson, Davis & Platte, N. Y.

KTRI, SIoux City,

HEADED BY DIRKS

HEADED by Dietrick Dirks, one-time general manager of the Central States Broadcasting System (KOIL, Omaha; KFAB-KFOR, Lincoln, Neb.), the new KTRI, Sioux City, Ia., was inaugurated July 12, 1938, a year after it was authorized by the FCC and is now in regular operation. The station operates with 100 watts night and 250 day on 1420 kc., and is owned by Mr. Dirks and Mr. Dirks, one-half by the Sioux City Tribune. Dignitaries from Iowa, Kansas and South Dakota participated in the inauguration, along with local civic and educational groups. Mr. Dirks will be manager and commercial manager, with Ray Jensen, recently with KOAM, Pittsburg, Kan., and Axel Larson, formerly with KOSSO and KELO, Sioux Falls, S. D., completing his commercial staff.

Program director is George Chitty, formerly with various Midwestern stations, also president of Northwest College of Commerce, Huron, S. D. Bill Treadway, announcer, received an announcement from KGNF, North Platte, Neb., is sports announcer. Vic Bovey, formerly with KDOO, Central States, holds the same post at KTRI. Chief engineer is Carleton Gray, formerly chief engineer of the old KFOM, Minn., and chief control operator is Rudy Erickson, formerly with WFCF, Calgary, Ala.

RCA equipment is employed throughout with a Truscon vertical transmitter. United Press furnishes the news service.

CBC 50 Kw. Plans

WORK has been started by the Canadian Broadcasting Corporation on the new 50-kw. transmitter building for the Maritimes not far from Moncton, New Brunswick. A similar site will be built on the prairies near Saskatoon, with actual work to start sometime in August, but site selection has not yet been completed. While no official information is as yet available on either station, it is understood unofficially that RCA equipment will be used in the transmitters, and that the stations will each cost about $300,000. Authority has been obtained by CBC to go ahead with the building of these two stations, with two more likely in the near future—CBL, Toronto, and CBF, Montreal.

Bond Winter Plans

GENERAL BAKING Co., New York (Bond bond), sponsoring Guy Lombardo on CBS, will leave the air Aug. 14, and the orchestra leader will be heard in the interests of Lady Esther cosmetics in the fall. Bond bond will confine its radio activity to use of a few children's programs during the winter. Its agency is BBDO.
Announcing!

the greatest SINGLE IMPROVEMENT in the history of instantaneous recording equipment

THE NEW PRESTO AUTOMATIC RECORDING EQUALIZER*

It does a job no human skill can duplicate. It compensates smoothly and accurately for the progressive attenuation of high frequencies on 33-1/3 rpm recordings and as it varies the equalization it keeps the output of the recording amplifier at a constant level. It makes the quality of your 15-minute recordings the same from beginning to end...no hollow, tubby quality near the center of the record due to loss of highs...no shrill, rasping reproduction at the outside due to over-equalization.

This new device can be installed on your Presto recorder in less than ten minutes. Simply loosen two screws and clamp the slider unit onto the over head feed mechanism. Plug the cables into the control box, connect to the 500 ohm input of your recording amplifier and your equipment is ready to make the finest instantaneous recordings you ever heard.

Price of Presto automatic recording equalizer complete $136.00 net to broadcasting stations. (F.O.B. New York) *Preliminary pending.

Place Your Order Today and be Certain of Prompt Delivery.

PRESTO RECORDING CORPORATION
147 W. 19th ST.

BROADCASTING • Broadcast Advertising
August 1, 1938 • Page 29
New and Continuing Network Accounts Signed for Autumn

(Continued from page 11) 4-10 p.m. Agency: Benton & Bowles, N. Y.

COLATE - PALMOLIVE - PRE- PET. Jersey City (Palmolive Soap), continues on NBC 15 stations, Fri., 10-30 to 10:45 a.m. (reb. 4:30-4:45 a.m.) Agency: Benton & Bowles, N. Y.

COLATE - PALMOLIVE - PET. Jersey City (Colgate tooth powder), continues on NBC 15 stations, Thu., 10-45 to 11:00 a.m. Agency: Benton & Bowles, N. Y.

PET MILK SALES Corp. St. Louis (Oatmeal), continues on NBC 15 stations, Fri., 11:00 to 11:15 a.m. Agency: Gardner Adv., St. Louis.

THE HOME BY COCA-COLA, Chicago (chewing gum), continues on NBC 15 stations, Fri., 11:15 to 11:30 a.m. (reb. 3:30-3:45 a.m.) Agency: Nessel-Meyerhoff, Chicago.

LEYER BROTHERS Co., Cambridge (Rine's), continues Big Sister on 87 stations, Mon., thru. 11:30-11:45 a.m. (reb. 2:15-2:30 p.m.) Agency: Ruthrauff & Reis, N. Y.

LEYER BROTHERS Co., Cambridge (Rine's), continues on NBC 15 stations, Mon., thru. 11:30-11:45 a.m. (reb. 2:15-2:30 p.m.) Agency: Ruthrauff & Reis, N. Y.

GENERAL FOODS Corp., New York (Applejack), continues on NBC 15 stations, Mon., thru. 1:00 to 1:15 p.m. Agency: Blackett & Sample-Hummmert, Chicago.

AMERICAN HOME PRODUCTS, New York (Edna Wallace Hopper Cosmetics — Ralston Purina), continues on NBC 15 stations, Fri., 8:00 to 8:15 p.m. Agency: Chicago.

AMERICAN HOME PRODUCTS, New York (Ralph Marston, Planter's Peanut Oil), continues on NBC 15 stations, Mon., thru. 1:00 to 1:15 p.m. Agency: Blackett & Sample-Hummmert, Chicago.


AMERICAN HOME PRODUCTS, New York (Animer), Mon. thru. Wed.; Mon. thru. 5:15-5:45 p.m. Agency: Chicago.


WILLIAM J. BRIDGE Co., Cincinnati (Ogden), continues The Godbergs on 82 stations, Mon., thru. 1:00 to 1:15 p.m. Agency: Blackett & Sample-Hummmert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory), continues Road of Life on 22 stations, Mon., thru. 1:00 to 1:15 p.m. Agency: Pedlar & Rran, N. Y.

PETER & GANBI Co., Cincinnati (Ivory), continues Road of Life on 22 stations, Mon., thru. 1:00 to 1:15 p.m. Agency: Pedlar & Rran, N. Y.

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SALES AFFILIATES, New York (Luzon Biscuit Co., Baby Whole Foods, Bragganati on KNX & KEFO, Wed. & Fri., 11:00-11:15 a.m. (reb. 5:15-5:30 a.m.) Agency: Milton Weinberg Adv., N. Y.

WRIGHT BROS., Chicago (chewing gum), continues The Laugh Leaders on 112 stations, Mon., thru. 4:00 to 4:15 p.m. Agency: Frances Hooper Adv. Agency, Chicago.

P. LORILLARD New York (Old Gold cigarettes), continues Screenoscope on 89 stations, Tue. & Wed., 8:30-8:45 p.m. (reb. 2:30-2:45 p.m.) Agency: Lennihan & Mitchell, N. Y.

STEWING PRODUCTS, Wheeling (Bayer Aspirin), continues Second Husband on 36 stations, Thu., 7:30-8:00 p.m. Agency: Blackett & Sample-Hummmert, Chicago.

BREWERS' RADIO SHOW, New York, (Dill's Best & Model Smoking Tobacco), continues on NBC 15 stations, Mon. thru. 8:30-8:35 p.m. (reb. 12:30-12:35 a.m.) Agency: Blackett & Sample-Hummmert, Chicago.

U. S. TOBACCO CO. New York (Dill's Best & Model Smoking Tobacco), continues on NBC 15 stations, Mon. thru. 8:30-8:35 p.m. (reb. 12:30-12:35 a.m.) Agency: Blackett & Sample-Hummmert, Chicago.

KUDNER, New York (Philip Morris Cigarettes), continues on NBC 15 stations, Tue., 11:00 to 11:15 a.m. Agency: Newell-Emmet Co., N. Y.

GRAND UNION MERCANTILE CO. New York (Philip Morris Cigarettes), continues on NBC 15 stations, Tue., 11:00 to 11:15 a.m. Agency: Newell-Emmet Co., N. Y.

BREWERS' RADIO SHOW, New York, (Dill's Best & Model Smoking Tobacco), continues on NBC 48 stations, Mon. thru. 8:30-8:35 p.m. (reb. 12:30-12:35 a.m.) Agency: Blackett & Sample-Hummmert, Chicago.

CHRYSLER Corp., Detroit (motor car), continues News From Detroit on NBC 15 stations, Mon., 8:30-8:35 p.m. (reb. 12:30-12:35 a.m.) Agency: Geyer, Cornell & Nelson, Phl.

NASH-KELVINATOR Corp., Detroit (Nash Motor Cars), continues Prof. Quiz on NBC 15 stations, Mon., 8:30-8:35 p.m. (reb. 12:30-12:35 a.m.) Agency: Geyer, Cornell & Nelson, Phl.
REGIONAL ADVERTISERS, New York (for domestic use), continue Mystery Chef on 9 stations, Tues., Thurs., 9:45-10:15 m. (repeat, 11:30 p.m.) Agency: McCormick-New York.


VICKY CHEMICAL CO., Greensboro, N. C. (Vagorub), on Sept. 25 starts a new program not yet selected on 59 stations, Sun., 7-9 p.m. Agency: Morse International, N. Y.

WILLIAM B. WARNER CO., New York (Bonam's Unanimis), on Sept. 25 starts Won' Liz-Luvna on 9 stations, Thurs., 4-5:15 p.m. (shifted from 5 Red stations, Mon., Thurs., 7-8:15 p.m.) Agency: Blackett-Sample-Hummert, Chicago.

Continuing

ANACIN Co., Jersey City (headache tablets), continues Easy Ace on 31 stations, Thurs., 7-8 p.m. (FST). Agency: Louden & Mathews, New York.

Bi-Sol-Do Co., Jersey City (alkalizer), continues Power of Pitted Prunes on 33 stations, Tues., Thurs., 7-8:30 p.m. Agency: Louden & Mathews, New York.

JERGENS-WOODBURY SALES CORP., Cincinnati (Woodbury soap and cosmetics), continues Your Life on 64 stations, Thurs., 7-8:30 p.m. (FST), continues Jergens Journal on 64 stations, Thurs., 7-8:30 p.m. (FST). Agency: Louden & Mathews, New York.

NEW BUSINESS


WWW.AMERICANRADIOHISTORY.COM
BROADCASTING • Broadcast Advertising

DON LEE NETWORK

JOHNSON, CARVELL & MURPHY, Los Angeles. On Sept. 25, 1938, it became Don Lee Network, Inc., the new corporation will own and operate the network.

DUST-PROOFED with helmet and goggles, Frank Cigliano, engineer of the WINS, Milwaukee, handles a lap-by-lap account of the madid and explosive finish of the A&P-New York-Feir. on track each Friday night at 10 o'clock. Carrying the dust-proofing idea a step further, the chief engineer, has also made a cover for the amplifier.

Record Autumn Foreseen by Networks

(Continued From Page 11)

...a production center for network shows...both Pacific Coast programs...the transcontinental and West Coast, heard over NBC last season, and originating from Hollywood and San Francisco, will be back in the fall after the seasonal summer interruption. "In addition to the established programs, many new sponsored and network shows are the highest in history. There is every indication, Mr. Gilman said, that all the network shows...will be back in the fall after the seasonal summer interruption. In addition to the established programs, many new sponsored and network shows are expected to develop within the next month. The recent upturn in business generally is having a good effect on the network business.
When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry's entire history. Having pioneered the vertical radiator, having unequaled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna... Blaw-Knox fully justifies complete confidence in results. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.
Gorge D. Hay, the "Sol- emn Old Judge of Grand Old Or- py on WSM, Nashville, has instituted an audience relations depart- ment, taking in all fan mail calling for an answer and giving it personal attention. In addition, he appears on the thrice- weekly "Strictly Personal" pro- gram to answer some of the more general inquiries directed to him, with an eye to getting ad- vice on personal matters as well as just relating their personal troubles. Mr. Hay has been known to the outset that he doesn't know all the answers, but believes he knows where to refer most of them. • • •

Oxydol in Polish
OXYDOL's daily transcribed quar- ter-hour in Polish, Main Street, started July 18 on WBNX, New York. Main Street presents a real- life story of plain people and what they think and do in stores and shops. The Polish program is in addition to Ivory Soap and Crisco announcements in foreign lan- guages carried by Procter & Gamble Co., Blackett- Sample-Hummert, Chicago, han- dles the Oxydol account.

All About Aviation
A SERIAL of aviation adventure, Men With Wings, was started July 31 as an MBS Sunday after- noon feature. The serial is based on a Paramount picture of that name, the serial will be writ- ten by Paramount writers and act- ed by Paramount stars, but it will carry no credit line for the film company and its story will be quite different from the movie. The program originates through KJH, Los Angeles. • • •

Heat Chasers
SUGGESTED and sold to WBFR, Baltimore, by a listener, How To Keep Cool gives 45 minutes of re- corded music and tips on coolness from interviews with persons like a housewife, policeman, traveling salesman, or an auto- truck. The idea was brought to WFBF on a Thursday morning and sold as a broadcasting pro- gram to eight sponsors by Friday noon. • • •

Pullen Sounds
JUVENILE serial called Trailer Tim has started on WLS, Chicago, featuring Furv Pullen, imitator and whistler. The quarter-hour, thrice-weekly series concerns myth- ical trips around the country in a trailer. Mr. Pullen recently joined the WLS staff after completing several animal imitations for Walt Disney pictures. • • •

Prison Devotions
GRAHAM POYNER, program di- rector of WPTF, Raleigh, is plan- ning a series of Sunday night services to be broadcast from Cen- tral Prison, North Carolina State penitentiary, for the three odd prison camps equipped with radios so they can listen. • • •

Find the Law
TEAMS compete in detecting er- rors of fact, grammar and pro- nunciation in sentences read by W. Curtis Nicholson, lexicographer, in a new quiz series, My Error, broad- cast weekly on WEDV, New York.

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BROADCASTING • Broadcast Advertising

SPORTS QUERIES
A QUESTION-and-answer pro- gram with a sports slant is Olym- pics of the Air which KMBC, Kan- sas City, is serving to Saturday- night listeners with satisfactory results. With Jack Starr, KMBC sports editor, as the master-of- ceremonies, unheard contestant- ants are pulled out of the audience and plied with questions about sports. Winner gets two tickets to his choice of major sporting events in Kansas City. Listeners partici- pate by phoning numbers assigned to Jack Stall for use on the show. All questions used are rewarded with two tickets to sports events also. • • •

From the Same Site
GENERAL BAKING Co.'s three- week by Street Interludes, to complete a full year's run on WTAG, Worcester, Mass., in September, draws increased spectator interest by originating each broad- cast at the same spot outside Poll's Capital Theater, Worcester. How- ever, last week, WHE conducted the program, recently extended for 13 weeks. BBDO handles the General Baking Co. account. • • •

Meals Chime
SUGGESTED by J. K. Ma- son, NBC merchandising manager, Baltimore & Ohio Railroad has accepted several sets of NBC chimes for use by its dining car waiters to announce meals time. The chimes will first be used on the New York, Washington, Chicago, Boston and New Orleans trains, later by the Alton R. R., Baltimore & Ohio sub- division, and the Cincinnati- St. Louis runs.

Always a Dedication
STUNT on an all-request program on KGVO, Missoula, Mont., is the short-in-the-dark dedication, called for a dedication each day to some hypothetical listener like "a forest- lookout in the Blackfoot Val- ley who listens to our program while watching for forest fires". The listener fitting the description is asked by BDBO's announcer Co- Sterling Beson, director of KGVO's early morning Kiss & Pass program, to write a one-hour live show, Koo Koo Klub, run as a sustainer six days a week from 6:30-7. m. • • •

When Girls Say Uncle
JAMES H. BSAU, the Uncle Jim of WIBG, Glenside, Pa., in- structs Girl Scouts in radio dra- matics during the summer at their Camp, Camp Fight Uncle Jim presents Girl Scout programs as the Wednesday feature of his daily 6-7 broadcast, and each troop in District 7 has ap- peared at least once.

Neighborhood Notes
WGAR, Cleveland, recently started "News of Our Neighbors," Sunday evening feature, with Ralph Wor- den presenting best news story selec- tions of small town editors in North Ohio. Choices are incor- porated into News of Our Neigh- bors, with Mr. Worden acting as commentator, and credit lines for each story.

Breeses From the Seas
CKWX, Vancouver, has started a Wednesday evening series, Union BROADCAST Interludes, for the Union Steamship Co., specializing in coastal service and summer cruises. The broadcasts, originat- ing from the company's steamers after leaving dock and going out on a shortwave unit, feature inter- views with passengers by Fred Bass.

Words and Baseball
Two five-man teams mix spelling bees with baseball on the Snell- Ball weekly on WIBG, Toledo. Words are typed out, eval- uated from one-baggers to home- runs, according to difficulty. Con- testants come up in regular bat- ting order and draw a word. Each miss an an out, and two outs retire the man. Each one miss- ing team takes a $15 cash prize.

From a New Home
CAPITALIZING on the new home of Chief Engineer T. E. Ather- stone, KGVO, Missoula, Mont., car- rying out a radio-rental idea, is a program, sponsored by the building contractors, describing various building features of the new build- ing.

Secret Desires
FAMOUS people tell what they would like best on Carol Tin- ney's If I Had the Chance, Mon- day night feature on NBC-Blue. Each week Mr. Tinney interviews a number of people who have standing successes in their profes- sions on what they would do if given the option.

Guider of Youth
FOR ADVENTURISTS John Burt Langley conducts the new Boy Counsellor of the Air on WPNF, Philadelphia, presenting a toler- ant discussion program on boys and their problems in an effort to "give guidance and counsel before they get into trouble—not afterwards".
On July 9th, President Roosevelt was the first President in office ever to visit Oklahoma. During his hour and a half stay in Oklahoma City, the largest crowd the city had ever seen lined the streets on which he passed, jammed the stadium of Fair Park where two networks carried his address to the nation.

All the while, with mobile unit and pack transmitter, WKY was bringing the color and drama of the event to thousands of other Oklahomans unable to attend, shared its facilities with other stations in the state.

Only WKY in Oklahoma had the facilities and staff to cover this important event. So, while the President was making political history in Oklahoma, WKY was writing another brilliant chapter in Southwestern broadcasting history to which it has so richly contributed since 1920, a record which makes WKY stand forth as Oklahoma's FIRST station . . . FIRST in facilities. FIRST in entertainment. FIRST in service and FIRST in the choice of Oklahoma listeners.
Date for Filing of Briefs Postponed By FCC to Aug. 15 in Superpower Case

A 15-DAY postponement until Aug. 15 of the deadline for filing of summation briefs covering testimony at the hearings on proposed new rules and regulations for broadcasting was authorized July 25 by the FCC's Superpower Committee in charge of the proceedings. The briefs had been due Aug. 1 and the extension was granted at the request of certain counsel. The June 6-30 hearings involved all phases of broadcast operation. Most important were those in connection with allowing power of greater than 50 kw. on clear channels and designating 25 channels, more or less, for Class I-A or unduplicated operation. [Broadcasting, June 15, July 1].

As soon as the briefs are submitted, the Committee plans to begin work on its proposed report and recommendations. The report, in effect, will be in the nature of an examiner's report and subject to exceptions and oral arguments before the full Commission. It is hardly possible the FCC can promulgate the new rules early next year.

Treaty Ratification

These rules will serve as the basis for new allocations as prescribed in the Havana Treaty. The treaty, however, does not become effective until one year after its ratification by three of the four nations parties to it, with the fourth signifying its intention of so doing. The United States ratified the convention at the last session of Congress, and Cuba has ratified it. Favorable action from Canada is expected at any time. Mexico, however, is not expected to act until December at which time its Congress convenes. Consequently, it is generally believed the full force of the proposed reallocation, embodying many changes in assignments making permissible increases in power of certain regional stations to 5,000 watts day and night and of local stations to 250 watts night, will not be felt until late 1939 or early 1940.

While the committee has been retarded by the WLW renewal hearings [page 13], serious thought is being given to a number of basic changes, it is understood. George B. Porter, assistant general counsel of the FCC and counsel for the committee, will aid in preparation of conclusions, along with Andrew D. Ring, assistant chief engineer in charge of broadcasting.

The preliminary report probably will not be ready for release before October. All parties would have at least 30 days to file exceptions and ask oral arguments. Even if the FCC sets arguments ahead of routine arguments on its calendar, it is hardly possible that the case will be ready for final consideration before the end of the year.

On the question of superpower there does not appear to be any strong disposition to alter the present rule by permitting additional 500 kw. grants, particularly in the face of Senate adoption of a resolution opposing superpower. It is conceivable that it might find superpower neither military and economically feasible and state in its report that it can make no flat conclusion because of the Senate resolution. This, of course, is speculation.

The committee is known to be giving serious thought to the matter of Class I-A and I-B stations, or those which would be classified as nonduplicated and duplicated clears respectively. Several stations appearing in opposition to projected Class I-B assignments under the new rules as provided in the Havana Treaty, declared they would be stigmatized in a competitive way if their status was inferior to that of other clear-channel stations. For that reason, thought is known to be given to the classification of clear-channel stations. It is not outside the realm of possibility that the Commission will decide not to discriminate in the designation of such stations, calling all of the 32 channels in this category Class I but differentiating between them only so far as the specific assignments are concerned. In other words, there might be two classes of Class I stations without defining the difference between them but actually taking care of the differentials in the assignments.

Certain other provisions such as those outlawing commercialization of experimental authorizations, requirements for clocks in all control studios and those dealing with local ownership of stations, are being scrutinized, it is indicated.

Hogan Heads WCLO

HOMER HOGAN, formerly manager of KYW when it was in Chicago and for the last four years mid-west manager of Hearst Radio Inc., has taken over general management of WCLO, Janesville, Wis. Mr. Hogan succeeds Sydney Blais who is now publisher and the extension was

Mr. Hogan of the Janesville Daily Gazette and president of the Gazette Printing Co., owner and operator of WCLO. Before entering radio 12 years ago Mr. Hogan was on the editorial staff of the Chicago Herald-Examiner and was once its city editor.

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting-Station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

Free & Peters, Inc., National Advertising Representatives

New York Chicago Detroit Atlanta San Francisco Los Angeles
Quiz Author With CBS
JOHN C. HEINEY, originator of the Prof. Quiz program, which started the current cycle of question-and-answer programs, has been appointed CBS-WISV promotion manager in Washington, also handling new program ideas. Mr. Heiney, who is drawing royalties from the sponsorship of Prof. Quiz, was recently with the promotion department of the Washington Post and radio editor of that newspaper. He formerly was with the Indianapolis News, the U. S. Chamber of Commerce and the Iowa Network.

CARL J. BURKLAND, sales manager of WCCO, Minneapolis, took the mike for a special broadcast in Swedish during the visit of Crown Prince Gustav Adolf to the Twin Cities, after a canvas of the WCCO announcers uncovered no Swedish-speakers.

Scalper Scalped
A TICKET scalper recently was caught trying to capitalize on passes to the Lives of Great Americans show on WOAI, San Antonio, when he approached an executive of the Great American Life Insurance Co., sponsor of the program, and offered to sell him a "ticket" to the broadcast for 75 cents.

WDAY Personnel Changes
BARNEY J. LAVIN, for the last several years commercial manager of WDAY, Fargo, has been named assistant manager in charge of sales by Earl C. Reineke, president and general manager. Bob Smith, of Cleveland, has joined the commercial department of the station and Howard Nelson has been made publicity director, taking over the post from Dave Henley, who will devote full time to his programming and microphone duties.

Typewriter Plans
ROYAL TYPEWRITER Co., New York, is considering the use of radio this fall, probably beginning with test campaigns in the ten cities which are Royal's chief distributing points. Plan, according to Louis A. Witten, radio director, Buchanan Co., Royal agency, is to ask stations in those cities to recommend programs which they believe will produce the best returns for the sponsor, who will judge programs solely on the basis of cost per inquiry. Future plans depend entirely on results of these tests.

Hosiery Feeler
AMERICA-CHIFFON Co., Chicago (silk hosiery), has started a test on WWVA, Wheeling, and is planning a spot campaign for fall. First United Broadcasters, Chicago, is agency.

T. POWELL, the English announcer of Radio Barcelona, was killed recently during an air raid on the Spanish capital.

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How to be governor of

USE THE TEN COMMANDMENTS

SING HILLBILLY SONGS FOR

Broadcast over the Tex

W. LEE O’DANIEL DID JUST THAT AND

TEXAS PRIMARIES

- Relatively
- before the
- to the 6,1
- The over
- TQN stations
- No more
- could be

THE TEXAS QUALITY NETWORK

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Net

EDWARD PETRY & COMPANY, IN

www.americanradiohistory.com
A SWEEPING VICTORY IN THE

unknown in the Texas gubernatorial race 60 days primaries, W. Lee O’Daniel took his campaign message 2,000 Texans over the Texas Quality Network stations. 'whelming victory for O’Daniel is evidence that the four ns reached the Texas voters most effectively.

 tangible proof of the effectiveness of TQN advertising recorded. Next time vote for TQN

WFAA-WBAP    KPRC    WOAI
DALLAS    FT. WORTH    HOUSTON    SAN ANTONIO

Standard Market Data Brochure

3. NATIONAL REPRESENTATIVES
Hough's Puff

QUOTED that whimsical sage of American radio, Harold Hough, when asked by BROADCASTING to comment on the Texas elections which assured the governorship for W. Lee O'Daniel, a WBAP flour-selling buildup turned statesman by listener demand: "He is not a landlubber—he is an earthquake, and he is strictly the outcome of radio showmanship, all of which means, I guess, that the few of our remaining radio advertisers will soon turn politicians. Charlie McCarthy will become Emperor of America, and Jack Benny is a cinch for the White House in 1940. Really, Texas is in a terrible turmoil. If the heat doesn't get us, the hillbillies will."

Siesta

WITH CONGRESS out of session, it is refreshing to note that those who beat the big bass drum against broadcasting are taking a siesta. They quit their thumping because the soundboard isn't available—there isn't any opportunity now to "revise and extend" remarks in the Congressional Record or go into oratorical gyrations on the House floor, reading "ghosted" remarks of those with axes to grind.

During this stillness, it's tubes to tubas that the anti-radio artillerymen are busy batting out sensations for the winter delivery, coincident with the next session of Congress. Take the hoary harangue about station "licensing fees" for example. That's a perennial, too good as a front-page publicity-puller to be forgotten.

Yes, let's take the license fee business! We have said before in these columns that it would be discriminatory to single out an industry like broadcasting for license fees to defray the overhead of the regulatory authority when other industries, also governmentally-regulated, are not subjected to similar fees.

Since last session when the wattage-tax bill—moth balls, cobwebs and all—was whisked into the waste-paper basket, no winter delivery is available. The FCC has made a balance sheet of broadcasting. It shows among other things that the stations and the networks last year turned into the Federal exchequer exactly $3,746,239 in corporation income taxes. That doesn't include State taxes, or individual taxes, or other Federal, State and municipal levies.

Now let's look at the other side of the ledger. For the current fiscal year, Congress has appropriated for the FCC a fund of $1,740,000. That is less than half of the sum tossed into the Federal pot last year by the broadcasting industry. And that budget is for all FCC operations, including regulating telephone, telegraph, cables, $4,000 amateur operators and divers other activities not directly related to broadcasting.

Aside from the aforementioned fact that the FCC could get along with lots less if it were a more efficiently functioning organization, and if it spent more time helping industry help itself rather than frying foreign fish, we submit that the broadcasting industry, perhaps to a greater degree than comparably regulated industries, is defrauding the cost of the authority required by it to be in existence, and is getting its money's worth is beside the point.

With only 7.3% of respondents reporting any conviction that radio is abusing its power in the latest "Fortune" survey, it doesn't seem as though the self-anointed crusaders against radio have much hula for their much-publicized antics. Possibly the reason they get an unfair shake is to be found in the figure for the press, which led all categories with 24.5%.

Thanks to the Campus

JUST as the organized American broadcasting industry drew upon the academic clousters for a leader and spokesman in Neville Miller, late of the Princeton staff, the power that govern radio in the British Isles have chosen a university executive, Prof. Frederick Wolff Ogilvie, president of Belfast's famed Queen's University, to succeed that able if sometimes hard-headed Scot, Sir John Reith, as director general of the British Broadcasting Corp.

American broadcasters, particularly the networks, have always enjoyed a most cordial entente with British radio, exchanging programs regularly, extending studio facilities to one another's "correspondents" in Europe and America, often swapping personnel for studies of methods of operation and programming. That despite Sir John's oft-spoken hope toward a more commercial broadcasting and his original ex ponds thesis, far removed from the American idea, that radio (at least British radio) should give listeners what they ought to have rather than what they want.

In deference to Sir John it should be noted that in recent years the BBC has lightened and popularized its program fare considerably, although it required the impelling popularity of broadcasts, particularly sponsored broadcasts, from France and Luxembourg. Prof. Ogilvie, like Neville Miller, is new to radio—but he comes with a fine background as a college president, an economist, a World War veteran and a man frequently called upon by his Government to lend his talents to the solution of social problems. Like the Miller appointment, his selection is a recognition by radio of its broader social obligations. We welcome the Scottish professor to radio's fold.

"Monopoly": Whose Show?

THE NEW regulatory vogue appears to be "monopoly"—plain or fancy, apparent or real. The broadcasting industry is on the qui vive not only because of the FCC chain-monopoly inquiry slated for fall showing, but also the Federal monopoly inquiry, in which radio as yet hasn't made its debut even on paper.

We have discussed on this whole subject before—projecting the view that some good and no real harm can result if the investigators devote themselves to finding facts and, ignore ballyhoo except as a by-product.

First, we hope—and there is every indication we hope is well founded—that the Federal committee will not dip into the broadcasting situation and confuse the proceedings slated for FCC scrutiny and study. Aside from the fact that radio is small potatoes when placed alongside America's heavy industries, it is assumed that the joint Congressional-Departmental board will have its hands full without invading the broadcasting field, though there appears to be pressure already from expected sources to that end.

It is encouraging to note the interest being evinced in the forthcoming FCC proceedings. Independent Radio Network Affiliates has called a meeting in Chicago this month to consider participation in the hearing. Transcription organizations are planning participation. And of course the networks will figure prominently.

But it should be kept in mind that this isn't a "network show". It should be generally accepted that networks are a necessity in the broadcasting structure; that they have done a prodigious job in leading American radio to become the world's best, and that they are an indispensable asset in the American tempo.

By the same token, it is true that inequitable situations have developed in the relationship of networks with affiliates and in other competitive activities. And we should brush aside the fact the statute prescribes that the FCC regulate networks if it deems it necessary—something it has never essayed to do directly.

The kernel of the FCC chain-monopoly investigation, as we see it, is that stations should not go into the forthcoming hearings with any idea of scuttling any existing entity in broadcasting. In the proceeding, appearances of individual grievances against the networks, station operators should not lose sight of network indispensability. They should contribute whatever they can, without bias or malice, toward bolstering the entire radio structure, and they should seek to avoid the building up of more governmental supervision and restriction of broadcast operations of the sort that might result only in hamstringing the ability of each broadcast unit to perform maximum public service with minimum governmental interference.
JUST THREE years ago O. L. (Ted) Taylor (that's all the name he admits) had never seen the inside of a radio station. He had inherited all the traditional dislike of radio often found in newspapers outside the fold, for he was in charge of advertising for the Amarillo (Tex.) Globe & News, and an executive of the associated papers in the Haws-Howe chain.

Today Ted Taylor is as strong a booster for broadcasting as he ever found anywhere. He is in direct charge of three broadcasting stations with an ownership interest in each. He is president of the Texas Broadcasters Association, and the regional director of the NAB for Texas.

In those three short years, this burly, good-natured, six-foot Texan has built a rather unique and most efficient radio organization. When he undertook the task, by order of his board of directors, it was for a temporary organization period, after which he would return to the business office functions for the newspapers. By mutual consent, he stayed with radio.

The Plains Radio Broadcasting Co., which the 32-year-old Ted Taylor heads as president, operates KGNC in Amarillo and KFYO in Lubbock. In addition he is a principal owner of KRGV in Weslaco, which his group recently acquired.

The story of Ted Taylor is not one of radio pioneering, because broadcasting was firmly established as a business before he ever saw the business side of a microphone. But it is a success story of radio because this young executive proved that common sense business methods which work in newspaper publishing can be applied with equal success in broadcasting.

A native Texan, O. L. Taylor was born in the tiny village of Bangs on Aug. 10, 1906. And, as far as your correspondent can ascertain, he was born just plain "O. L." with his nickname "Ted" arbitrarily acquired or adopted. At 14 he got the newspaper yen and enrolled in a lino type school in New Orleans, working nights and studying during the day. It was a hard schedule, but it taught him the value of hard work. At 17 he became a union linotype operator, one of the youngest in the business.

Two years later young Taylor went to Yuma, Ariz., where he worked on the Morning Sun, shifting from the composing room to the business office. He then jumped back to his native Texas, at Midland, and thence graduated to the Amarillo Globe & News. It was in 1934 that the newspaper decided to enter the radio field. With FCC approval it bought and consolidated Amarillo's two half-time stations—WDAG and KGKS—which became KGNC.

Ted Taylor was assigned the task of putting the new venture on its feet, and he frankly didn't like it—at first. He admits he had a lot of ideas about the mission of radio, and none were complimentary.

With his native resourcefulness and intelligence, it wasn't long before he became a staunch radio booster. He was breaking new ground, and he loved it. He forgot about the newspaper business office.

When the consolidation of the stations was effected, they had exactly one national account between them—and that was paying local rates. Panhandle radio had been an orphan. So he decided to give it some character. He started to merchandise, promote, and build up (in the refined manner, of course). He watched program quality carefully. He established a standard for commercials, so that listeners would realize that products advertised over KGNC were dependable and would fulfill claims made.

Has the system worked? Today KGNC is carrying more than two score national accounts and more in West Texas, looking after commercial ideas for radio presentation. It moved into its new studio building (built for radio only) and began operation with the most modern equipment available.

While service is Ted Taylor's byword, he has always realized that it can be provided only with a willing, cooperative and capable staff. He has built excellent staffs at all three stations, and has adopted the practice of working with his men, rather than over them. He never tells a staff member to do something he would not do himself.

When the Texas Broadcasters Association was organized in June, 1937, to serve as a segment of the NAB, Ted Taylor, as an outstanding independent station operator, was selected as its president. When the NAB was revamped last February, Ted Taylor was named by his State as their director on its board.

State fairs and prize cattle might be classified as Ted Taylor's hobbies, though he does manage to get in about nine holes of golf before work on summer mornings.

The Tri-State Fair in Amarillo—second largest in Texas—and Ted's attention every year. He is its secretary-manager. And many a Hereford has won him a blue ribbon at the fairs.

The Taylors (Mr. and Mrs.) reside in Amarillo, but Ted spends considerable time in Lubbock, and now in West Texas, looking after executive direction of the three stations. He is a Mason and a Kiwanian.

FRANK R. LENINCH, FCC chairman, who is expected back on his desk Aug. 1 after a stay in the Naval Hospital, Washington, D.C. for appendicitis, became a grandfather July 29. His eldest daughter gave birth to a son. John Merrill Hunter 3d, at Columbia Hospital, Washington, Md. Hunter is with the Bureau of the Treasury, Department of Commerce.

E. NELSON, KKDA's general manager who on July 25 became sales manager of NBC-Blue Network, was recently seen in Arlington and Dallas. Nelson was presented with a complete set of Bobby Jones matched clubs, each club carrying the name of one of the DKDA departments. Another feature was a neon sign reading "KKDA Feeds Nelson to the Blue".

HOWARD O. PIERCE, former treasurer of King-Temple Broadcasting Corp., has retired from active work and is establishing a new real estate business. He recently succeeded as treasurer by H. Allen Barger of sales department of WWXY, who simultaneously became a stockholder.

ANDREW POTTER, formerly manager of KOH, Reno, Nev., and recently program manager of KSBO, Denver, Colo., is now working at KOB, Albuquerque with Bert L. Berry in a radio promotion firm with offices in the Far West.

JOHN WILSON, formerly of the Cleveland News advertising department, has joined the Southern Newspapers (Mr. and Mrs.) recently moved from Cape Girardeau, Mo., to little Fenton, Mo., to assist in the advertising department.

BROADCASTING • Broadcast Advertising

THOMAS F. JOYCE, advertising and sales manager of RCA Mfg. Co., Camden, was guest speaker before the Houston Bar Association July 20. He was presented by John A. Holman, general manager of WRB, Boston, and WBZA, Muncie, Ind., which broadcast the talk.

MORRIS (Steve) MUNCH, former manager of KFAB and Co., and CondNat Publications, has joined the Eastern sales staff of Mutual Network.

ALLAN MCKEE, formerly in the sales department of the WITC, Cedar Rapids, and his brother, R. F. Mckee, of Santa Ana, Calif., have joined the W. L. Los Angeles sales staff as account executives.

PLODLAY A. CARTER, new to radio, has joined KDIA, Los Angeles, as account executive.

SHELTON B. HICKOX Jr., assistant to NBC's station relations manager, is the father of a boy, Sheldon B. Hickox III, born July 15, his first child.

LEO B. TYSON, general manager of KMPC, Beverly Hills, Cal., is on a business trip to New York, Detroit and Chicago.

HARRY W. WITT, CN Southern California sales manager, was guest speaker July 15 at the School of Speech of the University of Southern California, Los Angeles. Mr. Witti recently was a director of the Los Angeles Chamber.

CLYDE HARRISON, recent graduate of Denver and Colorado universities—former assistant manager of KFEL, Denver, Mark C. Crandall, of KFEL; married Dorothy W. Haric July 8.

JOHN WILSH, formerly of the Cleveland News advertising department, has joined the Southern Newspapers.

EUGENE S. MINTENDORF, manager of WND, Gary, Ind., is the father of a boy, Eugene Jr., born July 8.

ROBERT F. SHIELDS has joined KDWA, filling the vacancy created by the transfer of Bill Rees, who replaced Robert Randell, sent to New York recently as assistant to A. E. Nelson, new sales manager of NBC-Blue.

LEO KLIEF, formerly of WND, Lincoln, Neb., has joined the sales department of WGES, Chicago.

DON ROBBINS, San Francisco sales representative for the California Radio Network, has resigned.

Rene CANIZARES, Havanna manager for Alliance Radio, sailed for New York July 1 on a business and pleasure trip. He may broadcast over and provide sports programs to Cuban stations.

L. L. (Jake) JACQID has resigned from the staff of West Virginia Network, where he was former manager of WMEP, Parkersburg, W. Va., and visited his month with friends at Delphos, Kan.

HUGH M. PELTIS, general manager of KDJ, Seattle, is the father of a daughter, Patricia Ann, born to Mrs. Peltis in Seattle's Swedish Hospital July 22.

JOHN M. HENRY, one time manager of Central States Broadcasting System (KOM, Omaha, KFAB, KROK, Lincoln), now with the Iowa State Centennial Commission, on July 21 started a series of weekly programs on WHO, Des Moines on behalf of the Centennial Commission.


LESTER COHEN, attorney, in the offices of Duke M. Patrick, radio attorney, in Boston, and July 14 became the parents of a 7 lb. son, Robert Stephen.

No other station in New York State presents all of the top-flight network programs WSTR offers its listeners this season.

Here's just a few that make WSTR stronger than ever!

Charlie McCarthy
Bing Crosby - Bob Burns
Lowell Thomas
Green Hornet
Lone Ranger
National Barn Dance
One-Man's Family
National Farm and Home Hour
Magic Key

570 kc.

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ANNOUNCING UMP
El Prouoh of WDAY Takes Mike Behind Bar

ANNOUNCING and umpiring a baseball game simultaneously is the newest writing for El Prouoh, sports announcer of WDAY, Fargo, N. D. Broadcasting an exhibition game June 15 between the Fargo-Moorhead Twins of the Northern League and the Moor- head Red Sox, semi-pro club, Prouoh stood behind home plate, wore all the umpire's protective paraphernalia, called balls and strikes, and handled the entire first inning play by play.

The broadcast gained color with reception of infield chatter, the catcher's remarks to the pitcher, and hitter's caustic comments on uncatchable decisions. Even the brushing off of home plate by the "umpire," doing his chores, was heard by listening fans.

No STATION CAN BE STRONGER THAN ITS PROGRAMS

THOMAS L. ROBINSON, formerly with the New York Times and in public relations work with Harold F. Strong Corp., has joined NBC's continuity acceptance staff as assistant editor and agency contact man.

LEON GOLDSMITH, publicity director of WMCA, New York, is the father of a son, Michael Henry, born July 15.

EARLE MULLEN, formerly of the Chicago Tribune editorial staff, has joined NBC's New York press department to handle special assignments.

LATHAM O'NEILL, who has been writing continuity for Joe Penner programs several months, recently returned to the continuity staff of WLSA-WSSAI. Chicago, Van Wood- ward, formerly of KMox, St. Louis, and Robert Monroe have also joined WLSA-WSSAI, replacing Norman Slavin and Dick MacKnight.

THALIA LARKIN, assistant to Marjorie Mills on WE11, Boston, is to marry Henry J. Erath, Newton Center, Mass., Aug. 13.

HARRY RUNYON, formerly sales head of KXL Portland. Ore., has joined KGW-KKen Portland.

I. HAMMITT, former managing editor of Radio Press, Philadelphia fan weekly, has joined WIPN, Phila- delphia, as press department head.

TOM KEARNs of the WOR press department, resigns Sept. 1 to take a similar position with a Hollywood film company.

SALVATION ARMY, formerly of his leadership as the organization's national director, has resigned.

C. L. MENKHOFF, program director of the NBC central division, Chicago, is vacationing in Mexico City.

B. H. HUNNYCUTT Jr., has been appointed to NBC's international division as substitute for Portuguese announcer and clerk, El Canio, part-time Spanish announcer and writer: Christian Alves dos Santos, Spanish announcer, and Emmet Field Horine Jr., clerk and announcer in German sec-

GARRY MORRIS, announcer of WIAL, Baltimore, acting as m.c. of the Mutual Radio Stunt with George Price, is in vacation in Mexico City.

ERNEST FELIX, auditor of KFI, Los Angeles is the father of a girl born July 20.

B. E. NELSON, assistant to Bill Bailey, publicity director of WLW-WSSAI. Cincinnati, is recovering from an appendectomy. Christine Foss is filling in temporarily.

RUSSELL HIRSCH has returned to WCOA. Pensacola, Fla., as program director. He has been with WNOX, Knoxville, Ray Atkins, formerly of WNOX, Knoxville, has also joined WCOA.

CARLTON KADELL, Hollywood announcer on the CBS Big Town program, sponsored by Lever Bros. (Kineso) has been signed for the fall series which resumes in September.


B. F. McCLELAND, NBC traffic manager, is making a four-week inspection trip to the West Coast.

TOBY FOY, continuity writer of WGN, Chicago, is building a new 37-foot sailboat which he expects to have completed by the end of the summer.

JAMES HARVEY, who conducts the Camera Club of KYW, Philadelphia, Monday nights, is preparing a book based on his broadcast interviews of the last six months.

EVELYN KORN, in charge of music clearance at KYW, Philadelphia, has become engaged to David Metzer, a third year medical student.

JACK C. BAYSERS, CBS Hollywood assistant publicity director, leaves Aug. 5 for three weeks in the East.

H. HERBERT ANGELL, chief announcer of KVS Pittsburgh, in July celebrated his eighth anniversary with the station.


KATHERINE ROCHE, who has conducted the June Buxer home management program on WGN, Chicago for 12 years, sails Aug. 3 on the Normandie for a month's vacation in Europe.

COLTON G. MORRIS, formerly of WHAS, Springfield, Mass., and news commentator for Christian Science Monitor, has joined WBZ, Boston.

WALTER F. BICKFORD, editor-chief of the Yankee and Colonial Network News Service, is the father of a boy born July 31.

FRANKLYN McCORMACK, formerly of WBBM, Chicago, has been named staff announcer for Evans & Co., that city.

GEORGE ENGLE, a June graduate of Kansas State College, Manhattan, and KSAC, the college station, has joined WIBW, Topeka.

DAVID MANNING, formerly of KWK, St. Louis, has joined the announcing staff of WTOP, Toledo.

CLINTON GODWIN has been transferred from the engineering to the announcing staff of CKX, Brandon, Manitoba, Humphrey Davies assumes his post at the station controls.

ERIC JENSEN has been added to the announcing staff of CKY, Winnipeg, Manitoba.

JAMES HARRER, formerly with Radio Feature Service, Hollywood publicity bureau, has joined Elwood J. Robinson Agency, Los Angeles, as assistant to Harry Bennett, director of public relations.

BUD HARRIS, actor, has joined the announcing staff of WIND, Chicago, to m. c. its Wednesday evening amateur hour.

WILLIAM LOFBACk has been named continuity editor of WHLB, Virginia, Minn.

HELEN SAWYER, formerly KSFO, San Francisco, commentator, has started a weekly quarter hour series featuring women in the news, on KNX, Hollywood.

NOW, THE MOST MODERN STUDIOS IN THE SOUTH
NEW 425-Foot Vertical Antenna that increases WOAI's signal strength and coverage!
NEW $50,000.00 Air Conditioned Studios that offer broadcasting facilities second to none in the entire South!
NEW RCA Speech In-Put Equipment that assures accurate transmission of both National and Local broadcasts!
NEW Offices and News Rooms that increase the efficiency of the WOAI staff!
THE BUSINESS OF BROADCASTING

WKY, Oklahoma City
Muehlbacher Brewing Co., Omaha, weekly t, thru Russel & Jacobs, Omaha.

Griesedieck Western Brewing Co., Chicago (Stag beer), 56 weekly, thru J. Walter Thomson Co., Chicago.

Pean Tobacco Co., Willow-Barre, Pa. (Kentucky Club tobacco), 6 ap weekly, thru Ruthrauff & Ryan, N.Y.


General Mills, Minneapolis (Gold Medal), 3 t weekly, thru Knox-Casey Adv., Minneapolis.

National Biscuit Co., New York (Shredded Wheat), 5 t weekly, thru McCormick-Ericsson, N.Y.

General Mills, Minneapolis (Wheaties, Korn-Kix), 5 t weekly, thru Blackett-Sample-Hummert, Chicago.

Midway Chemical Co., Chicago (Fly-ded), 2 t weekly, thru Blackett-Sample-Hummert, Chicago.

WSYR, Syracuse
Kellogg Co., Battle Creek (corn flakes), 4 t weekly, thru J. Walter Thomson Co., Chicago.

Manhattan Soap Co., Chicago (mayonnaise), 4 t weekly, thru Blackett-Sample-Hummert, Chicago.

International Harvester Co., 2 t weekly, thru Blackett-Sample-Hummert, Chicago.

General Mills, Minneapolis (Korn Kix), daily t, thru Blackett-Sample-Hummert, Chicago.

WTBO, Cumberland, Md.
Procter & Gamble, Cincinnati (Oxylod), 5 weekly t, thru Blackett-Sample-Hummert, Chicago.

Cumberland Brewing Co., Cumberland (Old Export), 6 ap weekly thru Chalmers, Miller & Nyburg, Baltimore.

Kellogg Co., Battle Creek (Rice Krispies), 20 daily t.

WEW, St. Louis
Hyde Park Breweries, St. Louis, 6 sa weekly, thru Ruthrauff & Ryan, St. Louis.

KDYL, Salt Lake City
California Fruit Growers Exchange, Los Angeles, 6 sa weekly, thru Lord & Thomas, Los Angeles.

WNAC, Boston
Ward Baking Co., Brooklyn, 14 sa series, thru Sherman K. Ellis, N.Y.

Grove Laboratories, St. Louis (Bromo Quinine), 208 sa weekly thru Stackpole Adv. Agency, Chicago.


Burnie Biscuit Corp., Chicago (Educator Biscuits), 65 t, thru John W. Black, Boston.

General Mills, Minneapolis (Wheaties), 312 t, thru Blackett-Sample-Hummert, Chicago.

R. B. Davis Co., Hoboken, N. J. (chewing gum), 20 sa, thru Charles W. Hory, N.Y.


Les & Perrins, New York (sauce), 52 t, thru Schwimmer & Scott, Chicago.

KYA, San Francisco


WFIL, Philadelphia
Lydia Pinkham Medicine Co., Lynn, Mass. (proprietary), 3 weekly sa, thru Erwin, Wasey & Co., N.Y.

Pinex Co., Fort Wayne, 6 weekly t, thru Russel M. Seeds Co., Chicago.

General Mills, Minneapolis, 6 weekly t, thru Blackett-Sample-Hummert, Chicago.

KIS, San Francisco

Electrochemical Society of Northern California, San Francisco, 7 sa weekly thru Jean Scott Frickton, San Francisco.

WDCN, Durham, N. C.
B. C. Remedy Co., Durham, daily t thru Harvey-Massengale Co., Atlanta.

WHO, Des Moines
Interstate Transit Lines, Omaha (bus line), 50 sa thru Beaumont & Hokanson, Omaha.

Drake University, Omaha, 3 ap, direct.

Chicago Natersies, Owatonna, Minn. 13 sa, direct.

Ironized Yeast Co., Atlanta (proprietary), 20 t, thru Ruthrauff & Ryan, N.Y.

Kellogg Co., Battle Creek (food), 36 ap, thru J. Walter Thomson Co., Chicago.

Firestone Tire & Rubber Co., Akron, 26 t, thru Sweeney & James, Cleveland.

Brown Sales Hardware Co., Des Moines (Quaker Bum Oil Heat Ext.), 30 ap thru R. J. Potts & Co., Kansas City.

Omar Mills, Omaha (flour, cereal), 234 ap thru Lyle T. Johnston Co., Omaha.

Grove Laboratories, St. Louis (Bromo Quinine), 110 sa, thru Stackpole Adv. Agency, Chicago.

Oskosh B'Gosh Inc., Oskosh, Wis. (overalls), 30 ap thru Ruthrauff & Ryan, N.Y.

Williamson Candy Co., Chicago (Oh Henry), 100 sa thru John D. Dunham Co., Chicago.

KFWC, San Francisco
O-Cedar Corp., Chicago (maps, papel), 5 t weekly, thru John R. Dunham Co., Chicago.


Postale Telegraph Cable Co., New York, 4 weekly thru Marschalk & Pratt, N.Y.


WBIN, New York
Fels & Co., Philadelphia (Fels Chips), 10 sa weekly (Jewish, one year), thru Jewish National Fund, New York.

Kellogg Co., Battle Creek (corn flakes), 5 sa weekly, thru Blackett-Sample-Hummert, Chicago.


New York State Bureau of Milk Publicity, 6 thru J. M. Mathes, N.Y.

WHN, New York
New York State Bureau of Milk Publicity, 100 thru J. M. Mathes, N.Y.

Stanco Inc., New York (Fits), 24 sa thru McCann-Erickson, N.Y.


WABC, New York
Kellogg Co., Battle Creek (corn flakes), 5 sa weekly thru J. Walter Thomson Co., Chicago.

WAAAB, Boston

WGN, Chicago
Evans Pur Co., Chicago, 5 weekly t thru Auspitz & Lee, Chicago.

STATION ACCOUNTS

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<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Programming</th>
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WJSV, Washington

Florsheim Citrus, Tampa, daily sa thru Arthur Kudner, N.Y. Oneida Community, Oneida, N.Y. thru BBDO, N.Y.


Continental Baking Co., New York, 5 weekly sa thru Benton &Bowles, N.Y.

Gutcher Brewing Co., Baltimore, 2 weekly ap thru Erwin, Wasey & Co., N.Y.

Birdseye Frost Foods Corp., New York, 4 weekly sa thru Youn & Rubicam, N.Y.

Kellogg Co., Battle Creek, 4 weekly t thru Compton Adv., N.Y.

WICC, Bridgeport, Conn.
American Tobacco, New York (Lucky Strike), 210 t thru Lord & Thomds, N.Y.

Bell & Co., Orangeburg, N.Y. (Beli), 92 sa thru Adamson, De & Plate, N.Y.

De Brou, Cambridge (Spry), sa series, thru Ruthrauff & Ryan, N.Y.

Feld-Marsh Co., Chicago (Monarch food), sa series thru Rogers & Smith, Chicago.

KDKA, Pittsburgh
International Harvester Co., Chicago (tractor), 3 weekly sa thru Aubrey, Moore & Wallace, Chicago.

Kellogg Co., Battle Creek (cereal), 4 weekly t thru J. Walter Thomson Co., Chicago.

Williamson Candy Co., Chicago, 5 weekly sa 52 weeks thru John H. Spencer, Chicago.

Standard Air Conditioning, New York, 10 sa thru BBDO, N.Y.

WMCA, New York

Red Cross Shoe Stores, 6 sa weekly thru Norman B. Farman, N.Y.

New York State Bureau of Milk Publicity, 100 thru thru J. Mathes, N.Y.

Stanco Inc., New York (Fits), 24 sa thru McCann-Erickson, N.Y.

KPO, San Francisco
Mutual Citrus Products Co., Santa Ana, Cal. (pepin), 3 weekly fa thru Charles H. Mayhew Co., Los Angeles.


WGBI, Boston
Ward Baking Co., Brooklyn, 14 sa series thru Sherman K. Ellis, N.Y.

Longines-Wittauer Co., New York (watches), 46 weekly thru Arthur Rosenberg Co., N.Y.

Air Conditioning Institute, Chicago, weekly t thru James R. Lunte & Associates, Chicago.

KQW, San Jose, Cal.
The Rosicrucian Order, San Jose (religious), 3 weekly sa thru Richard Jorgensen, San Jose.

Dr. Sun, San Francisco
California Fruit Growers Exchange, Los Angeles, 26 sa thru Lord & Thomas, Los Angeles.

"She Wants to Know, Would We Be Interested in a Woman-on-the-Street Program?"

Drawn for Broadcasting by Sid Hix

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Thanks to Radio

A SALT LAKE CITY lady approached Floyd Farr on KUDL's Inquiring Reporter program, broadcast her need of work, declaring that she could sew, mend, repair, dressmaker, and gave her phone number. A week later, on the show she reported the opening of Sara's Fiftieth Shop, direct result of her radio appeal and the flood of calls she received after her first broadcast. She now maintains that she intends to become a big radio advertiser.

KELOGG Co., Battle Creek, Mich., to Kenyon & Eckhardt, New York, for its new Go-Pup dog food.

FLEMING MFG. Co., East Providence, R. I. (From oil cleaner), to Larcher-Horton Co., Providence. Radio may be used.


FLEMING MFG. Co., Providence, R. I. (From Oil & Filter), to Larcher-Kerr Co., Providence; using radio nationally through automotive jobbers.

UNITED BISCUIT Co., Chicago, to Sherman K. Ellis & Co., Chicago, for Sawyer and Quality biscuits. A special series for Sawyer biscuits, to start on WMAG, Chicago, Sept. 26, may be extended to other stations later.

OMEGA CHEMICAL Co., Jersey City (Omega oil), to Bedell-Johnstone, N. Y.

PRINCESS PAT LTD., Chicago (toilet preparations), to Gage & French, Chicago.


SNIDER PACK CO., Los Angeles, for (food products), to Charles W. Hoyt Co., N. Y.

ADJUSTO TRAILERS, Denver, to Dannen & Trunk, Denver.

BETTIS-SNODGRASS, Denver (Napoleon dog food), to Dannen & Trunk, Denver.

TERMINIX Co., Los Angeles, for Sawyer (termite control) to W. H. Campbell Co., that city. Radio being considered in fall campaign.

STUDY DOG FOOD Co., Springvale, to Barlow Adv. Agency, that city. Radio will be used.


Don't Stop Me Even if you've heard me before. And if you don't have a radio handy, now's the time to get one. It's a good one and bears repeating.

WYOMING VALLEY

Population over 300,000

(Wilkes-Barre District to you)

is the third largest shopping center in Pennsylvania. Vans are not within twenty miles of Wilkes-Barre. Employees live about 750,000 people, 450,000 right in this one county. More than 90% of the people in our own county. More than 10% of the people in the northwestern Pennsylvania. Business is good and getting better. If you tell it to these folks over WPRE you can sell them.

Our new RCA transmitter will be in operation so in a short time we will be able to do a better job.
Changes at R. & R.

EVERARD MEADE has resigned from the Young & Rubicam, Hollywood, production staff to join Rathrauff & Ryan, that city, on Sept. 1 to produce the fall CBS Al Jolson program, sponsored by Lever Bros., Ben Larsen who produced the last Al Jolson series, is being transferred to the New York office. Glenhill Taylor who produced the CBS Phil Silvers show for Young & Rubicam from New York, has returned to the agency's Hollywood office. Al Jolson has been assigned to the Silver Theatre program which returns to CBS Oct. 5 for International Silver Co.

C. ELLSWORTH WYLIE Co., Los Angeles agency, has been appointed to handle radio for the re-election campaign of Senator William Gibbs McAdoo. The radio schedule, most extensive of any candidates in the California primaries, includes contracts with Don Lee, CBS, KNX and California Radio System. Before opening his own agency several years ago, Mr. Wylie was a general manager of the Willard agency in Chicago.

HORACE L. HEYENOR on July 17 became owner of the Delvalle Adv. Ad Plan in Columbus, Ohio, successor of the will of George S. DeRouville, who died July 16. Mr. Heyenor announces that the entire personnel of the agency is being retained.

BBD, New York, will open its seventh office in Cleveland, early this fall with Clarence L. Davis, vice-president of the firm, in charge. J. LLOYD WILLIAMS, time and space buyer for J. Stirling Getchell, New York, resigned July 25, and after a Bermuda vacation will become an account executive of the M. H. Hackett Co., New York, effective Aug. 5. Mr. Williams had been with the Getchell agency for three years.

RICHARD DONALDSON, former vice-president of the Philadelphia-owned P. J. O'Brien, will join the Young & Rubisch script staff Aug. 15 to work on We, the People, which series was conceived and written by General Foods Corp., New York.

GEORGE H. HARTMAN Co., Chicago, has closed its New York office.

MITCH NEISSER, vice-president, Young & Rubicam, Los Angeles, has moved to Union Bank Bldg.

CORNLEAF CO., Boston, has moved to Park Square Bldg.

RUTH McDOWELL, secretary of the radio department of Rathrauff & Ryan, Chicago, has married Anderson Pace Jr., Chicago chemist.

ADVERTISING ARTS Agency, Los Angeles, has leased by lease of management, has moved to 510 S. Spring St.

ROY ALDEN & Associates, Los Angeles agency, has discontinued business.

Lord & Thomas Selects
New York Headquarters;
Francisco Now President

DON FRANCISCO, executive vice-president of Lord & Thomas, has been elected president of the San Francisco branch, according to an announcement July 17 by Mr. Francis Lauser, principal owner who is retaining the presidency. After Oct. 1 Mr. Francisca will be located in New York, which becomes headquarters of the agency.

Mr. Francisco has been associated with Lord & Thomas for 24 years, serving since 1921 as executive vice-president in charge of Pacific Coast offices. He has gained national prominence as a result of his activities in California political and public relations campaigns. In 1934 he had charge of the campaign which led to the re-election of Governor Stephens.

Among those attending the Cincinnati session were representatives of Procter & Gamble Co.; L. B. Wilson, Lloyd George Venard, and F. H. Weisenger, of WCKY; S. A. Willer, Ralph H. Jones Co.; Pat Kelly, Thompson-Koch Co.; A. E. Johnston, advertising manager, Kroger Grocery Co.; Arnold H. Gerber, Crown Overall Co.; Mr. Rambeau; William A. Cartwright and Clark Brannion, William G. Rambeau Co.


William McNaIr, director of research and marketing, W. Walter Thompson Co., Sydney, Australia, after a five-month tour of the United States and Europe, returned July 21 on the Mariposa.

C. P. Clarey Acquires
C. P. CLAREY Inc., Nashville agency, has purchased the capital stock of Gottschald-Humphrey, Atlanta, and will open an Atlanta office under Mr. Clarey, formerly of Gottschald-Humphrey, and now a vice-president of C. P. Clarey. The office will be continued.

No changes are contemplated beyond transferring additional personnel from Nashville to Atlanta.

Louis Honig

LOUIS HONIG, for many years western division manager of E. W. Casey & Co., San Francisco, died July 18 from a heart ailment. He was 64. Mr. Honig was widely known in the advertising field in the West andENTERED the business in San Francisco many years ago. He had been ill but a week. He was a member of the Islamic Temple of the Shrine, of the Family Club and of the Olympic Club.

He is survived by his widow, Mrs. Halde Honig; a son, Louis Honig, Jr., a daughter, Mrs. Jack Davis, and a brother Arie Honig.

JAMES EDMONDS, formerly a member of Competitors' Advertising's New York program division, has been appointed head of the agency's Chicago office. Effective immediately.

Ramos Plan Outlined

At Cincinnati Meeting

THE representation plan of William G. Rambeau Co., station representatives, was outlined to advertisers, agencies and broadcasters at a Cincinnati meeting July 22 by Mr. Rambeau. Called Major Market Spot Stations, the project was first announced by Mr. Rambeau several weeks ago.

Among those attending the Cincinnati session were representatives of Procter & Gamble Co.; L. B. Wilson, Lloyd George Venard, and F. H. Weisenger, of WCKY; S. A. Willer, Ralph H. Jones Co.; Pat Kelly, Thompson-Koch Co.; A. E. Johnston, advertising manager, Kroger Grocery Co.; Arnold H. Gerber, Crown Overall Co.; Mr. Rambeau; William A. Cartwright and Clark Brannion, William G. Rambeau Co.


WILLIAM McNaIr, director of research and marketing, W. Walter Thompson Co., Sydney, Australia, after a five-month tour of the United States and Europe, returned July 21 on the Mariposa.

GENERAL ADV. Agency, Los Angeles, has moved to 1055 N. Vermont Ave., Ray E. Hill, formerly with WTMJ, Milwaukwe, has been appointed radio department manager.

8000 WATTS FULL TIME

WBNX NEW YORK

Broadcasting • Broadcast Advertising
Tall Corn Contest

IOWA'S famed State Fair this month will again be the scene for the National Tall Corn Sweepstakes, conducted annually by WHO, Des Moines, Iowa. Women interested in the Sweepstakes will be asked to select one stalk of corn from each of six participatory states, New York, Illinois, Wisconsin, Michigan, Indiana and Ohio. The thickest stalk in each state will be measured, and then the stalks will be lined up in order of thickness, the tallest of each state to be entered in the Sweepstakes which will be announced during this week's broadcast. The first prize winner will receive $25, five prizes of $10 each and five of $5 each.

MPPA ISSUES LIST
OF DISC LICENSEES

A LIST of transcription companies which are at present properly filing their license applications to record musical works copyrighted by members of the Motion Picture Producers' Protective Association, has been sent to advertising agencies by Harry Fox, MPPA's general manager. In his accompanying letter, Mr. Fox warns agency executives that in dealing with other firms they should be "absolutely sure that proper licenses are obtained...as you and your clients would be the ones who primarily would feel the effects of any legal steps we may find it necessary to take to protect our rights.

Listed companies include:

- A. W. & Sound Service, Columbus, O. 
- Columbia Transcription Service, Chicago. 
- Deca Records Inc., New York City. 
- Harry Fox, Hollywood. 
- J. Palmer, Chicago. 
- J. Price Inc., Chicago. 
- KŜK Mfg. Co., New York City (Frank Walker). 
- Mid-West Recordings Inc., Minneapolis, Minn. 
- National Broadcasting Co., Chicago. 
- RCA Mfg. Co., New York City (Frank Walker). 
- Radio & Film Methods Corp., New York City. 
- Radio Transcription Co. of America Ltd., Hollywood. 
- Radio Transcription Co. of America, Ltd., Chicago. 
- The Starr Co. (Genetik Record Division), Richmond, Ind. 
- Transcontinental Broadcasting & Television Corp., New York City. 
- WOR Electrical Transcription & Recording Service, New York City. 
- (Patrick M. Campbell) 
- World Broadcasting System Inc., Chicago, Ill.

TALL CORN SCAFFOLD

The World Broadcast Service, New York City...

Sedley Brown

SEDLEY BROWN, 50, president of B&W Mfg. Co., New York, was instantly killed when his car overturned near North Platte July 11. A native of Iowa, Mr. Jones in 1922 was employed by the Nebraska Elevator Co. for two years and then moved to North Platte where he was employed by the Cooperative Livestock Exchange for 12 years.

RALPH EDWARD JONES

RALPH EDWARD JONES, 45, commercial manager and announcer of KGNO, North Platte, Neb., was instantly killed when his car overturned near North Platte July 11. A native of Iowa, Mr. Jones in 1922 was employed by the Nebraska Elevator Co. for two years and then moved to North Platte where he was employed by the Cooperative Livestock Exchange for 12 years.

IN TOLEDO

Northwestern Ohio and Southern Michigan

WSPD

Rates First in Audience Acceptance
First in Radio Showmanship

An N. B. C. Outlet - 5000 Watts Day
1000 Watts Night

John Blair & Co. - National Representatives
Developing Work Is Described at Hearing

(Continued from Page 13)

Vance declared, "The equipment, later construction, and noteworthy large engineering undertaking. Mr. Vance declared that RCA, as he recalled it, approached the Crosley company about the 500 kw. installation. The contract, or the plan chase, he said, was signed in December of 1932 or January of 1933. He explained the contract involved purchase of a 500 kw. amplifier for the regular 50,000 watt WLW transmitter and a complete radio frequency unit. Asked whether the development of the 500 kw. transmitter was simply the application of known means rather than a new development, Mr. Vance said that generally it was of a pioneering nature.

Mr. Vance disclosed that RCA has worked on another 500,000 watt transmitter which was substantially the same as that installed at WLW. While he did not say so in direct testimony, it is understood this transmitter was placed under construction earmarked for WJZ, New York.

Mr. Rockwell said he is a Washington attorney who filed the appearances for WEAF, Red Network key station, and WMAQ, NBC Chicago. Declaring, he said he saw no possibility of conflict for either of the stations and that, as far as he knew, the stations would not participate in the hearings.

WLW Development WorkReviewed by Rockwell

H. J. Rockwell, technical supervisor of broadcasting in charge of all of the Crosley broadcasting operations, was called as the second WLW technical witness. He explained that WLW has a staff of 63 engineers and operators and defined their various duties. A series of photographic exhibits of WLW was introduced, together with explanations.

Mr. Rockwell explained in detail how WLW had devised and patented new equipment as a result of the 500 kw. operation and how it is constantly engaged in new research and development work. A saving of about $10,500 per year, he said, is being from a new development of a new type of tube for 500 kw. operation, and another for the current year from new methods of operation. The transmission line is being redesigned for greater efficiency and will be $7,000 cheaper than the original installation, he declared. Moreover, changes are being made in the antenna system with a view to improvement.

The net effect of this testimony was to show that much apparatus had been developed by WLW and designed and installed since delivery of the RCA transmitter. This information has been turned over to other companies to be provided for general industry application, he declared. Only patented devices have not yet been made available because of inhibitions of Crosley patent lawyers, he said.

Mr. Rockwell placed in the record detailed testimony dealing with operating costs of WLW as a 500 kw. station as compared to 50 kw. operation. This evidence was repetitious of testimony introduced in behalf of WLW during the so-called "superpower hearings" in June [Broadcasting, June 15-17].

Both also are drawn for 12 new studios which would be located in a building planned for erection at the present WCAI transmitter site in downtown Cincinnati, Mr. Rockwell testified.

Under examination by Mr. Porter, Mr. Rockwell explained that much of the apparatus installed for the 500 kw. WLW could be used also for the 50 kw. transmitter, if the station were forced to reduce its power but that the apparatus would be much more expensive than necessary for a 50 kw. unit.

Propagation ProblemsExplained by Leydorf

Asked whether additional experimentation is necessary for 500 kw. operation, Mr. Rockwell said there still remains the problem of reducing distortion, spurious emissions and other transmission problems. While he agreed that the 500 kw. operation since 1934 has demonstrated that this amount of power can be transmitted successfully, he declared that maximum efficiency has not been attained. Asked whether the additional developments could not be accomplished by laboratory methods, Mr. Rockwell said an excess of 150 kw. to 200 kw. is necessary to carry on 500 kw. experiments. The constant remodeling of WLW's present equipment to improve service, he declared, indicates the necessity for continued operation.

G. F. Leydorf, Crosley's chief research engineer, testified in connection with allocation problems, interference standards, and other technical considerations in connection with superpower operation.

Man-made noise, he declared, constitutes an important interference factor.

Resuming the stand July 19, Mr. Leydorf testified in connection with a series of exhibits showing signal strength and coverage of WLW both as a 50 kw. and a 500 kw. outlet. Emphasizing that propagation conditions of today are far inferior to those of 1935, when the FCC made its clear-channel survey, in which WLW was selected as the first choice of rural listeners in 13 states, Mr. Leydorf declared that the present sunspot cycle curtails secondary service.

In order to procure the ratio of service specified in the proposed FCC rules, which were the basis of hearings before the Commission in June, he said WLW would need 50 times as much power.

That power even in excess of 500 kw. is necessary to provide acceptable service as prescribed in the proposed FCC standards, was emphasized by Mr. Leydorf. If power of WLW were reduced to 50 kw., the engineer asserted, its signal strength would be inferior to that which would have existed in 1928 with only 5 kw. In other words, he said that a 50 kw. station today gives about the same ratio of secondary service as a 5 kw. station in 1935.

Under cross-examination by Mr. Porter, Mr. Leydorf brought out that only Dayton and Columbus are in the primary non-

WLW transmitting plant at Mason, O. The spray pond in the foreground pumps a million gallons daily. The tower transmission building is left, with operator's dormitory in center, 330-foot tower, in rear.
Decline in WLW Net Income Percentage Shown Under Operation With 500 Kw.

The financial history of WLW during the year ended March 31, 1934, was not very different from that of other stations in the FCC's power group during the same period. WLW had a net income of $140,861, which was 9.6% of its net revenue for the year. For the following 12-month period, during 11 months of which it operated with 500 kw., it had a net income of $522,489, or 30.1% of the net income for the first year.

WLW has been on the air since 1928. In 1933, it operated for 25.9% of its total hours of operation. During the same period, WLW operated for 48.2% of its total hours of operation. This table was broken down into various types of programs, and their origin.

The breakdown of income and expenses also showed that WLW spent $765,589 on sustaining expenses, $409,400 on sustaining commercials, and $34,000 on sustaining commercials.

Program Expenditures

The breakdown of income and expenses also showed that WLW spent $765,589 on sustaining expenses. While comparable information for other stations was not available, it was nonetheless believed to be substantially ahead of expenditures for this purpose by other stations. It was estimated that the station was an outlet for three networks—NBC-Red, NBC-Blue and CBS. According to the breakdown, approximately $735,000 was spent on sustaining expenses.

Program Expenditures

For the calendar year 1936, program expenditures were $802,000. For the 12 months of the fiscal year 1936, the company reported a loss of $2,000. It was estimated that the station would be breaking even in 1937. In March, 1936, expenditures were $524,000; and for the preceding 12 months, $398,000; for the 1936 period $320,000; for the preceding period, approximately $310,000 each, and for the 1933 fiscal period, $270,000.

WLW, a local station with 500 kw. experimentally broadcasting in April, 1934, was pointed out in the testimony to have been grossly over-capitalized. The Crosley Corp. Net income of the station for the year ended March 31, 1933, was $413,000. It increased to 15.6% the following 12 months and to 22.1% in 1932. The figure dropped to 5.5% for the period ending March 31, 1933, and increased to an all-time high of 34% for the year ended March 31, 1934. For the first year of operation with 500 kw., the net income figure was 31.5%.

Under cross-examination by Commissioner George B. Porter, after introduction of the income and expense statement for the years, Mr. Ellig explained that the Crosley Corp is engaged in manufacturing and broadcasting. He said that because books are not maintained but only certain income factors for broadcasting and estimated on certain items, it was impossible to state exactly how WLW has been operated. Even so, it was clear that WLW, a regional station, was not earning a net income of $30,000 and $40,000 last year.

When Mr. Porter questioned the witness as to the reason for the net increase in the income between the 1933 and 1934 year, Mr. Ellig said he thought this was due mainly to the fact that WLW broadcasting "really began to develop" at that time and that the last part of the year was a "spurt" that year. The figures showed that in 1933 WLW had a net income of approximately $147,000, or 16.5%, and that in 1934 it increased to $409,000, or 34%.

To the question whether WLW was given the preference of the Crosley Corp. in manufacturing over the years, Mr. Elliot asserted that the Crosley Corp. was a family business and that the company had made profits except in 1937, due to the Cincinnati flood and the burned-out factory in the flood area, but that the company had not increased its size and that it was suffering physical losses. The station was not affected, however, he said.

probably will be reinstated in the fall, he said.

Mr. Shouse explained the station also maintained several independent stations, which would make it difficult for the station to be broken even. WLW has been on the air since 1928. In 1933, it operated for 25.9% of its total hours of operation. During the same period, WLW operated for 48.2% of its total hours of operation. This table was broken down into various types of programs, and their origin.

Shous Relation of Station With Networks

WLW maintains its own educational, commercial and sustaining programs as well as a staff of five to conduct its educational programs, and also maintains a relationship with NBC. Mr. Shouse said it is an independent station on both the Red and Blue Networks, and also operates on its own programs. Commercial programs sold over WLW by NBC, he said, were leased through commitments laid down by the station to ascertain that they are "agreeable to WLW." WLW and Mutual have an agreement exists with Mutual, he said.

In addition to these network services, WLW until recently maintained its own program line to New York (WLW Line) which the best programs on WLW are sold commercially and the talent therefore is not available to WSAI, he pointed out.

The fireproofs worked in connection with WLW's cross-examination. Mr. Porter asked how much of the time in the commercial programs over WLW was devoted to commercial announcements. Mr. Shouse said he believed it would be impossible to give an accurate answer since such breakdowns, as far as he knew, were not made. He was also asking Mr. Porter about transcriptions of programs broadcast over WLW during a typical period are electrical transcriptions.

When Mr. Porter sought to offer for the record two weighty volumes, which he described as complete transcripts of certain programs broadcast over WLW on April 20 and April 29, that the first college between counsel developed. Mr. Porter said these programs had been recorded by the Commission's monitoring station at Grand Island, Neb. at his (Porter's) request. Mr. Shouse declared that the transcripts should be admitted into evidence only to the extent that they showed the entire content. Mr. Porter added he desired to make the documents available as a defense against the "exclusive day" recordings.

Relevancy of Questions

On Programs Is Argued

Mr. Patrick observed also that the proceedings before the Commission might result in a decision which would lead to litigation and that they felt it was unfair to the year. Mr. Shouse declared that the company had an "absolute right to the day's program" and that the proceedings have any bearing on the entire program structure of a station.

Mr. Shouse was questioned as to the reason for the net increase in the income between the 1933 and 1934 year, Mr. Ellig said he thought this was due mainly to the fact that WLW broadcasting "really began to develop" at that time and that the last part of the year was a "spurt" that year. The figures showed that in 1933 WLW had a net income of approximately $147,000, or 16.5%, and that in 1934 it increased to $409,000, or 34%.
viewing of public interest, he felt the cross-examination was proper. He made no exact ruling, however, asserting it would come after the relevance of the testimony could be decided.

Another eraption developed when Mr. Porter, in pursuing his cross-examination, asked the witness about commercial programs over WLW sponsored by Procter & Gamble. Mr. Patrick again objected, asserting that none of the direct testimony covered specific programs. Chairman Case ruled that questions both as to program content and the economic issues involved were admissible. At this point, Mr. Patrick noted his objection.

Mr. Shouse declared he could not answer the particular question as to the Procter & Gamble programs carried on the station, since he did not have that data before him. Mr. Porter, however, enumerated a number of P & G programs, including such accounts as Chipspo, Crisco, Drene, Ivory Soap Flakes, Oxydol, White Naphtha Soap etc. Mr. Shouse declared he knew WLW carried a number of programs, originated either over the networks or by transcription, but he could not specifically identify them.

"Isn't it a fact that only one of these programs, namely Drene, is carried by WAVE, Louisville?" asked Mr. Porter.

Mr. Patrick again objected, asserting that the witness could not be expected to have that information.

It was apparent that Mr. Porter was seeking to show that stations in the primary service area of WLW suffered "economic injury" as a result of its superpower operation.

Farm Representatives Testify on WLW Service

In opening the session July 20, the cross-examination of Mr. Shouse was interrupted for the testimony of three out-of-town witnesses—representatives of farm organizations in the Midwest. J. B. McLaughlin of Charleston, W. Va., State Commissioner of Agriculture, James R. Moore, of Columbus, director of public relations of the Ohio Farm Bureau Federation and editor of its magazine, and Edmund C. Faust, of Greenville, Ind., director of public relations of the Indiana Farm Bureau Federation, each testified in connection with WLW service. After ten years of study, during which time most of his experimenting was done with the size of the powder charge, Mr. Uhlig discovered that length of the barrel was the thing and popped up recently with a pistol sporting a one-inch long barrel that would produce a genuine "crack" over the microphone. No police permit is needed.

Perfect Gun

MAX UHLIG, CBS technical executive, recently developed the perfect "sound effects gun"—completely satisfactory to the police as well as the radio industry. After ten years of study, during which time most of his experimenting was done with the size of the powder charge, Mr. Uhlig discovered that length of the barrel was the thing and popped up recently with a pistol sporting a one-inch long barrel that would produce a genuine "crack" over the microphone. No police permit is needed.

For a Perfect Vacation

Enjoy Chicago's outstanding program of summer sports and entertainment while living in the midst of beautiful surroundings at Chicago's Finest Hotel.

A. S. Kirkeby, Managing Director

THE BLACKSTONE

MICHIGAN AVENUE, CHICAGO

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BROADCASTING • Broadcast Advertising

UP

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

UNITED PRESS

www.americanradiohistory.com
made over the station at any time of specific Crosley products. Very few spot announcements are carried on the station because of the stringent policy regarding them. WLW does sell 15 to 25-word station break announcements, he declared, but never between two commercial programs. Consequently, he said the number is definitely limited. The station does not solicit spot announcements, he said.

Mr. Porter turned to the transcript of WLW commercial continuity made by the Grand Island monitoring station. First he asked about the broadcast on April 29 of a Canam program which involved a prize contest. The contest was based on the best responses given in 25 additional words to the sentence beginning "I believe Canam is best for my complexion because—"

Asked by Mr. Porter whether he had checked this contest angle in detail to determine whether it was in accord with provisions of the Communications Act, the Shouse explained that it was a chain program emanating from NBC-Red Network and that he announced NBC, following customary practice, looked into it, had it checked by its attorneys and cleared it through the postal authorities. He said he felt NBC would not feed a program which was not "perfectly proper."

"Then in other words, you depended entirely on NBC?" Mr. Porter asked.

Mr. Shouse said this was not entirely so. He relied also, he said, on the integrity of Procter & Gamble, the sponsor, because he had had many business contacts with that organization and knew it to be entirely reputable.

**Transcription Programs Carefully Checked**

Mr. Porter asked if WLW had made an investigation to ascertain whether the prize contest feature of a program broadcast over 45 stations, such as the Canam program, was proper and whether such awards could be made and properly checked in so short a period. Mr. Shouse again declared he relied on the integrity of NBC and Procter & Gamble.

Mr. Porter next took up the Crisco program, also a Procter & Gamble account and also fed to WLW through NBC-Red. Mr. Shouse explained that the same circumstances were true about it, but he emphasized that in the event a program is transmitted via transcription, it is thoroughly checked and investigated by WLW.

Kruschen Salts came next, and Mr. Porter asked if it was the policy of WLW to carry remotes of this character. Mr. Shouse declared that the station checks very closely the continuity on all proprietary programs and exercises considerable caution. Such matters, he said, are also checked in connection with Federal Trade Commission rulings. He said, responding to Mr. Porter, that he had not checked the curative effects of the salts but that the copy had been examined to ascertain whether it met certain principles and standards and coincided with rulings laid down by the FTC.

**Quaker Oats and Chicago Bedding Cited**

After Mr. Porter had raised the question of the Dick Tracy program, Mr. Shouse said that while he did not listen to the program, he understood that it had been changed radically since Quaker Oats began its sponsorship. Mr. Porter pressed him as to whether he regarded it as "suitable as a children's program" and Mr. Shouse again stated he understood the quality had been "improved tremendously."

Next introduced in the record, and again over the objection of Mr. Patrick, was the continuity of a program sponsored by the Chicago Bedding Co. Asked whether the advertising claims made in the programs had been checked, Mr. Shouse explained that he was out of town at the time the program went on the air but that it had been checked before the FCC had received a complaint on it. The complaint came from the National Association of Bedding Manufacturers, he explained.

Maps showing mail count breakdowns by counties of WLW fan mail in connection with specific programs next were introduced by Mr. Porter. Mr. Shouse explained these maps did not purport to be the coverage type of survey.

Questioning Mr. Shouse about transcriptions on WLW, Mr. Porter asked if it were not a fact that from 20 to 24 hours of an aggregate weekly operation totaling some 140 hours were transcribed programs. Responding in the affirmative, Mr. Shouse explained that practically all of this time was commercial and that WLW used little or no transcription for sustaining programs because it had adequate live talent available. He explained further under questioning by Mr. Patrick that transcription programs have greatly improved in quality in recent years and that the 20-odd hours did not represent an improper balance. Many transcribed programs, because of excellent talent and fine quality, are attractive to regional spot advertisers, he declared.

Mr. Porter pursued his questioning of the WLW executive with regard to specific programs. He mentioned the Voice of Experience under Lydia Pinkham sponsorship, but Mr. Shouse explained that the program had changed and now

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**WHN DISCOVERS THE STARS**

**YOU DISCOVER THE CUSTOMERS**

Ex-Congressman GEORGE COMBS Jr. "Editorial Slant on the News" 7:30-7:45 P.M. Daily

In response to only two Geo. Combs broadcasts in which he offered to give listeners maps of the world which would better enable them to follow the trend of current events, more than 5000 responses were received at WHN!

That's real audience reaction—the sort of reaction your product needs!
Control Panel Developed by WLW Engineers

NEW CONTROL panels like the above, made by WLW engineers from their own designs, will be installed in 15 new control studios, according to testimony at the 500 kw. renewal hearings.

Radio Methods of P. & G. Are Reviewed

Mr. Porter asked whether WLW or any other station would be responsible for placement of a spot program on other stations in the WLW area, who advised listeners to tune to WLW for future programs by the same sponsor. Mr. Porter did not disclose either the station or the account involved. The witness said he was certain the agency rather than WLW made the request in the particular case.

After Mr. Shouse had enumerated various manufacturers of Crosley, including Xer-vac, a hair restorer device, Mr. Shouse said that as far as he was aware, none of these products have been advertised over the station in recent months. In his own experience, which dates back to Nov. 1, 1937, when he assumed the station’s general management, he said he did not recall any such mentions.

Under re-direct examination by Mr. Patrick, Mr. Shouse explained that the present practice of the Crosley Company is to check most new sources of spot programs. In the case of proprietary advertising, he said, the Crosley Company checks not only with its own attorneys in Cincinnati but also with the Proprietary Association, of which it is a member.

Alluding again to transcription programs, Mr. Shouse said the bulk of such programs carried over WLW are broadcast during the daytime and very few programs other than live talent are put on at night. He said spot advertising by transcription has been increasing appreciably and that he expected it would continue to develop during the next few years. He declared that he was well aware that the transcription type of programs has improved and that recent favorable reactions is not from transcribed programs. In former years, he said, transcription was technically never used over WLW while far more and more of them are being employed generally.

P. & G. Studied and Developed Own Radio Plan

Procter & Gamble and its status as a radio advertiser came up in a lengthy dissertation by Mr. Shouse, who explained that he serviced the account while he was on the national sales staff of CBS and over a period of six or eight years. He pointed out that Procter & Gamble took the largest radio advertiser in the country, using network programs on both NBC and CBS networks. Complementary spot programs generally throughout the country. It is also one of the largest advertisers in magazines and periodicals, he said.

When P & G first began using radio it found the medium not particularly effective. When it was explained, he began to devise its own method of checking program results and after several forays with big-name talent on networks, it decided to forego such talent and advertise consistently for short periods over networks and by the transcription method. It has developed a basic plan for use of radio involving a “cost per impression” method of presentation.

Responding to further questions by Commissioner Craven and Mr. Porter, Mr. Shouse said neither the manner in which national spot programs are placed and treated. He went into the factors involved in placement of spot business as against networks by advertisers who have only regional distribution or who desire to supplement and intensify their network coverage by use of transcription.

Tells of Tests Made In Shifting Power

Gerald Branch, WLW research engineer, testified in connection with surveys and reception tests that he had made in connection with WLW’s operation in recent months. In an endeavor to determine the listening audience reaction to power changes of WLW, he said, a series of tests were made during regular early morning program schedules last August and September. In these tests WLW was shifted back and forth from 50 to 500 kw. several times, and listeners were asked to report whether they noticed any change in reception. The first tests, conducted for 15 minute periods from 12 midnight until 12:15 (EST) brought 1,421 responses from 43 States, from all Canadian provinces and from six foreign countries. During the broadcasting the listeners were notified that the station's power would operate at 50 kw. power and then at 50 kw. power alternately. They were notified also that their cooperation was desired and responses were requested.

Summarizing the results of these tests, Mr. Branch said that the majority of the listeners reported a noticeable change in volume between the two powers; that a majority of the listeners noted a change in the noise level, both manual and automatic reception. They also noted a change in clarity and quality between the two powers; that most listeners noted a change in clarity and quality between the two powers; that most listeners noted a change in clarity and quality between the two powers.

In the first series, 1,421 qualified responses were received, whereas in the second such responses were returned from 1,387 listeners in the first series, 94% of the listeners reported better volume. In the second series, 87% of the listeners reported increased clarity and quality with the higher power as against 87.1% in the second survey.

In summarizing the results procured from the combined series, Mr. Branch said that, on the basis of the tests, the following points were established:
1. Over 91% of the listeners noted a noticeable change in volume between the two powers in a change of the listeners noted a noticeable change in volume between the two powers; that a majority of the listeners noted a change in the noise level, both manual and automatic reception. They also noted a change in clarity and quality between the two powers; that most listeners noted a change in clarity and quality between the two powers.

4. Over 87% of the few reporting on fading received the impression that fading was less prevalent on 500 kw. Listeners’ preference—500 kw.

5. The psychological effect of disclosing to the listener the amount of power being used, as noted in the August 1937 tests, is quite important and causes little, if any, change in test results, as evidenced by the recent tests in which the listeners readily detected and preferred the higher power, even though the power was not disclosed.

6. The latest receiver available is the most popular type being used by the listener.

Selective Fading of Signals Is Examined

In several instances in connection with fading, a small portion of the replies indicated there was less fading with 50 kw. than with 500 kw. Mr. Branch attributed this to the possibility that when the transmitter was operating with 500 kw. the selective fading might have been severe whereas it might have corrected itself on the 50 kw. operation.

To illustrate the effects of selective fading, Mr. Branch next performed and examined the effects of receiver devices made at Akron, Oh. June 27-30, of WLW-received programs under varying conditions. He explained that Akron, under the 1935 survey of the FCC, when propagating with 50 kw., was considered good, was in the center of WLW’s worst fading area. While it is still in that area today, conditions are not the worst in the area at this time. Being on the “inner edge” of the selective fading zone.

Both receivers with automatic volume control and without it were used in these tests for the comparison. The first record performed was on a set not having automatic volume control. It continued without adjustment for some hours. After performing the record on a portable phonograph unit, Mr. Branch disclosed this receiver was regarded as satisfactory. But the next record, also made on a set with automatic volume control, disclosed very bad fading and constituted far from consistent reception. The record was not received. Subsequent records were also designed to show the degree of distortion of voice and music resulting from this selective fading. Mr. Branch explained under cross-examination that an automatic volume control was designed to raise the signal level, also amplifies other noises and interferences which may exist. He indicated by pointing out that reception in the selective fading area is poor with or without the automatic volume control device.

Mr. Porter asked whether the conclusions he had given in June was due to the fact that the station was not different in the case of this other seasons, with the result that atmospheric noises might be lower and the listening conditions better. Mr. Branch replied that the tests were conducted at Akron tests the automatic volume control in no sense to represent the highest power level and that he felt there would be no appreciable change in the degree of fading irrespective of the season. Asked by Mr. Porter whether selective fading occurs only a small percentage of the time, Mr. Branch declared that
this depended upon the location of the fading zone and other factors.

Mr. Porter questioned Mr. Branch extensively regarding the functioning of various automatic control sets and of technical coverage matters. Mr. Patrick objected to this type of cross-examination on the ground that the witness had not testified as to coverage factors per se but only about surveys he had made. Mr. Patrick said he would later place on the record a witness who was thoroughly familiar with these other matters. Before the cross-examination ended, however, Mr. Porter had elicited from Mr. Branch the statement that ordinary power volume is not a factor in determining fading areas. He said the primary service area of WLW largely lay within Ohio, Indiana and Kentucky. When he was asked to produce a satisfactory signal is received in that area by a 50 kw. station, Mr. Branch replied that this depended upon a number of other factors.

After completion of Mr. Branch's cross-examination, Mr. Patrick and Ralph L. Wallick, the attorney assisting Mr. Porter, stipulated into the record the issue of the WLW renewal case portions of the testimony adduced by WLW and the Commission in the June 6 hearings on proposed new call signs and regulations. Largely, the data stipulated covered the testimony of a half-dozen witnesses appearing for WLW.

E. J. Ellig, comptroller of the Crosley company, placed on the record a financial statement showing income and expenses of WLW from April 1, 1939, until Dec. 1, 1939, together with his annual report for the calendar year 1937 of the Crosley Radio Corp. covering all of its activities, but separate article dealing with Mr. Ellig's testimony).

Leydorf Tells of Coverage Conditions

To conclude WLW's technical case, Mr. Leydorf went into a detailed discussion of technical terms dealing with radio interference, coverage and the like. These were discussed under examination by Mr. Patrick preparatory to his disclosures of the proposed new circular antenna array which would cost an estimated $100,000 and which would permit WLW to control its primary and secondary coverage in a manner never before projected (see separate article in this issue).

Before covering the antenna plan, Mr. Leydorf described the effects of cross-modulation, blanketing and other interferences and steps which had been taken under his direction at WLW to remedy such conditions. He dwelt particularly upon the CSR procedure which was solved when WLW installed a directional array to curtail its signal and thereby toward Toronto, defining this as the first phase of the development of the new antenna plan. There was also a possible interference problem with WOR when WLW began operation with 500 kw. in April, 1934, he said, but this also was disregarded. These two instances, he said, were the only problems which developed in connection with WLW operation from the technical standpoint.

Upon completion of Mr. Leydorf's testimony with respect to the proposed antenna array, Commissioner Craven again sought to clarify testimony in connection with the automatic volume control on receiving sets. He also advanced the view that there appeared to be some confusion as to the type of service being rendered by clear-channel stations. Mr. Leydorf repeated previous testimony that under present propagation conditions, presumably at their worst because of the natural cycle and other phenomena, clear-channel stations having power of 50 kw. afford very little in the way of secondary coverage. He said tests had been made by the WLW technical organization on this coverage.

Ring Reviews History Of WLW Experiments

Mr. Leydorf called as his next witness Andrew D. Ring, assistant chief engineer of the FCC for broadcasting and senior engineer of the old Radio Commission at the time WLW was first granted its experimental license to operate with 50 kw. He was asked to trace the license history of WLW.

Mr. Ring brought out the fact that Crosley company first filed for authorization to operate with power of 100 kw. during early morning hours in 1932 for experimental station W8XO. It was not until December, 1933, that the station began operation with power greater than 50 kw. for brief periods. On April 17, 1934 it received special authority to operate with 500 kw. experimentally, he pointed out, using its regular call letters WLW instead of W8XO but it did not begin actual full-time operation until May 17, 1934. In June, 1935, because of the CFB interference situation, the station went back to 50 kw. operation until it completed installation of the directional antenna, after which it went back to 500 kw. under its experimental license and it has operated with that power since.

Mr. Ring brought out also that WLW had in January, 1935, an application for authority to use 500 kw. power regularly and that a hearing had been set on it for the following September. He then related that at a conference at the FCC participated in by Mr. Patrick and WLW counsel, Dr. C. B. Jolliffe, then chief engineer, and himself, it was agreed by all concerned that the hearing should be held on that date, since the FCC had not completely analyzed technical studies it had made of clear-channel station coverage and it desired to put this data in the record of such a hearing. As a consequence the FCC asked for a postponement which was granted.

Mr. Ring, under examination by Mr. Patrick, pointed out that while both General Electric and RCA house had experimented with power
of greater than 50 kw., prior to WLW's operation, they did not develop equipment for superpower operation. This line of questioning drew objections from Mr. Porter, but was admitted on the ground that it had a bearing upon superpower development.

Shouse Tells How WLW Pioneered in Power

When the hearing resumed July 26 after a recess from July 22, Mr. Shouse resumed the stand, only to be caught in a cross-fire of objections between FCC Counsel Porter and WLW Counsel Patrick regarding admissibility of certain lines of testimony. Mr. Patrick reiterated objections to any testimony dealing with specific programs broadcast over WLW but Chairman Case, after consulting his colleagues, ruled against WLW and in favor of Mr. Porter. Mr. Patrick excepted to the chairman's ruling, and, for a spell, objected to every question Mr. Porter asked regarding particular programs until it was agreed that one objection would stand for each mention of a particular program.

In opening the second phase of his testimony as WLW's concluding witness, Mr. Shouse began to read a prepared statement making deductions as to WLW policy on the basis of previous testimony. It was only after a series of objections and rulings that he was permitted to continue his testimony, and then it was interrupted from time to time with other objections.

Mr. Shouse said in substance that WLW not only had pioneered development of power but also of programs. He pointed out it began operation in April, 1921, as a 25-watt station that it never touched the 50,000 kw. (50,000 kw. in October 1926) and finally 50,000,000 watts. He pointed out that on each successive power increase there were cries of “superpower.”

The policy power of WLW, said Mr. Shouse, always has been to use the maximum power to provide good service, with particular reference to signal strength in the secondary area. He said it was his opinion that there was no question that the power increase resulted in substantial benefits to listeners, especially in remote sections.

Regarding program policy, Mr. Shouse said the station had always sought to fit its programs to listener demand, again emphasizing its secondary rather than primary coverage. WLW was one of the first stations to affiliate with NBC —in 1927, he said.

Popularity of WLW, Mr. Shouse declared, is traceable not only to its power but to its programs. He stressed WLW's expenditures for programs—amounting to approximately $800,000 annually during the last few years—an indication of the type of service the station is rendering. Moreover, he said, it is expending that money for only one air condition of program, and air time since it is an outlet for both NBC Red and Blue Networks.

Listener Impression

Vital to Sponsors

The Crosley company is willing and ready to carry out any plans for technical developments stipulated by WLW's connection with 50 kw. operation, he said. He declared it had set aside the money for the antenna project outlined by Mr. Leydorff, earmarking it for use at such time as it is decided to proceed with actual construction. Provision also has been made for an increase in the staff of the station if required, he said.

The term “superpower” was described as a misnomer by Mr. Shouse, who said it presents a “distorted” picture. In 1924, he declared, power of 500 watts was referred to as superpower. The same situation was true in connection with 5,000 and 50,000 watts, he said. As a matter of fact, he added, the energy used by a 50,000 watt station is equal only to the 750 horsepower employed by one of the two motors used on a Douglas twin-engine airplane.

When Commissioner Craven asked whether an advertiser purchases signal intensity or power, Mr. Shouse said he buys the “impression” made upon the listener by a particular station and program. In other words, he said, he buys the ability to create a demand or acceptance for the merchandise he has to sell.

Discussing advertiser selection of media, Mr. Shouse pointed out that the advertiser always seeks to get the biggest return for the advertising dollar spent. Totally aside from listener reaction, the advertiser also may be interested in the dealer, branch office, distributor and manufacturer since by advertising over the air he can prevail upon them to “merchandise” the product. The advertiser realizes as much profit from a sale resulting from a merchandising display as he does from one produced by radio or any other advertising medium, he said.

Auto Dealers Favor Local Coverage

On the specific question of national spot accounts, Mr. Shouse declared that WLW had never been able to handle Chevrolet for a sustained schedule because of the dealer situation. Dealers prefer local outlets rather than blanket coverage, he asserted, declaring the same situation obtained in connection with certain other national accounts.

There are frequent instances of variations in station rates for stations of the same power in identical markets, Mr. Shouse said. He attributed this to network affiliation, general program structure and listener loyalty which arises from sustained meritorious operation. Originally, he said, radio as an industry had no intelligent basis upon which to reckon its rates and they were largely guesswork.

Mr. Porter asked the witness about WLW's arrangement with NBC, particularly in connection with rates. Mr. Shouse said NBC sells WLW to network accounts at the rate charged by WLW and that WLW buys it for spot business placed direct. He declared the division of rate as between WLW and NBC, and the station has not changed since 1932, far as proportions are concerned, although there have been several rate increases since that time. He said also that NBC does not have a written contract with WLW, implying that its affiliation is an oral arrangement.

Representation Setup

Of Station Explained

The same rate situation that obtains with NBC also exists in connection with MBS, Mr. Shouse said. He declared WLW was a part of the “Mutual Group” before the advent of Mutual and continued the same arrangement with the latter.

Mr. Porter questioned the witness on the statement that WLW was the first station to use 50 kw. He asked the witness whether he knew such stations as WEAF, WJZ and WGY used that power "in 1927, whereas WLW did not..."
begin such operation until 1925. Mr. Shouse explained his data had been supplied by the WLW Technical Department and that he personally had not been aware of these other operations.

Replying to Mr. Porter, Mr. Shouse said there were a number of national spot accounts carried on other stations in the Cincinnati area which were not used on WLW and that his organization had “solicited” them. Among them he mentioned Ovaltine, California Fruit Growers and Coca Cola on WCKY and Fittings andson (Bros.), Kitchen Cleaners, Purity Bakers, American Tobacco and a cosmetic on WKRC.

The question of WLW representation then was taken up by Mr. Porter. Mr. Shouse explained that Transamerican represents WLW exclusively on a national basis except in the 200-mile “home area” of WLW. When he joined the station last November, Mr. Shouse said, he found that both Transamerican and J. Ralph Corbett Co. represented the station nationally. Because of conflicts, a new arrangement was negotiated whereby Transamerican took over national representation, with Corbett restricting his operations to the home area of WLW. He said he understood Corbett had closed its eastern and central offices since that time.

**Crosley Not Financially Interested in Transamerican**

Denial of Crosley ownership of a 20% interest in Transamerican was voiced by Mr. Shouse after the question had been raised by Commission counsel. He said he was quite sure there was no such ownership arrangement either in the Crosley corporation or in any Crosley official. He pointed out that John L. Clark, former general manager of WLW, is president of Transamerican, but said there was no ownership arrangement of any character. Mr. Porter observed he had been informed that Warner Bros. owned 90% of Transamerican with 20% reposing in Crosley.

At this point, Mr. Porter began to hammer away at specific accounts carried on WLW. Mr. Patrick restated his original objections to any inquiry into specific programs on the ground that the issue was not that of renewal of WLW’s license to operate but only of extension of its experimental authorization to use 450,000 watts additional to its regular power of 50,000 watts. There was much hammering on the bench as Messrs. Patrick and Porter in turn debated their views on this matter. The upshot was that Chairman Case ruled on particular programs would be permitted as the foundation for the general program policy. Mr. Patrick said he reserved the right to object to all such examination.

The first colloquy developed in connection with the Chicago Bedding Co. account. Mr. Porter attempted to offer for the record continuity involving the program but explained that apparently an affidavit or letter from the National Association of Bedding Manufacturers, absolving WLW of any implication in connection with the continuity, apparently had been misplaced and that a search of the files failed to reveal it. Mr. Patrick objected on the ground that the complete file should be included and Gov. Case sustained the objection. Afterward, Mr. Porter said he had been informed that as far as he knew he had never seen the affidavit referred to and that he would be prepared to offer the material in the record as complete.

Second on the specific program list was Color-Bak, a hair dye. Mr. Porter first placed in the record the continuity of a particular Color-Bak program and followed that with continuity of a program sponsored by Cystex, kidney remedy. Then he offered a copy of a Federal Trade Commission complaint and finding relating to Color-Bak. This brought renewed objection from Mr. Patrick, who pointed out that the Trade Commission orders were dated 1929.

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**ACCEPT NO SUBSTITUTES—BUY GENUINE LOUISVILLE!**

Don't forget boys, that if Kentucky didn't contain Louisville, you'd never wrinkle a brow over the State, at all. And WAVE, is the one Louisville station that most closely covers the 25-county Louisville Trading Area—with nary a half-mile hollow within our entire 43-county sphere! 

By using WAVE, you pay only for covering the honest-to-goodness Louisville market—and get twice the results per dollar spent. Write for the proof! An N. B. C. Outlet.

National Representatives
FREE & PETERS, INC.

**GOING PLACES!**

You probably wear, smoke or sleep under products of this industrially famous market. This territory is famed for its consistent activity. Yours to tap through the sales power of—

For Sales at a Profit

**WAIR**
Winston-Salem, North Carolina
Sears and Ayer
National Representatives

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**STATION WAVE**
LOUISVILLE, KY.
1000 WATTS . . . 240 K. C.

**STATION MANAGER**

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**ENGINEER**

**PRODUCTION MANAGER**

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**SALES DEPT.**

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**TALENT**

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**THE TELEPHONE FILLS THE GAPS**

The broadcasting business is such in the telecommunication is vital. The telephone is a nible servant. You can talk to the main in the next office or to some one across the country or across the seas. You can talk with several people on the same connection by the use of Conference Service.

The quick line to any person in any place is the telephone line. Use it often.

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**ADVERTISING AGENCY**

BROADCASTING • Broadcast Advertising
August 1, 1938 • Page 55
and 1930 respectively, whereas the continuity carried over WLW was dated this year.

**Power of FCC to Rule On Products Questioned**

When Mr. Porter introduced FTC documents involving Cystex, as well as Kolor-bak, Mr. Patrick objected to their relevancy, declaring that all of the actions antedated the carrying of the programs by WLW. Moreover, he said there was nothing in the order condemning the products as such but that they simply related to certain continuities broadcast in the past. He added he did not think the Commission could pass on whether the particular continuity involved followed FTC edicts.

When Mr. Porter argued that it was a matter for the Commission to determine whether the programs were in the public interest, Mr. Patrick said that hundreds of products are involved in FTC proceedings and that if the Porter contention were upheld, it might be possible to bar all of these products from radio advertising. Mr. Porter said he felt the testimony was important in the light of the WLW contention of "super-service". The cross-fire became so heated that Chairman Case finally concluded that he would be forced to reserve ruling as to whether the testimony was admissible.

Mr. Porter again offered for the record the exhibits covering transcripts of WLW programs made by the Grand Island monitoring station at his request. Mr. Patrick said that at the time these were originally offered he had objected to their materiality rather than their accuracy. He stated he had now had the opportunity to examine them and that he wished now to challenge both their accuracy and materiality. In reciting his reasons, he said the transcript did not cover the entire broadcast days and did not show the entire programs. Moreover, he declared the transcripts were studded with "question marks, asterisks and blanks" indicating that many portions were unintelligible.

Mr. Porter, however, contended that the querying of certain statements which were not clear by the reporter was indicative of the fairness of the transcriptions. Thereupon, Mr. Patrick argued that if these records were introduced and held competent, he would also seek to bring out that the one-half millivolt signal 50% of the time of WLW does not constitute service as evidenced by the fact that the monitoring station at Grand Island could not pick up and transcribe the program service. He said too in order to appraise the competence of the exhibits it would be necessary to ascertain how the transcripts were made, by whom, and the type of equipment employed. The matter of introduction of the exhibits again was left hanging fire.

**Says Sponsor Referred Continuities to the FTC**

On redirect examination by Mr. Patrick, Mr. Shouse said that Kolor-bak has been broadcast over a large number of stations for four or five years. Many important stations have carried it. Moreover, he declared that United Remedies, placing the account, has been most meticulous in requesting stations not to change continuity because the company has held it had checked the continuity with the Trade Commission. He said that Kolor-bak has been off WLW since April because of expiration of the contract.

Regarding Cystex, Mr. Shouse said the program had been offered by his representative at a time when he was in Washington preparing for the June 6 hearings on rules and regulations. The account was in subject to cancellation, he said, because of his enforced absence. On his first trip back east, even though the client had agreed to make material changes in the continuity, he said he cancelled the program because he felt it did not accord with "good taste" standards. Reference to internal bodily functions were objectionable, he said. The contract could have been a 52-week account, he said, but it ran out the first week in May to the middle of June.

**Bedding Claims Valid, But Account Was Dropped**

Regarding the Chicago Bedding Co. account, Mr. Shouse said the copy contained a line to which objection had been raised. This statement was that a mattress equal to the quality of the $39.50 product was offered at $17 on the direct sale basis. He said he had no reason to believe it untrue since a mark-up of 150% is unusual. After broadcast of several of these programs, a furniture dealer contended some of the claims were too strong and as a result of conversations and investigations, it was decided to discontinue the program because it was not "important to us."

He added he had gone over the situation very carefully and that he was reassured as to the validity of the claims but that in spite of this the account was cancelled.

Again taking up questioning of Mr. Shouse, Mr. Porter asked whether the Kolor-bak continuity, a passage from which he had read into the record, constituted the type of continuity that accorded with WLW policy. After argument as to the propriety of the question, Mr. Shouse said that taking into account the time of the day, the type of the product involved and the policy of WLW on such accounts during this year, he felt copy of that character was acceptable to the stations.

Commissioner Craven asked whether any difficulty was experienced in getting advertisers to change continuities. Mr. Shouse said this varied from account to account and that there was no hard and fast yardstick. In connection with

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**30% of the WOWO FAMILY**

lives on 165,000 farms
and has an annual income of

$203,610,000

This large group of farmers, like the rest of the WOWO family, is prosperous. They spend liberally but carefully. They purchase the products advertised over WOWO. Especially important to an advertiser is their continuous buying power which is due to their many sources of income. In the state of Indiana, for example, the eleven leading products account for only 24% of the total farm income.

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS National Representatives
*Residents within the WOWO Primary Area

These farmers depend daily upon WOWO to furnish them markets, news, educational features and entertainment.

**WOWO**
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

Page 56 • August 1, 1938

BROADCASTING • Broadcast Advertising
Kolor-bak, he again recited that the advertiser could not have expected to win a case closely with the FTC and advised against any alterations in its copy, lest objectionable elements might be included inadvertently.

With the completion of the WLW case in chief, Mr. Porter had signed the FCC case against WLW. His first witness was John A. Kennedy, operator of WCHS, Charleston, WBLK, Clarksville, and WPAR, Parkersburg, and publisher of the Charleston Exponent.

Kennedy Testifies

On Boake Carter Account

The fur began to fly again in connection with the admissibility of testimony by Mr. Kennedy, particularly regarding cancellation recently of the General Foods-sponsored Boake Carter series over WCHS by CBS and the subsequent "cancellation of the cancellation" which permitted the program to continue. Mr. Patrick contended that only the "ultimate fact" was material and that the fact that the program had been cancelled but that the cancellation never had been made effective was of no consequence. After protracted arguments pro and con, Gov. Case overruled Mr. Patrick's objections and signed the line and Mr. Patrick noted his exceptions, again indicating he intended to appeal if the Commission's decision in the final analysis is adverse.

Mr. Kennedy said after the cancellation he had checked with CBS and has ascertained that 12 stations more or less in the WLW service area also had received cancellation notices on the Boake Carter program because it was to be carried over WLW. The cancellation was to have become effective on May 27 last, he said, but before that date arrived CBS "canceled the cancellation." He said he did not inquire as to the reason for the subsequent admission.

Answering questions by Mr. Porter, Mr. Kennedy said he had solicited the Procter & Gamble account for more than two years and that the answer he procured was that WLW adequately covered his territory. Only recently, he said, a Procter & Gamble program was scheduled by CBS daytime over WCHS.

Explaining WCHS had joined the CBS network in February, 1937, Mr. Kennedy said in responding to Porter questions that he had contacted both NBC and CBS and had been offered contracts approximately similar from the revenue standpoint. He said he had made a personal survey of the availability of business and decided it would be too much of a "fight" against WLW because it would get all of the "big shows." Therefore, he said, he elected to take the CBS contract.

Mr. Kennedy placed in the record a letter from J. D. McLaughlin, Commissioner of Agriculture of West Virginia under date of July 26, which in effect thanked the stations for their collaboration with his department in carrying Agriculture programs. Among other things, Mr. McLaughlin stated in the letter that the service was of a character that could be rendered by stations outside West Virginia.

Mr. Kennedy testified while this letter was dated July 21, it had not been solicited as a result of Mr. McLaughlin's former testimony in behalf of WLW at the hearing but had been requested several months ago as a testimonial. He said that Mr. McLaughlin had operated the facilities of his three stations frequently, employing five minutes daily for market reports as well as two 15-minute programs weekly over the stations. Mr. McLaughlin personally supervised the program, he said.

Events in Red Top

Incident Are Related

Mr. Kennedy's second day on the stand resulted in perhaps the most heated cross-examination during the proceedings. Objections by Mr. Patrick to admissibility of certain types of testimony were overruled by Chairman Case but practically all objections to admissibility by Mr. Porter was sustained.

Continuing his examination of Mr. Kennedy, Mr. Porter inquired about the account of the Red Top Brewing Co., a Cincinnati concern. He identified and introduced a series of letters exchanged by the Joseph Advertising Agency of Cincinnati and WCHS. The correspondence dealt with placing a three time program on WCHS for Red Top, inviting listeners therefor to tune in WLW for the Red Top program. When the station said it could not accept the one-time program a calling attention to a series to run on a "competitive station," the Joseph agency responded:

"I am sure you will not want to refuse to rebroadcast this program because by doing so you will probably be closing the door to any further business we may have with WCHS." The agency letter, signed by Eli Cohen, added that the letter should not be misunderstood as "a threat in any way".

After Mr. Patrick had contended this evidence showed no connection with the WLW case, Chairman Case permitted the questioning to continue subject to a "motion to strike at the event it was not connected up." The purport of Mr. Kennedy's testimony was that WLW is an active competitor in the advertising field served by his stations. He said his stations are operating at little or no profit and was not sure whether he was "above the line or below the line." Upon completion of this direct testimony, Mr. Patrick moved the Commission strike the entire Kennedy testimony from the record, declaring the witness by his own testimony said he had no knowledge of WLW operation as a 50 kw. station and consequently there was no evidence addressed to the matter of revenues received by his stations under 50 kw. WLW operation as compared to 500 kw.

Commissioner Case denied the general motion to strike and when Mr. Patrick made a specific motion that all testimony on the Red Top account be stricken because of purported failure to connect it with WLW, he denied that objection also. Mr. Patrick took exceptions in both instances.

Kennedy Tells of Purchase of Status

Leaghth cross-examination of Mr. Kennedy was undertaken by WLW counsel with the testimony going along lines becoming rather straining. After Mr. Patrick had questioned him on acquisitions of the WLW and WPAR last year—he asked whether or not this was an "oversight" that he had not gone into the WLW competitive situation. Mr. Kennedy said he had not considered the WLW competition when he

ADVERTISER'S PARADISE

Idaho's richest and most populated area is served daytime NBC programs exclusively by KIDO.

The following is the paragraph from page 298 of the Commercial Survey of the Pacific Northwest published in 1932 by the Department of Commerce:

"Boise's position as a distributing center, like that of many other commercial cities of western United States, is based largely upon the factor of distance. Its strategic location at a point approximately midway between Salt Lake City, one of the major distribution centers of the intermountain territory, and Portland, Oregon, one of the principal wholesale centers of the Pacific Coast, gives the city a commanding position over a wide area, from both a retail and wholesale standpoint. By rail Boise is 405 miles from Salt Lake City and 491 miles from Portland."

BOISE - IDAHO

Affiliated NBC • RED end BLUE

1500 Watts O - 1000 WELN & -1150 Kt.

National Representatives:

JOHN BLAIR & CO.

KID0

BOISE, IDAHO

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In Texas
W. Lee O'Daniel
Wins in First Primary!

SATURDAY, July 23rd, in Texas, W. Lee O'Daniel, Fort Worth radio flour salesman, received more votes than his eleven politically seasoned opponents combined—and for the first time in Texas Political history, a first termer won in the first primary.

W. Lee O'Daniel made a sensational Radio Campaign, with Radio Station WBAP, Fort Worth, doing all the booking and making all the pick-ups—a WBAP supervised campaign—O'Daniel started his radio activities over WBAP six years ago, and since that time has always used the station with occasional additional stations.

AS THE "MASTER OF THE MIKE" PHILOSOPHER SALESMAN, O’DANIEL SAID IN AN EXCLUSIVE FAMILY PARTY BROADCAST THROUGH WBAP ELECTION NIGHT—"I REALIZE THAT NONE OF THE THINGS WHICH I HAVE ACCOMPLISHED WOULD HAVE BEEN POSSIBLE WITHOUT THE USE OF THE FACILITIES OF THAT GREAT RADIO STATION, WBAP"

Star-Telegram Stations WBAP and KGKO
Get things done in Texas — Both have state-wide coverage

ON JULY 11th, KGKO scooped the state 18 minutes when the President announced the appointment of Governor Allred to a Federal Judgeship.

Last Sunday, Monday and Tuesday, KGKO scooped the State with a short wave mobile unit broadcast of the San Saba floods. The truck penetrated so far into the flood district it was marooned—but got the news.

The short wave mobile units of WBAP and KGKO are always on time, and in big Texas where things are happening, these units are feeding constantly hot special events programs to WBAP and KGKO.

The Fort Worth
Star-Telegram Stations

Amon Carter—President
Harold Hough—General Manager

WBAP
800 kc.—50,000 Watts
New York
Edward Petry & Company
630 Fifth Avenue, Columbus 5-3264
John J. Prosser, Manager

KGKO
570 kc.—5,000 Watts
New York Office

WBBM Mariners
EDDIE HOUSE, organist of WBBM, Chicago, and Charles Wariner, of the WBBM engineering staff, sailed in July via the Great Lakes and the Panama Canal for the opening of the Golden Gate International Exposition. The 42-foot cabin cruiser is equipped with radio transmitting and receiving equipment. They plan to make all the conventional features for WBBM during their cruise on the Unda Maris which was last heard by House and named for one of the stops on the pipe organ.

made the purchases and that possibly it was an oversight.

He agreed that as far as he was aware conditions at WLW had not changed since he had acquired all three stations, since it has operated with 500 kw. since 1934. But he added that conditions have changed in connection with purchase of spot time and that "the little fellows are left in the cold" while the advertisers and agencies select the "big fellows". When Mr. Patrick asked whether he expected the Commission to correct economic conditions in connection with the broadcasting business, Mr. Kennedy said he did not expect the Commission to have him a "life-line" but that he had appeared to testify in response to a Commission subpoena. He added he was trying to make sufficient money on his station operations to improve their status and do a public service job as well as realize a profit.

Regarding his three stations, he said he had purchased WCHS in 1938 for $200,000, $100,000 of which was paid cash with $25,000 installments a year for four years. WPAR was purchased for approximately $18,600, he said, while WILK was acquired as a new station in 1936.

Seeking to bear out his contention that WLW had nothing whatever to do with the Red Top situation, Mr. Patrick carried Mr. Kennedy through a cross-examination on placement of advertising. Mr. Kennedy declared that as a general rule it is placed by the advertiser and the agency on the basis of market and distribution but that the "friendship factor" has been important in some cases.

Regarding Red Top, he said he had written Mr. Crosley on it and, after further questions, declared Mr. Crosley had answered him disclaiming any knowledge of the agency action.

Mr. Patrick asked if he had informed Commission counsel prior to the hearing of the existence of this exchange of correspondence with Mr. Crosley and another legal note developed. After objections by Mr. Porter, Mr. Patrick said it was for the purpose of "testing the fairness of the witness and his freedom from bias." Chairman Carter suggested the question was not proper but Mr. Patrick insisted that if the witness had not disclosed the exchange of correspondence it would indicate bias.

Mr. Kennedy said that prior to his testimony he had told the whole story of the Red Top account to many people and that he believed he had mentioned the existence of this correspondence to Mr. Porter.

He said he had no bias whatever against Mr. Crosley and that his letter to Mr. Wisely and the latter's reply were both "gentlemanly". Furthermore, he said, while he did not hold WLW or Mr. Crosley responsible for the agency's action, he felt that WLW should not have continued to carry the program.

Boake Carter Program
Subject of Questioning

He described the agency's action as one wherein it tried to "hold a gun of denial of business" at its stations because they would not carry a "one-shot program" which sought to "try to steal away" his audience, "I would definitely think that they were bad boys," he said after reciting this incident.

Mr. Patrick asked why he had not given this character of testimony at the June 6 hearings on rules and regulations when the case against superpower stations was presented by National Association of Regional Broadcast Stations and the witness said he had not been asked to take the stand at that time, again pointing out he had been subpoenaed for this hearing by the FCC. When Mr. Patrick observed there were "strange coincidences" Gov. Case, whom he queried if he had not been asked to take the stand at that time, again pointing out he had been subpoenaed for this hearing by the FCC, Mr. Patrick observed there were "strange coincidences" Gov. Case, whom he queried if he had not been asked to take the stand at that time, again pointing out he had been subpoenaed for this hearing by the FCC. When Mr. Patrick observed there were "strange coincidences" Gov. Case, whom he queried if he had not been asked to take the stand at that time, again pointing out he had been subpoenaed for this hearing by the FCC.

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McLaughlin letter regarding agricultural programs carried over the Kennedy stations and whether there was any coincidence between the fact that the letter was dated at the time the WLW hearing was underway. The company has been incessant in asserting he had no explanation to make but that apparently Mr. Patrick was ofer-interested in the station which was an offense under the statutes and that he felt he was guessing it just like the public.

Procter & Gamble programs and the manner in which they are put-in became the next major issue. Mr. Kennedy agreed that placement of spot business, as distinct from that of national advertising, was much more elastic. He insisted that WLW's operation with high power affected his ability to serve the public interest in West Virginia.

Data on Earnings Of Three Stations Sought

Mr. Kennedy's testimony was brought to a close July 28 with further cross-examination by Mr. Patrick. Big data in connection with the fiscal operations of the three Kennedy stations led to a request by Mr. Patrick that the company supply figures to record his responses to the recent FCC questionnaire on income and expenses of the stations.

Mr. Kennedy said while he had nothing to hide, it was his understanding that such information was furnished to the Commission on a confidential basis and that he was not at that time nor has he made public since it might be used to his disadvantage. Chairman Case finally ruled that the data were produced for the purpose of answering general industry figures and that the Commission could not with propriety order their inclusion in the record.

Mr. Patrick then cited figures on the operation of the three stations, submitted in connection with applications for renewal of licenses and required by the Commission. These figures showed the gross income, expenditures for talent, and expenditures for various purposes of the stations for each of the last six months and indicated the renewal based on a monthly average.

Mr. Kennedy questioned him in connection with his previous testimony that the stations as a group were not making large profits and gross income on the other hand might be losing money at this time. The witness examined did not provide any information on the subject was dealt with Mr. Craven (who was instrumental in installing the company's first directional antenna), Mr. Leyford felt his proposed circular array would place a station a good distance away from a source of noise, and would be used to control both the primary and secondary service areas. The system should improve the secondary service area in the important respects set forth. However, the ground wave signal is limited and reduce it when it is not needed. It can limit the fast fading area in such a large way that the secondary signal and generally steer the course of WLW's operation so that it could provide maximum service in both its secondary and primary areas whatever propagation conditions exist, he added.

Mr. Leyford brought out that if it were found that stations in a given area in the secondary coverage of WLW provided an abundance of programs, engineering technique could be employed to minimize service in that area. Conversely, if it were found desirable to intensify service there would be a corresponding increase in service, either to improve an area or to take account of any area receiving no service, it was desirable to reduce it to that extent for the purpose of benefiting the public.

Mr. Kennedy asked whether his plan was entirely new FCC Counsel Porter inquired whether the same sort of antenna system was not covered in an article published in the IRE proceedings in 1930. Mr. Leyford said that while the subject was dealt with then he did not regard it as a "treatise" and that there have been many important developments since then. Any further pressure was just to the advantage of WLW's antenna system.

Discuss Competition Situation in West Virginia

Regarding station service in West Virginia, Mr. Kennedy brought out there are seven stations in the state and that he controls three of these. He agreed that WLW furnishes "the best signal of any outside station" in West Virginia and that this is due not for the privilege of national association or spot business, but for the quality of WLW's service in the market.

Mr. Kennedy declared WLW was competitive with its Parkersburg and Charleston stations but not so much with Clarksburg. He mentioned that WFEP in Parkersburg is the only station in the State which is not a combination of WLW's service area.

If WLW used a 50 kw. instead of a 500 kw. signal, Mr. Kennedy said, he would object to it in the slightest. This statement came on the assumption that WLW would have the same signal in West Virginia while every other station is doing this. Mr. Kennedy contended that he felt it would not have been good policy.

If WLW were not heard in West Virginia because of reduced power, Mr. Kennedy contended there would be adverse reaction on the listeners in the State. He said the elimination of the competition would enable other stations to provide a better possible for radio and wireless national business. Moreover, he contended the stations in the State now overlap in service areas.

Develop Antenna to Steer Signal

(Continued from Page 18)

Mr. Leyford predicted the selective fading area might be pushed. He thought that it might be brought in very close to the antenna, depending upon the type of service contour desired. Moreover, it was possible by this method to bring the area quite closely limited in extent with a strong ground wave signal beginning from the outer edge.

Regarding the use of antennas by WLW counsel Duke M. Patrick, Mr. Leyford felt his proposed circular array would place a station a good distance away from a source of noise, and would be used to control both the primary and secondary service areas. The system should improve the secondary service area in the important respects set forth. However, the ground wave signal is limited and reduce it when it is not needed. It can limit the fast fading area in such a large way that the secondary signal and generally steer the course of WLW's operation so that it could provide maximum service in both its secondary and primary areas whatever propagation conditions exist, he added.

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Concluding his examination, Mr. Patrick asked the witness what his position was in connection with the issue involved in the WLW program and whether he would assert that if there are going to be 500 kw. stations, one station should be permitted to "usurp" the other's position but "we ought to have lots of them." He said, referring to Mr. Patrick, that he felt there had been a "frenzied" realization that the undertaking was a pioneering one.

Asking if his opinion was based on his reactions as a listener or as a competitor, Mr. Kennedy said that the fact that he is a citizen and taxpayer.

Indiana Survey Explained by Bauman

Robert E. Bauman, commercial manager of WRE, Indianapolis, called as the second FCC witness, replied to Commission Counsel Walker that he closely checked national advertising in the Indianapolis area. He said he recently made a week's survey of so-called "spotting" advertising in the three Indianapolis newspapers in which sponsors called attention to their programs by sponsoring programs for particular stations. This survey disclosed, roughly, he said, that WLW was featured most of the time to be found in 1140 lines of advertising during the week while both of the Indianapolis stations—WFPM and WIRE—had a combined total of only about 900 lines.

Under examination by Mr. Patrick, Mr. Bauman said WIRE is a basic Red Network station and as such receives all Red Network programs for its six-month period and adds them to WIRE—had a combined total of only about 900 lines.

Mr. Patrick placed in the record a brochure he had secured early this year by WIRE for sales promotion purposes. Listed in it were NBC combined programs and other programs of Procter & Gamble business. He declared he did not know about Procter & Gamble accounts which might be on WFPM, Indianapolis.

Mr. Patrick sought to ascertain if Mr. Bauman had been "invited" to offer his testimony before the Commission or whether he had advanced the suggestion. Mr. Patrick interjected that he took full responsibility for having subpoened the witness and Gov. Case held that the matter was not a proper one for examination. In rephrasing his question, Mr. Patrick asked Mr. Bauman whether he had ever had a personal conversation with Commission counsel which was followed by the issuance of the subpoena.

Salesman Tells of Coverage Claims

Myron A. Elges, salesman in the New York office of William G. Rambeau Co., representatives for WIRE, testified on direct examination that he had worked for the organization about 11 months and

BROADCASTING • Broadcast Advertising

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Wheeling.

WOWO, against
resented
he declared he
did not have
so on numerous
and that he worked
under instructions from
John Clark, Transamerican
president and
former
WLW general manager, and
Frank L. Smith, then acting
general manager of WLW. Representations
made to advertisers in
soliciting business for WLW, he said, was
on the basis of the station
coverage. He identified two maps
exhibits previously placed in the
room designed to show WLW
primary and secondary coverage as
principal data in these solicitations.
While accounts and their
agents
often held that WLW's rates
were "a little expensive," he said
the solicitation usually was
effective because of the claim that
WLW, with its high power, did
a primary coverage job in eight
important cities surrounding it. Usually,
had WLW was sold against
a combination of stations, naming WLW, Cincinnati; WBNS, Columbus; WIRE, Indianapolis; WOWO, Fort Wayne; WAVE, Louisville; WBOW, Terre Haute; WJTB, Toledo, and WWVA, Wheeling.
He said that the advertiser was
given to understand that WLW
covered this area and that the
combined rates of these stations were
higher than the single WLW rate.
He said in that way they were able
to show a "definite saving" in the
way of WLW.

5,490,400
FAMILIES

... need your product, and
you can send your sales
message to the greatest
number of them at the lowest
unit cost through our ultra
modern 50,000-watt station
in the heart of the rich Ohio
Valley. Our national
representatives are Edward Petry
& Company.

STATION
WNAS
LOUISVILLE
*CBS Analysis

ALL YOU NEED IN
CENTRAL OHIO!
John Blair & Co.
Representatives

BROADCASTING • Broadcast Advertising

"NICE WORK, MARTHA!" said
Mr. Elges, for Transamerican
Coordinator of the advertising
dirctor, when he congratulated Martha
Elges. This was Mr. Elges' first
program on KNX, Hollywood, won that
firm the "premier award for radio
marketing among public utilities
in the 1938 better copy contest of the
Public Utilities Advertising
Association. Currently Woman's Forum
is a weekly spot business.

Conflict in Sales Arguments
Conceded by Witness

He also explained that while
with Transamerican, he did not
contact all of these accounts save
WLW. Mr. Elges had a Transamerica
salesmen who had other accounts.
Mr. Elges asked whether it was
not a fact that after he left Transamerican,
for solicited business for WLW, it
became his job to go around and
"unsell" what he previously had
sold.
He said this was not entirely so
and that since he had weekly
Transamerican
he had sold "lots of spot
business on WIRE" but not the particulars
accounts mentioned.
Whereas he had testified that he
had attempted to sell Green Watch
and Axton-Fisher Toys, Cross
WIRE, he did find that a listing
of WIRE spot accounts showed
solicitors on the station.
Summing up, Mr. Patrick asked
if it was not a fact that Mr. Elges
first endeavored to sell stations on
WLW because of its wide
coverage and now, as a
representative of WIRE, among
others, contacted the same accounts
devoting to "unsell" them. He
asked if he did not work under a
"handicap" because of that. The
witness responded in the affirmative.

Referring to his argument that
eight stations in the WLW
primary area were enumerated in
the WLW solicitation as being covered
by the latter station for
a lower rate, Mr. Patrick asked him
to identify the stations and their
network affiliations and classifications.
The witness was unable to in several
instances to state whether the
stations were regionals, locals or
clears or to give their network
affiliations. He added under
further examination that most of the
time buyers were familiar with
these factors and that he simply talked
in terms of markets rather than stations.
He declared it made no difference
in such discussions whether
the stations were regionals, clears
or locals, and Mr. Patrick asked
whether it was the custom of a
salesman to assume that the
purchaser knew facts which he
himself
did not know. Transamerican
Counsel Porter objected to the "argument" with the witness.

Ring Tells How
Recordings Were Made

As the Commission's final
assistance, Assistant Chief Engineer
Andrew D. Ring was called to the
stand. He explained how the two
transcripts of WLW programs were
made last April by the Grand
Island station. Almost at the outset of the hearing Mr.
Porter had sought to have these
transcripts in order to be produced. But Mr.
Patrick had objected to their
admission on the grounds of immateriality, ineffectiveness and its
blanket contention that programming
matters had no place in the hearing. Since this, Chairman
Case had admitted the documents and Mr. Patrick had noted an
exception.

Mr. Ring explained the
recordings were made at Grand Island
through use of a Beverage antenna,
an RCA-251 commercial rec
a, a Presto amplifier and
a Presto recorder, on April 20 and
29 respectively.
Cross-examining the witness in
connection with the manner in
which the recordings were made.
Mr. Patrick asked whether the
equipment was better than that used by
the ordinary listener. Mr.
Ring said that the antenna was
far superior to that used by the
listener but the receiver was a
1936 commercial model and a "good
receiving set" employing 12 tubes
whereas the average receiver uses
six or seven tubes. The automatic
volume control used on it, while a
standard make, nevertheless is
superior to the average in use, he
did. The recording equipment, he
declared, did not contribute to the
degree of satisfactory reception
since it was only used to record
the output of the receiver and
an

On direct examination by Mr.
Porter, Mr. Ring described an
exhibit he had prepared showing
feral reception of WLW's
100 kw., operation with the secondary
service area of WOB, operating on the
adjacent channel of 710.
Both stations, he explained, use
directional antennas. The
interference is cross-talk developing in
the secondary area and can be
expected on average receiving
sets, he said. This occurs on the
map and showed the areas in which this
cross-talk is encountered.
In connection with WOB-WLW
situation, Mr. Ring declared that
cross-talks existed as between the
two stations prior to May 1934,
when WLW began operating with 500 kw, though it was not so serious because WLW then operated with 5,000 watts. With the tenfold increase for both stations the ratio of signal to interference approximated 20,000, Mr. Ring said he had two sources of information, reports submitted by WLW and communications received direct by the FCC. The WLW reports, since it began operation with 500 kw, showed 143,517 letters praising the 500 kw operation and eight complaints. The FCC files revealed 54 complaints of interference from stations and 12 letters of praise. He said that only six or eight of these letters of complaint were referred to the FCC by Mr. WOR. Mr. Patrick observed that WRE received notice of the hearings but made no appearance.

Mr. Ring said that the order of interference occasioned in the secondary area of WOR and WLW was of a character expected under the circumstances.

Patrick Presents WLW Rebuttal Case

Presenting his rebuttal case, Mr. Patrick first recalled WLW's Engineer Branch. He introduced exhibits showing the average monthly figures on the three Kennedy-owned stations, WLW, WBLR and WPAR, based on FCC records. In general these figures showed that WLW had an average monthly income over talent expenditures and expenditures for "all other purposes" of approximately $6,680, while the latter two stations showed no profit figures.

Mr. Shouse was recalled primarily in connection with his rebuttal to the Kennedy testimony. He explained that the Lum & Abner program sponsored by Horilick's Malt- ed Milk Co., which reference had been made by Mr. Kennedy, was terminated Feb. 26 on WLW and that inquiry at its agency, Benton & Bowles, disclosed the account was going off the air and that the talent was bought by General Foods and was to be placed on a CBS network program so there was no way of WLW procuring it.

In connection with the clearance of that time, Mr. Shouse recalled an inquiry about the Boake Carter schedule for General Foods. Benton & Bowles, he said, because of the daylight saving time situation, apparently desired to use the Lum & Abner time for the Midwest area, since the eastern broadcast at about 4:30, was too early for Midwestern listeners. The program never was placed, however, and instead the time was contracted for by Sinclair Oil Co. for Pug Sullivan's commentator. He declared his understanding was that the proposed Boake Carter placement on WLW had nothing to do with the coverage factor but related purely to the time situation. Since that incident, he said, he understood the Boake Carter program has again been cancelled, as of Aug. 26, because of the question of time. The controverted Red Top beer program again was taken up by Mr. Shouse. He said that the account has been on the air since 1933; that in the spring of 1935 WLW carried one announcement a day for a brief period and it was not until the last spring that the sta-

Transcript of Hearings

A COMPLETE transcript report of the June 6-30 allocation hearings before the FCC has published in book form by the NAB, and the 366-page volume is being distributed at a cost of $50 to members. This fee includes a second volume of 420 pages including all official exhibits.

Test For Avalon

BROWN & WILLIAMSON Tobacco Co., Louisville, has started going to a Party, late evening variety show, for a full hour each weeknight on WNEW, New York, for a 12-week test for Avalon cigarettes. BBDO, N. Y., is the agency.
License for Television

John Patt Honored

John F. Patt, vice-president and general manager of WGBH, on July 15 was elected chairman of the Cleveland Advertising Club, the first time a radio executive has attained that position in the 37 years of the club’s existence. Patt has been a member of the club since 1921 and has served as chairman of its entertainment committee. He was elected a trustee in 1936. He directed the operation of the city’s annual performance last year and won the commendation of the organization for his work.

Television Allocations Are Argued Before FCC

The future “birth” of television as a public service was discussed before the FCC in an oral argument on July 21. In the presence of the service of the ultra-high frequencies between 60,000 kc. and 300,000 kc., slated to become effective next October.

Frank W. Wozencraft, general solicitor for the N. Beebe Commission that the proposed large allocations to television in the ultra-high spectrum were necessary not only for its development into a public service on a nationwide basis but to establish competition. Raymond N. Beebe, counsel for the International Business Machines Corp., which is seeking the allocation of the spectrum for one of the key stations in the television network, contended that the assignment of 80% of the ultra-high spectrum to television television and television was not justified because television had not proved itself ready for the public. He argued that a large allocation to television would block valuable experimentation and operations of essential existing radio services, including the safety uses for shipping and aviation and the development of radiotelegraphy.

Radio and Schools

More than 75 Northwestern and Chicago University students of broadcasting attended a one-day radio “short course” in the WBBM-CBS Chicago studios July 21. The students were members of the radio broadcasting program prepared by Mrs. LaVerne P. Swartzwelder of WBBM and assistant director of radio engineering; Leonard, WBBM assistant program director; Albert Jones, WBBM manager of radio news; and John M. Collins, professional relations director.

Television Commission

Dr. James Rowland Angell, director of television of the University of Chicago and former president of Yale, has accepted membership on the newly organized Council on International Publications licensed by President Nicholas of Northwestern University and Dr. T. T. Shoott, professor of international relations, of Columbia University.

Narcissus University's summer courses in radio, held at the Chicago studio, will be broadcast on the station that is now the University of Chicago's radio station.

Radio and Television

The 15th anniversary of the launch of the first regular broadcast was celebrated in New York City May 23 at a dinner attended by radio leaders, including Dr. Harry Emerson Fosdick, Dr. William Hiram Foulser, Dr. Daniel A. Pollard, Philip W. Reed, and others who founded XEB for its work in promoting religious features. Speeches at the event have been published under the title, “The Church in the Sky,” by the Federal Council of Churches of Christ in America.

Jack R. Poppele, chief engineer of WOR, Newark, was principal speaker July 20 at the University of New York’s Radio Workshop, discussing the origin and assignment of call letters, allocations, various classes of radio service and coverage.

FCC Stipulations

The Federal Trade Commission has issued a complaint against Devoe & Raynolds Co., New York (paint) for alleged unfair claims about its paint. Stipulations have been agreed upon with the company by Standard Brands, New York, for Fleischmann’s yeast; First National Television, Kansas City, for television commercials; Philadelphia & Zenith Radio Corp., Philadelphia, and Zenith Radio Corp., Chicago, for price of radio sets.

SEVEN EDUCATIONAL

Highest Priority

SEVEN educational CPs are sought

Seven applications for construction permits for noncommercial educational broadcasting stations have been received by the FCC since late January when this new class of high-frequency stations was established. Of the seven applications, one has been granted, two were pending and four had been returned for technical corrections as of July 28.

WBDE, to be operated by the City Board of Education of Cleveland, was granted a construction permit March 30 for operation on 11,000 kc., 500 watts power, and 500 unlimited time. The Cleveland board of education is now seeking a site for the transmitter, but definite plans for construction of the new station have not yet been announced.

Applications were received July 15 from the Board of Education of the city of New York for operation on 41,100 kc., 500 watts unlimited, and The Moody Bible Institute at Chicago for operation on WMBL, 43,100 kc., 100 watts unlimited. Applications have been returned to the Minnesota Educational Foundation, Minneapolis, University of Texas, University of Illinois and Florida Southern College, Lakeland, for revision.

The FCC has allocated 25 channels in the ultra-high frequency band between 29 and 30 kc., for assignment to noncommercial educational stations. Power of the stations will range from 100 to 1,000 watts, and they will give purely local service. It is estimated by the Board of Education that the stations of this type could be accommodated on the 25 channels.

Script-Writers' Guild

American Script-Writers Guild Inc., has been formed in New York City by 15 prominent writers who are against a national representation which the guild set up last spring to protect its membership’s ideas, and to protect agencies and broadcasters from suits by “unscrupulous individuals.” Officers are: President, Mrs. Mary Derieux, formerly fiction editor of Delma

KDYL

The Most Popular Station

Salt Lake City

National Representative

John Blair & Co.

An NBC Station

Broadcasting • Broadcast Advertising

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www.americanradiohistory.com
Landing the Big Ones Isn't Just Luck -- It's Knowing How

Knowing which waters the finny species prefer ... the right tackle ... the proper lures ... and expert handling after the strike ... all go to make the successful fisherman. He's the man who lands the big ones. And so it is in influencing radio advertisers and agencies to use time on your station. Even earlier than usual, spot campaigns are getting under way. Many more are being made ready for fall and winter. Advertisers, agency executives and station representatives tell us it looks like one of the biggest seasons in commercial radio history. Broadcasting, the trade journal of the radio advertising fraternity, offers you a direct and effective channel to your best prospects. Advertising in its columns is the economical way to tell the story of your audience, your market, your sales successes. Many of the most progressive and successful broadcasters land numerous Big Ones through consistent advertising in Broadcasting.*

* Nearly every national and regional radio advertiser, prospective radio advertiser and advertising agency reads Broadcasting.

www.americanradiohistory.com
REHEARING IS HELD IN ASHEVILLE CASE

REHEARING on the application of the Asheville (N. C.) Daily News for a new local broadcast station was held before Examiner George H. Hill July 14, marking the first instance of a decision remanded to the FCC by the U. S. Court of Appeals for the District of Columbia involving "character qualifications".

After the original hearing, the FCC had denied Jan. 26 a license on grounds that Harold H. Thorns, owner of the newspaper, had made admissions in a libel action which were "evidence of lack of that character and qualifications required of a licensee" (Broadcast, Feb. 1). Subsequently Mr. Thorns appealed to the court, which remanded the case after questioning the FCC's findings regarding the applicant's character.

At the July 14 hearing Duke M. Patrick, counsel for Mr. Thorns, introduced depositions taken on Mr. Thorns' character, and Mr. Thorns, questioned on the stand by Mr. Patrick and Major A. V. Dalrymple, FCC counsel, reviewed certain parts of $2,000 and said the FCC's "character findings" were based.

WILLIAM E. JACKSON, head of local sales of KDKA, Pittsburgh, is acting manager of KDKA in the place of A. E. Nelson, who on July 25 became sales manager for NBC-Blue.

A new manager will be named within a month, according to A. H. Morton, manager of NBC owned stations.

JIM PETERSON, announcer of KVI, Tacoma, has returned from a three month cruise to the East via the Panama Canal and brought back his bride the former Vera Harris of Kau- cee City. KVI also announces that Mary Louise Worrall, secretary to Mrs. Verniece Boullianne, manager, will wed Charles Curran of Tacoma.

THOMAS J. RILEY, for the last four years with the NBC press and special events departments in New York, has joined WIG-WIGL, Boston-Springfield, in charge of news and special events for the NBC New England division.

D. E. NORTHAM, in advertising for 30 years has been named assistant to the president in charge of sales and public relations of WHIP-WWAE, Hammond, Ind.

BILLY DOLAR, salesman of WWSS, Pittsburgh, and Mrs. Dollar became the parents of a daughter, Judith Ann, born July 20. Announcers Raymond F. Schneidler, second lieutenant, and John F. Kinsel, privates, of the WWSS staff, have reported for duty with the Pennsylva-
FOLLOW THE OWL
In Wheeling Sport, Yielding
Many Surprises

WWVA, Wheeling, calls its Night Owl program the strongest summer feature it has ever presented. From 11 P. M. to midnight each Thursday, the WWVA mobile unit, with Chief Engineer Glenn Boundy in charge, and Jack Supler, mobile engineer, and George W. Smith, WWVA managing director who conceived the idea, assisting, tramps into Dutch Haid, the Night Owl, as he rambles over the city, dropping in on parties or talking with pedestrians and autoists.

As the mobile unit rolls down Wheeling streets, Night Owl Haid tells listeners just where he is, promises them to turn on porch lights, so he can stop and visit. At each stop he attempts to get home-spun entertainment from the people he visits. Motorists with radios are enthusiastic fans, following the mobile unit through the streets with their sets turned on, listening and watching.

Typical is a visit to Martins Ferry, O., during which the Night Owl came upon a juvenile orchestra homeward-bound from practice. He got them to uncase their instruments and give an impromptu serenade. Shortly a large crowd gathered and a Big Apple contest started on the street. Another time he entered a small ice cream establishment; found business slow. He requested through the microphone that people following the mobile unit in cars come in and buy ice cream cones. Within ten minutes, the proprietor had scooped 40 cones.

KMOX Vote Ordered

THE National Labor Relations Board on July 28 ordered an election in the near future among technicians and engineers of CBS stationed at KMOX, St. Louis, to determine if they wish to be represented by American Communications, Associated Broadcast Technicians, or by neither.

An electric storm last month destroyed power lines leading to the WMF, Pittsburgh, Pa., and the studio was blacked out for nearly an hour, and the staff was compelled to present a program by candlelight. With the transmitter two miles from the studio, WMF stayed on the air throughout the storm.

They're Tuning in WATL
In Atlanta

It's a habit!
Atlanta listens to WATL, Newcasters. Broadcast every hour on the hour. Available for sponsorship.

WJBY
Gadsden, Ala.

. . . intensified coverage of Alabama's SECOND industrial area . . .
COMPLETE Merchandising Service

Drive It HOME WITH
Yankton, South Dakota

WNAX

WNAX will drive your sales message into the homes of over 2,000,000 listeners in South Dakota, North Dakota, Iowa, Minnesota and Nebraska.

WNAX with its clear signal of 570 kc. 5000 watts (L.S.) 1000 watts night has gained the confidence of its listeners and they depend upon WNAX for their merchandise.

WNAX is the largest mail pulling station in the northwest. Drive your sales record to a new high with WNAX.

Representatives: HOWARD H. WILSON CO.
KANSAS CITY • CHICAGO • NEW YORK
MILLERFILM PLANS RECORDING BY FILM MILLERFILM, a system of recording sound on tape, is ready for distribution. Plans of operation have been completed and a sales organization is ready for distribution to stations.

The Miller Co. plans production, distribution and sales agency. The setup is to be similar to that of the Mutual network with which Mr. Chrisman was formerly connected as a salesman in New York.

Movie production technique is followed in recording programs on tape, with dramatic and musical sequences being recorded separately and spliced into proper program sequence. Errors made in the process of recording by musicians or actors may be corrected through splicing in a single musical passage or speech and eliminating the necessity of making a complete new recording. This method is said to result in considerable saving in talent and recording costs.

The Miller system was first brought to America by Associated Music Publishers, which tested it thoroughly and relinquished its option at the end of the year in favor of continuing with its present system of wax recording.

RESULTS
PROVE
MEMPHIS SELLS THE MID-SOUTH

When You Move . . . make sure BROADCASTING is going to move in with you

Name........................................Firm........................................
New Address...................................
City........................................State........................................
Former Address.............................Firm........................................
City........................................State........................................

Report Any Change in Your Address at Once to BROADCASTING — NATIONAL PRESS BLDG. — WASHINGTON, D. C.

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BROADCASTING • Broadcast Advertising

The Other Fellow's Viewpoint...

An Editorial Idea

EDITOR, BROADCASTING:

When the editor of the Washington Post, in a recent commencement address, declared that the true function of a newspaper is not to form public opinion, but to make it possible for the public to form its own opinion, the point of view of a newspaper should be that of the public which it serves, rather than that of the interests by which it is owned or controlled.

In the meantime, the present disregard of policy of most newspapers creates a real opportunity for radio. The public tapers of reading daily editorials, headlines, and news treatments which are unsympathetic with its interests and points of view, and would cordially welcome a radio service of complete devotion to the interests and points of view of the public. Such a service might well include not only an impartial, unpartisan, uncolored, strictly accurate presentation of the news, but editorial comment of the same high character. This radio editorial comment could be made quite popular with a considerable group of people, who would welcome an occasional serious note sandwiched in with entertainment in lighter vein.

Working out the details of such a program would not be difficult. A catchy name for such a radio editorial page would most likely be found, "Prize Radio Editorial Comment," or "The Public's Point of View," but it occurred to me, I am sure, that a better title than those can be found. Only prize editorial was used; that is, editorials selected by a small committee of competent people, whose names would be known only to the radio management. Teachers in schools and colleges might be invited to serve on this committee without compensation, as the editorials submitted by the local public would be a very valuable laboratory for the study of English composition by classes in that subject.

Every editorial submitted would have the full assistance of the name of the author. The fact that only editorials would be prime editorials selected by a committee of award, would probably maintain an interest that would supply all the editorial material needed. The radio presentation of all editorials would be carried on by the name of the author. As a part of this editorial program, certain recognized rules of technique for good writing could be featured. This program could thereby be made a pattern of good writing, to be followed at all times a public demand for independent, unsubsidized editorial comment on the world of events.

The plan probably could be carried out with little, if any, expense, but even if it was found to involve some expense, the results would justify it.

A. W. MICALISTER, Chairman, Board of Directors, Pilot Life Insurance Co., Greensboro, N. C.

Cities of 100,000

EDITOR, BROADCASTING:

In regard to the box published in your July 15 issue, stating that seven cities of more than 100,000 population are without full-time radio stations, one might well put out that while technically New Haven is without a full-time station, WICC and WBRY, have studios in that city and do a good job of covering New Haven, to at least a certain extent, on the same basis.

New Haven, Sept. 3d.

President, Yankee Network

Baltimore, July 25.

Editor's Note: The item referred to was based on testimony given the FCC at the hearings on proposed new rules and regulations for broadcasting by Andrew J. During. During referred to a committee of people who said seven cities of more than 100,000 population are without full-time radio stations.

WGVA Starts Sept. 13

With the FCC's decision July 28 authorizing a permit for the construction permit from Glenn Van Aukcn to Indiana Broadcasting Corp., the new WGVA, 1,000-watt daytime outlet on 1050 kc., authorized in Indianapolis last year by the FCC, expects to be ready for opening Sept. 13. RCA equipment is being installed and arrangements have been made to rent the old tower of WIRE. Studios will be in the Indianapolis Athletic Club. Mr. Van Aukcn, an attorney, is solo owner of the new corporation.

A Blind Spot" for All Outside Stations

If you want to Cover Rich Central Pennsylvania

You MUST Use

WFBG
Altoona • Pa.

HAROLD V. FLOOD and Robert M. Mitchell have been added to NBC's studio engineering staff in Radio City.

J. W. Danrenden has joined the firm as the engineering staff as a radio set repair man, and W. H. Trevarthen, formerly with General Electric. W. H. Potter and Stewart-Warner, has joined the New York maintenance engineering staff, and was recently appointed T. D. Christian, transferred to the television staff.

M. S. Adams has been promoted from the general engineering staff of NBC western division to field supervisor; F. M. Figgins, to maintenance supervisor.

C. B. Pickel, control relief supervisor.

IRVIN L. FULKNER, formerly with KOY, Phoenix, KALW, Tulalup, N. M., KCRJ, Jerome, Ariz., and KQRA Santa Fe, N.M., has joined KFEL, Denver, as press operator.

E. W. SANDERS, formerly with RCA, has joined the FCC's field staff at Baltimore as a radio inspector.

JIMMY BAYHE, KQFB, Holly, has left. To fill 18 weeks, has returned to his duties.

ROBERT GRIFFIN, traffic manager of WVU, Atlantic City, N. J., has joined Inglewood, Calif., has been granted an FCC license, with the call letters for his auxiliary power cruiser "Loana Dot."

JAMES WEAVER, formerly of WNC, Washington, has joined WCSC, Charleston, S. C.

GERRE HERRICK, engineer of WINS, New York, has joined Lillian B. Co., of New York.

GILBERT MCDONALD, controller, engineer of WO-VWHL, New York, has joined WQG.

FRANK RIDGEWAY, formerly of KTHS, Hot Springs, Ark., has joined KAI.

WILLIAM CARBERRY, formerly of WJHC, Kansas City, has joined WWLO, Los Angeles.

CHESER RACKLEY, in charge of "radio on the air" audio facilities, has joined the network's Hollywood staff to supervise developments in the new studios now being erected.

HENRY HULICK, chief engineer of WPTF, Raleigh, N. C., in the family of a girl, Dorothy Druide, born July 16.

NEW OMB WEINBERGER, formerly chief engineer of KGFW, Kearney, Neb., has joined KMA, Shenandoah, Iowa.

KEN CURTIS, of WEEI, Boston, recently married Beth Meeder, of Norfolk, Va.

PAUL KRANTZ has joined the engineering staff of WPEN, Philadelphia.

EUGENE KRAUSE, of WPEN, Philadelphia, has joined the father of a girl, Dorothy Dunlap, born July 20.

RALPH BARNETT, formerly of WOKY, Cincinnati, has joined WTW, St. Louis.

WILLIAM A. CLARK, recently appointed manager of NBC's technical service, is suffering from a dislocated thumb, result of a week-end slip.

ROY SOHDAHL, has been named chief engineer of WHLB, Virginia, Minnesota. Glens Kistler, recently of WRLB, has joined KFJN, Grand Forks, N. D.

When you move... make sure BROADCASTING is going to move in with you...
Federal Group Issues New Catalogue
Listing 181 Educational Radio Scripts

EDUCATIONAL Radio Script Exchange, clearinghouse for educational radio, has published the third edition of its script catalogue, listing 181 radio scripts available to educators.

The new catalogue lists 16 complete radio series and a number of miscellaneous items. In addition to the scripts, the catalogue contains a list of the broadcasting industry. This includes educational groups established by schools and colleges in 42 States with over 120,000 copies of scripts covering a wide range of subjects of proved educational value. About 15,000 copies of the radio manuals and glossaries, along with general arrangements for local programs have been sent on request.

The Radio Script Exchange was created to further the work of the Federal Radio Education Committee, composed of 40 representatives of the broadcasting industry and educational groups. Commissioner John W. Studebaker is chairman of the Committee.

The primary purposes of the Federal Radio Educational Committee, created by the Federal Communications Commission, are to work for elimination of controversy and misunderstandings between educators and broadcasters, and to bring about active co-operative efforts between the two groups. As part of one of the projects set up by the Federal Radio Education Committee, the Educational Radio Script Exchange was organized to serve as a central clearing house for radio scripts and production suggestions. By means educational groups in various parts of the country may exchange materials and experiences, and local educational organizations are helped to become sufficiently adept in radio broadcasting to enable them to secure time on the air and to meet the quality of broadcasting which justifies cooperation by the local station.

Among programs for which scripts are available through the Exchange are Treasures Next Door, a series of 10 quarterly hours dramatizing literary classics; “Encounter”, in which six historic celebrities return to be interviewed by high school students; American Yesterdays, originally produced by the Pittsburgh school, sketching the lives of outstanding figures in American history. In the science and industry series are Epoch Dis-covery, a series of stories on the latest scientific and industrial developments which have revolutionized science and industry; Have You Heard, a series dealing with natural science; Stories of American Industry, prepared by the Department of Commerce in cooperation with the Office of Education, a 24-chapter chronicle of the history of industry.

For further information and vocal guidance work, the Script Exchange has available Safety Mistakes, suitable for junior and senior high schools, and the Planning Your Career series.

Musical Programs

Music by famous orchestras is provided in Symphony Hall, originally prepared by WRUP, Gainesville, Fla., which presents in a seven-program series selected recordings of the Minneapolis Symphony, Paul Whitteman’s Concert Orchestra, the Chicago Symphony and the London Symphony.

Among other scripts available are Let Freedom Ring, a dramatization of civil liberties; America’s Hour of Destiny and Treasure Trails, dramatizing the national parks; and Christ of the Andes, one of the chapters dealing with peace from Brave New World, the Latin-American “good neighbor” series.

In addition to actual broadcasts over local stations, the Office of Education pointed out, the scripts are used by many schools in “mock broadcasts” over public address systems within the schools. Both the scripts and manuals have been used in courses of journalism, speech, and adult classes studying education by radio. Some stations have produced the scripts as noncommercial sustaining programs.

Beside schools and colleges, educational groups using scripts from the Exchange have included dramatic societies, parent-teacher associations, CCC classes, theater guilds, civic groups, and educational institutions in Alaska, Argentina, Australia, Canada, Canal Zone, Cuba, England, India, New Zealand, New Zealand, Puerto Rico, Virgin Islands, and the Union of South Africa. Some stations have been served by Exchange.

When a Fargo merchant has troubles, they’re usually good troubles! His Red River Valley customers spend thirty-three cents of every dollar that goes for retail purchases in all of North Dakota, South Dakota and Minnesota together (minus the counties containing Minneapolis and St. Paul).

That’s a heap of business coming from an area that’s served by ONE station! WDAY is the station. Would you like the whole story?

Frank E. Brandt

FRANK E. BRANDT, associate editor of the Rock Island (Ill.) Argus and radio news commentator on WHBP, Rock Island, died July 19 after a brief illness. Mr. Brandt’s Daily Article had been broadcast on WHBP since the station affiliated with the Argus in 1929. Mr. Brandt worked on several Ohio newspapers as a youth, then studied for the ministry and served under the Chicago diocese of the Trinity Episcopal Church for 20 years. At 50 he resigned the ministry and became reporter for the former Chicago Journal.

THE racing sloop Reveness, owned by Blair Wallis, WGN production chief, and Ken Griffin of the WGN dramatic staff, placed third in the racing division of the annual Chicago to Mackinac Island yacht race in last July. Last year Reveness was the winner of the race.
**Professional Directory**

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

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

**HERCOT R. SKIFFER**
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATIONS, ETC.
SAINT PAUL, MINNESOTA

**A. EARL CULLUM, JR.**
Consulting Radio Engineer
3915 North Henderson Avenue
Telephone 3-4029 and 2-7465
DALLAS, TEXAS

**HERBERT L. WILSON**
Consulting Radio Engineer
Design of Directional Antennas and Antenna Planning Equipment, Field Strength Surveys, Station Location Surveys
360 E. 46 St., NEW YORK CITY

**ROBERT S. RAINS**
Spectel Consultant
Accounting, Tax
Munsey Bldg., Washington, D. C.
Telephone: Metropolitan 7303
Former Special Consultant
Federal Communications Commission

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

**THOMAS APPLEBY**
(I. Y. COMOR, U. SHIN) Consulting Radio Engineer
ALLOCATION PROBLEMS
DIRECTORIAL ARRAYS DESIGNED
ANTENNA & FIELD MEASUREMENTS
STATION LOCATION SURVEYS
National Press Bldg., Wash., D. C.

**McNARY and CHAMBERS**
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

**PAUL F. GODLEY**
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

**PAGE & DAVIS**
Consulting Radio Engineers
Munsey Bldg., District 8456
Washington, D. C.

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**CLASSIFIED ADVERTISEMENTS**

**Help Wanted**

Wanted—Salaried with good record of sales and one who can handle national as well as local business. Midwest 1000-watt station. Write Box A42, BROADCASTING.

Help Wanted

Combination man—salesman-announcer, first class. Salary and commission. Experience necessary. Prefer Western man, single, good references. Complete information first letter. KJUF, Burbank, California.

Progressive Midwest station wants capable, experienced operator or chief engineer. Only applicants with commercial broadcast experience will be considered. Prefer someone with ample AEAC equipment with transmitter and operating experience. Position will open at once—only applicants who can come in for interview will be considered. Starting salary depends upon the qualifications and has been taken into consideration. Write Box A59, BROADCASTING Magazine.

**Situations Wanted**

First class licensed engineer, operator employed in small station. Desires change. Will go anywhere. Box A38, BROADCASTING.

Employed announcer wants change. Will go anywhere. Write for specifications. Box A56, BROADCASTING.

Operator, 1st class telephone, 2nd class telegraph, 22 w.p.m., on the mill, desire position. Box A41, BROADCASTING.

Need immediate work. Have had 11 years experience in Program Department and as Chief Announcer. Desires positions outside of station. Age 29. Appreciate immediate reply. Box A54, BROADCASTING.

Employed operator wants change. Radiotelephone and radiotelegraph license. Experiences at sea and in broadcast operation since May 1st. Will go anywhere. Box A40, BROADCASTING.

An experienced and dependable operator. Good knowledge of modern techniques. To move at once to some of the larger stations in the West. Box A51, BROADCASTING.

Experienced commercial man. Now employed. Married. 30 years old. University graduate. Wants permanent position with progressive station. Prefer station in western or southern state. Box A55, BROADCASTING.

Man acquainted with most radio stations, advertising agencies and many advertisers available in executive or sales capacity from excellent references. Box A50, BROADCASTING.

Young man with radiotelephone first class license, wants any kind of work in station; short service record. Permanent or temporary; salary not important. Box A49, BROADCASTING.

Man with fourteen years experience as General Manager of a thousand watt station desires change to station in need of reorganization. Box A48, BROADCASTING.

A capable and experienced man with fourteen years experience as General Manager of a thousand watt station in need of reorganization. Box A48, BROADCASTING.

A capable young lady qualified for continuity, announcing, dramatic work. B.A. degree, speech major. Also secretarial, research, and journalistic experience. Seeking position continuity or production department. Box A52, BROADCASTING.

Manager successful small operation wants greater opportunity as manager or commercial manager. Open to stations in South-west or South. Salary and percentage. Will arrange interview. Box A45, BROADCASTING.

**MBS Biscuit Co-Op**
UNION BISCUIT Co., St. Louis, is sponsoring KWK's broadcasts of The Green Hornet, twice-weekly adventure series, on MBS which stations may either carry as sustaining or sell locally. Jeff-Well Dessert Co, sponsors the show on Four Don Lee stations, thru Lord & Thomas, Los Angeles. Union sponsorship was placed direct.

**DAVID SARNOFF, president of RCA, was scheduled to sell bug, on the Normandie for a six-week tip to Europe.**

*Note:* The text appears to be a mix of professional profiles, advertisements, and classified job listings. The text is not centered, and some parts are difficult to read due to formatting issues. The text includes contact information, job opportunities, and descriptions of various radio and television professionals. The content is typical of a professional directory or classified section of a magazine or newspaper. The text is formatted in a way that suggests it is meant to be scanned and accessed by readers looking for specific types of information such as job listings or contact details for various professionals in the industry.
TWO CASES MERGED FOR COURT HEARING

U. S. COURT of Appeals for the District of Columbia on July 27 granted the FCC a special appeal in its case against Roy W. Heitmeyer, manager of KLO, Ogden, Utah, and postponed action on the petition of Pottsville Broadcasting Co., Pottsville, Pa., for writs of prohibition and mandamus.

In a per curiam decision noting the similarity of the questions involved, the Court ordered that the Pottsville and Heitmeyer cases be consolidated for hearing. No date for the hearing was set, but since the Court reconvenes in October, it will be several weeks before further action is taken. Meanwhile the FCC has agreed to postpone consideration of the several applications involved in the Pottsville case until the court has acted.

Seeking to prohibit the FCC from reopening a case reversed and remanded by the Court, except on a single question of policy, Elliot C. Lovett and Charles D. Drayton, attorneys for the Pottsville Broadcasting Co., applicant for a new daytime station in Pottsville, Pa., sought a "writ of prohibition" against the FCC. [BROADCASTING, July 15]. The case, after reversal by the Court, seeks to disregard all applications for a Pottsville station simultaneously, determining the licensee on a basis of relative merit.

NAB District Meetings

MEMBERS of the NAB headquarters staff will attend district meetings of the NAB whenever possible, under a policy announced July 29 by President Neville Miller. President Miller and Ed Kirby, public relations director, were to attend the District No. 2 meeting at Syracuse Aug. 1. Mr. Kirby planned to attend the District No. 7 meeting in Kansas City Aug. 6. Philip G. Louncks, former NAB managing director and special counsel, also plans to attend as many of these meetings as possible to fulfill a commitment he made before retiring as special counsel several weeks ago.

Nebraskans Elect

L. L. HILLIARD, owner of KGKX, Scottsbluff, Neb., has been elected president of the Nebraska Broadcasters Association. John J. Gillin Jr., WOW, Omaha, was elected vice-president and designated to represent the association in interstate conferences. Other officers are Art Thomas, WJAG, Norfolk, secretary-treasurer; R. A. Ryan, KMJU, Clay Center, director; W. L. LeBarron, KGNF, North Platte, director.

JACOB RUPPERT, New York, starts a musical show on WEAF, New York, Sept. 6. Tuesdays and Fridays, 6-6:30 p.m. Agency is Lennon & Mitchell, New York.

SPARKS-WITHERINGTON Co., Jackson, Mich., manufacturers of Spartron radios, has taken out a patentable license under the Bell Telephone Communications Laboratories patents.

BUCHEMAN & Co., New York and Chicago agency, on July 28 absorbed L. D. Worthington Co., taking about eight from the latter's staff.

Girls vs. Announcers

ClellaN Card, announcer of WCCO, Minneapolis, was recently elected honorary president of the W. C. E. Radio Announcers club, an organization of Minneapolis high school girls. Honorary vice-president of WCR diver C. Adams, Minneapolis Star columnist and WCCO news commentator, with WCCO's Al Harding as sergeant-at-arms, and WCCO pageboy as honorary vice-president-in-charge of entertaining-us-girls-who-the-boy-friends-are-away. Official meeting time of the group is 7 a.m. Saturdays at the home of President Card's Arrangement of the Air program for Northrup, King & Co.

Testing New KNX

A TEN-DAY equipment test of the new $350,000 KNX, Hollywood, transmitter erected in Columbia Park, Torrance, Cal., by CBS was started July 25 under supervision of James Middlebrooks, engineer in charge of construction. At the end of the test, CBS will apply to the FCC for a permit to conduct program tests for a 30-day period, to be followed by regular service. The 50,000-watt RCA transmitter is one of the most modern and complete in the world, according to Mr. Middlebrooks. With its 510-foot tower, fabricated by International District Equipments Co., of California, the plant incorporates several new facilities never before used in radio transmission. The structure is of reinforced concrete and built in two adjoining units, each designed to withstand horizontal or vertical shock of almost any force of frequency from sudden earth movement. The buildings stand on a six-inch concrete floor, poured directly on the ground, rather than on the foundation walls built into the ground. The floor foundation is an integral part of the building.

Cairo Conference Report

A REPORT covering the International Telecommunications conferences held at Cairo, Egypt, which began last July 1, was made public July 27 by the State Department. It bore the signature of Senator White (R-Me.), chairman of the American delegation and listed conclusions reached by the conference, including the revised regulations governing international communications of every character. The report was submitted as of June 15 to the State Department.

In Pictures

MONOGRAM Pictures signed the Iowa Network's hillbilly unit, The Northlanders, for another film. Shore following their work in "Starlight Over Texas," featuring Tex Ritter, they are in Hollywood with Ranny Daly, program director of KSO-KRTN, Des Moines. The Northlanders will delay their return home a few weeks longer, meanwhile broadcasting their Mutual Network program, Tall Corn Time, from KHJ, Los Angeles.

STORY OF MOLLE

And How Sales Were Doubled

Is Related by NBC

THE STORY of Molle shaving cream, which has more than doubled sales by using radio exclusively for its national advertising during the past four years, is simply and emphatically told in "Stubble, Stubble, Sales Are Double", handsome NBC promotion piece with cover, published in the face bearing a sandpaper beard.

Stating that Mollé's sales for the last half of 1937 were 20% greater than those for the first half of 1936, and that for the first quarter of 1938 they were 39% ahead of the first three months of 1937, the book gives full credit to Parks Johnson and Wally Butterworth and their Vox Pop show which Mollé's maker, the Cummer Products Co., has sponsored since Oct. 15, 1935, but adds that "the NBC Red network audience deserves credit, too."

In January, 1937, a one-minute announcement was added to another Cummer product, Energine cleaning fluid, jumped Energine sales 15%, says the book, and their continued increase caused Cummer to give the product its own program, with the result that sales of Energine in the first quarter of 1938 were 20.5% ahead of last year. Reporting letters from sponsors, the book concludes: "If it's made to be sold, probably belongs on our air," the "our" referring to the Red network.

Radio Outline Map

for the broadcast advertising world

* 51 x 21 1/4"
* Shows all U. S. and Canadian stations
* Shows number of stations per city
* Outlines and names each county, state, province
* Lists each station by state, city, call letters, frequency, power
* Shows time zones
* Printed on white ledger paper permitting use of ink
* Matted flat

PRICES:
Single copies, 35c
10 or more, 25c each
10% discount on 50 or more

UNIVERSITY OF ILLINOIS PRESS

August 1, 1938 • Page 69
ADVERTISING the new book; 35,000 Days in Texas, written by Sam Acheson, of the Dallas Morning News staff, WFAA has incorporated the title as a slogan in its station breaks: WFAA, Dallas—radio service of the Dallas Morning News—35,000 Days in Texas. A history of the Dallas Morning News since its beginning in 1894 when Texas was a Republic, the volume was published by Macmillan Company, New York, and was released July 25. On date of release, WFAA broadcast a 30-minute radio dramatization of the highlights of the book. Ralph Nimmun, WFAA program director, was narrator.

SIXTY entertainers of the WLS Ya- tons: Ill. Deure will be the opening night grandstand attractions at the Illinois, Wisconsin and Indiana state fairs, and will originate broadcasts direct from the fair grounds. National Radio Days will be carried from the Illinois State Fair, Springfield, Aug. 15; Wisconsin State Fair, Milwaukee, Aug. 20, and the Indiana State Fair, Indianapolis, Sept. 3. The Prairie Farmer News Broadcast will also be broadcast from the fair.

HONORING Henry Ford on his 75th birthday this week, WDRY, Detroit, broadcast the "world's biggest children's party" July 30 from the Coliseum at the Michigan State Fair Grounds. With 8,000 school children participating, music was created by the full chorus singing "Happy Birthday to You!" and his favorite old-time patriotic numbers, complete with birthday cake, candles and all.

KRF, Berkeley, Calif., has started construction of its new studios and office in Berkeley Aquatic Park. The new plant, adjoining the KRF transmitter on the East Shore Highway, will house two large studio and three office bands.

NBC Hollywood employees, headed by Myron Dutton, producer, James Hartell and George McMenamin of the guest department, have organized a Little Theatre group.

WAHC, New York, on July 18 started two new early morning commentaries, Ruth Brine, on Tuesdays, Thursdays and Saturdays, and George Paine, on Mondays, Wednesdays, and Fridays both at 6:30-8:45 a.m.

DRAMATIZING early Canadian history, What Price Loyalty will begin its sixth consecutive year Sept. 1 for St. Lawrence Starch Co., Port Credit, Ont., originating on CKOC. Hanlin, Ont., and will be carried on a network including CBAA, Montreal; CBO, Ottawa; CBL, Toronto; CKLW, Windsor.

ELECTION night in Oklahoma was more intense than usual last month after President Roosevelt's visit. Here are the crew of KVOO, Tulsa, working in an improvised studio in the Tulsa Tribune plant from which they broadcast 6 hours and 45 minutes of bulletins and comments, based on the newspaper's tabulations and AP and INS reports. At left is Jack Mitchell, reporter-announcer, who alternated with Ken Miller, news editor, seated at microphone. In back is Dorothy McCune, continuity and assistant news editor.

Many Events

WKY, Oklahoma City, enjoyed a fort-night of unusual special events activity in July by: Opening a new Woolworth store; broadcasting direct from the court building the Oklahoma County grand jury finding indicting four members of the city school board; finals of the Arkansas Valley tennis tournament; annual motorboat regatta from Lake Overholser; Max Baer interviewed by Miss Tony Bennett on a visit to Oklahoma City; President Roosevelt's appearance; cosmic ray tests at the city airport under direction of Dr. Robert Millikan, along with returns of the Oklahoma marines later in the day; air-conditioning show coverage from Sherwin-Williams Co., with 20 WKY programs direct from the show.

ANDRE KORTELANDZET, CBS orchestra conductor tour America with his wife, Lily Pons, was to broadcast on CBS from Buenos Aires July 31. The program, opening with an address by Alexander W. Byrd, American ambassador to Argentina, was scheduled for 6:30-7:30 p.m., with a rebroadcast via an official recording by W2XE at 7:30-8:30. This arrangement was made at the request of Korzelius, who wanted to compare the quality of the music as it sounded over the air and in the studio.

UNITED PRESS, with addition of four new station clients within the last few weeks, now serves 202 stations in 44 states, according to Al Harrison, U. P. radio sales manager. New stations are: KTRI, Sioux City; KDNS, Denton, Tex.; WOOC, Meridian, Miss.; and KFJR, Kinam Falls, Ore.

MOBILE unit of KGKO. Wichita Falls, Tex., went straight into the danger area during the recent flood in the San Saba district, where for a time high water threatened to wash out the radio or even to entrap the crew. KGKO reported tremendous listener interest from its frequent broadcasts direct from the flood area.

SOME 40 radio executives and artists of the San Francisco district were rounded up by Bob Yoder, of KOF-KGO, San Francisco, for a 100-mile trek to the famous San Andreas Rodeo, Yoder was chairman of the event for the tenth consecutive year. KGKO, Monterey, broadcast from the roundup on the MBS, with Reed Pollock and Abe Lepton as commentators and Melvin Johnson as engineer.

TO OPEN Portland's third annual "best week" July 22, KOIN, Port- land, Ore., brought listeners a descrip- tion of the arrival of the U. S. fleet, with three KOIN announcers stationed at points along the harborfront. Iron Jones broadcast from the administration building of Swan Island airport; Stanley Church, from the Steel Pier, and Dave Bowman from the harbor sea-wall.

BROADCASTING appeals for fire fighters and other campfire precautions, CFAR, Fitch, Iowa, has been helping combat the forest fires threatening the region.

A DAIRY publication sponsors a weekly Dairymen's League News pro- gram on WSTY, Syracuse, with farm- ers' dairy news and general farm information.

NINTH Chicagoan Music Festival, featuring local musicians from 25 states, will be broadcast Aug. 20, on WGN and Mutual Network, under auspices of Chicago Tribune Charities Inc.

FIVE HOURS after Howard Hughes' globe-circling flight ended, KOOP, Oklahoma City, gave its listeners a dramatization of the air raid, Naih Abbeuffer and producer directed the show.

WWVE, New York, has started The Morning Star, women's variety program, Monday through Saturdays at 9:30 a.m. Anne Hirst, beloved el- der of New York Post and Crystal Mowry, aviatist and plane build- er, have been recent guests.

WBAI, Fort Worth, picked up a quarter-hour program, broadcast by W. Lee O'Daniel, four-spouse candidate for Texas Governor, direct from O'Daniel's old home town, Kugman. Kan., July 20. Announcer Dave Byrne made the Kansas trip along with Technion Supervisor R. C. Stin- gent, who made the Western mobile unit.

YANKEE NETWORK is circulating a 4-page brochure calling attention to award of the Radio Guide Medal of Merit to the network and the Yan- kee Network Weather Service.

A. S. FOSTER, manager of WEY, St. Louis, will entertain members of the WEY staff and friends at a cele- bration in the remodeled WEY studios Aug. 15, marking his first anni- versary with the station.

HOW GREAT documents have won freedom for oppressed people is told in a new weekly series, Milestones of Freedom, a WPA production, on WHN, New York.

MAJ. ROMAN STARZYNSKI, di- rector-general of Polski Radio, the Polish broadcasting system, died af- ter a heart attack at his home near Warsaw July 5.
Don Lee Holds to Policy Of Carrying Film Debuts On a Sustaining Basis

DON LEE Broadcasting System, Los Angeles, the Pacific Coast outlet of Mutual, will continue to carry film premieres and Hollywood additional special events as sustaining broadcasts despite the commercial taint ascribed to them by Harrison Hollway, general manager of KFI-KECA, the NBC-Red and Blue stations in that city, and other southern California radio executives [broadcasting, July 15].

Willet Brown, assistant general manager of Don Lee, said the network views such events as of national interest and distinctly in the special events category and thus would carry them at the network's expense. Mr. Hollway recently banned local release of all motion picture previews on a sustaining basis and announced such events would be accepted only as a paid commercial on his stations.

To exploit the forthcoming film, "Men With Wings," Don Lee network, in cooperation with Paramount Pictures Inc., Hollywood, on July 31 started a for 15 weeks a weekly half hour dramatic program over the network. Subtitled "Cavalcade of American Aviation," and centered around the historical background of flying the weekly Sunday afternoon program is said to be one of the largest promotion-al campaigns ever staged by a film company to exploit a picture still in production. Robert Redd, Hollywood writer, is producing as well as writing the series. Paul Mantz, technical advisor, and William Wellman, director of the film, are cooperating in the transcontinental radio production.

WSPD Purchases Site

WSPD, Toledo, has purchased a new building to house its station, according to a announcement July 18 by J. Harlow, vice-president and general manager. The property, formerly the office building of the National Stone Co., is a four-story stone, concrete and brick structure. It was not purchased for immediate occupancy but with a view toward the future growth of radio and the eventual necessity of larger facilities for WSPD, according to Mr. Ryan. The station will remain at its present location in the Commodore Perry Hotel for the immediate future.

SCIENTIFIC

LOW TEMPERATURE

CO-EFFICIENT CRYSTALS

Approved by FCC

Two for $75.00

Supplied in spectrum Alr-Day Holders in the 660-1600 kc. band. Frequency drift guaranteed to be less than three cycles per million seconds per degree centigrade change in temperature. Less than 0.1%. Order direct from—

S. J. COCCO

124 JACKSON AVENUE

HYATTSVILLE, MARYLAND

A 2-Step Program for your station:

1. Consider the ECONOMY . . . then look to LINGO—

2. Consider the EFFICIENCY . . . then look to LINGO—

istinguishable!!

- The most important program for any station—is its own! If you are planning a modernization program, or just "thinking" about installing a new antenna system . . . you cannot afford to overlook Lingo's proven Economy and Efficiency. Lingo Vertical Tubular Steel Radiators have already done their job well. One station engineer recently wrote: "I am satisfied that a more efficient and economical radiator could not be obtained". If you want to know what your competition is doing before you spend your money, not only what you can expect . . . but what you CAN GET . . . then drop us a line. State frequency, location and power of station and we will give you complete cost and performance charts in advance . . . without obligation.

Equipment

WOL, Washington, expects to be on the air with its new 1,000-watt transmitter on 1220 kc. by Sept. 1. Work is progressing on the new transmitter building and two 120-foot Blaw Knox radiators at Chillum, Md., about one mile from the District of Columbia line. Complete new Western Electric equipment is being installed. WOL was recently raised to regional status by FCC grant from its present local status on 1210 kc.

A NEW Blaw-Knox quarter-wave vertical radiator will be installed by WJXT, Richmond, to operate di rectonally under an FCC decision July 21 authorizing the 600-watt daytime station to increase to 1,000 watts full time on 880 kc.

WREC, Memphis, has asked the FCC for authority to use a 2000-watt Western Electric transmitter for emergency purposes. It has also started construction of new studios in enlarged quarters in the Peabody Hotel, to be completed early in the autumn.

WDNJ, Durham, N. C., recently added a Western Electric remote amplifier to its remote control facilities.

RCA MPD, Co., Camden, has published a bulletin describing its Type 13-D volume indicator, with "four meter speeds, precision accuracy and broad application".

The automatic power switch equipment recently acquired by WABC, Chicago, was installed by Westinghouse E. & M. Co., and not as stated in this column July 12. Broadcasting regrets the error.

The new WOGB, 100-watt night and 250 day local on 1210 kc., authorized May 18 by the FCC for construction in Barnstable Township, Mass., has asked the FCC for approval of a transmitter and studio site near Hyannis, Mass. Station will be operated by Harriet M. Allenman and Helen W. MacElhinny, Cape Cod realtors.

COMMUNICATIONS PRODUCTS Inc., Jersey City, has issued a new bulletin describing its coaxial power transmission line and its impedance standards.

NEW QUARTERS, modernistic and completely air-conditioned, will give WPTO, Missoula, Mont., complete production facilities for all types of broadcasts. The studios will be ready for occupancy by Oct. 1, according to Art Mimsy, manager of KRTO.

CONTRACTS for radio supplies to be received in these two Western facilities were awarded during the week ended July 21 to Bendix Radio Corp., Baltimore, $17,490.20; Allied Photographic & Record Mfg. Co., Los Angeles, $1,130.95; transcriptions and pressings, $84,500 (estimated).

Favor Manual Control

NEBRASKA Broadcasters Assn., at its recent annual meeting in Kearney, Neb., addressed a resolution to U. S. radio manufacturers protesting continued manufacture of pushbutton type radio sets not equipped with manual control facilities. The association declared in the resolution that pushbutton sets limited reception to a small number of stations and asserted that this might "gradually force independent and local stations to discontinue or curtail operation because of lack of sufficient potential audience to interest program sponsors".

The official designation Columbia Park has been voted by the mayor and council of Torrance. California, for the 31-acre site there of the new $350,000 transceiving plant of KKNX, CBS Hollywood key.

John E. Lingo & Son, Inc. Dept. B8 Camden, N. J.

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www.americanradiohistory.com
FEDERAL COMMUNICATIONS COMMISSION

JULY 14 TO JULY 29, INCLUSIVE

Decisions...

JULY 14
WILL, Urban. — Granted CP increase D to 5 kw.

BRENNER, Walter B., Chicago. — Granted CP extension time. (JULY 27)

NEW, Paul. — Granted CP extension time. (JULY 27)

JULY 15
WBRY, Waterbury, Conn.—Auth. new CP radio station, WM. J. Pape & Co., to operate CB station K2367, New Haven, Conn., with 15 kw, AM, 500 kc.

JULY 16
NEW, William. — Granted new CP for Atlantic City, N. J., to WAYS, Wildwood, N. J., for AM, 10 kw, directional.

JULY 17
WAKB, Kansas City, Mo.—Authorized unlawful operation of WAKO, St. Louis, and WAKS, Kansas City, Mo., to cease on Aug. 15.

NEW, David. — Granted CP extension time. (JULY 27)

JULY 20
NEW, George. — Granted CP extension time. (JULY 27)

WMBF, Myrtle Beach, S. C.—Granted CP increase D to 50 kw.

KWFF, Kalamazoo, Mich.—Granted CP increase D to 5 kw.

JULY 21
NEW, Homer. — Granted CP extension time. (JULY 27)

KTRD, San Antonio, Tex.—Authorized unlawful operation of KZTV, San Antonio, Tex., to cease on Aug. 15.

WFIA, Gainesville, Fla.—Authorized unlawful operation of WFLY, Gainesville, Fla., to cease on Aug. 15.

NEW, Richard. — Granted CP extension time. (JULY 27)

JULY 22
NEW, T. J. Martin, Jr. — Granted CP extension time. (JULY 27)

JULY 23
NEW, Harry. — Granted CP extension time. (JULY 27)

JULY 24
NEW, Leon. — Granted CP extension time. (JULY 27)

JULY 25
Mandana, N. D.—Granted CP extension time. (JULY 27)

EXAMINERS’ REPORTS

NEW, Jonathan. — Recommended (I-865) that CP be extended with prejudice. (JULY 27)

NEW, Nathaniel. — Granted CP extension time. (JULY 27)

NEW, Daniel. — Granted CP extension time. (JULY 27)

NEW, Charles. — Granted CP extension time. (JULY 27)

Radio-Press Equality

That radio reporters in foreign lands should receive the same facilites as newspaper correspondents, was recommended recently by a special League of Nations committee designated to report on the use of broadcasting in the interests of peace. Included on the committee were Dr. Max Jordan, Central European representative of NBC; Edward Murrow, CBS news director; and A. K. Burrows, secretary-general of the International Broadcasting Union; Prof. John Whitten of Princeton, director of the American Research Center, and Sir Alfred Zimmer of Oxford.
Network Accounts

(All time edt unless otherwise specified)

New Business

PEPSODENT Co., Chicago (dentifrice and mouthwash), will sponsor a variety show with Bob Hope on NBC Red, Tues., 10:10-10:30 p.m. on an undetermined number of stations. Agency: Lord & Thomas, Chicago.

CONSOLIDATED BAKING Co., New York (Hostess Cake and Wonder Bread), on Oct. 14 starts a variety program on 44 CBS stations, Fri., 7:30-8 p.m. (reroadcast, 12:30-1 a.m.). Agency: Benton & Bowles, N.Y.

JOHN MORRELL & Co., Oottywa, Ia. (Red Heart dog food), on Sept. 11 will start Bob Becker's Chat About Dogs on 19 NBC stations, Sun., 1:45-2 p.m. Agency: Henri, Hurst & McDonald, Chicago.

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on Sept. 20 starts Burns & Allen on 97 CBS stations, Fri., 8:30-9 p.m. Agency: Newell-Emmett, N.Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap), on Sept. 9 starts its unnamed program on 26 NBC Red stations, Mon. thru Fri., 4:30-4:45 p.m. Agency: Compton Adv., N.Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), on Oct. 1 starts Your Pop, with Parks Johnson and Wally Butterworth, on 27 NBC-Red stations, Sat., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N.Y.

GENERAL FOODS Corp., New York (La France), on Aug. 1 resumes Mary Margaret McBride on 38 CBS stations, Mon., Wed., Fri., 12:15-12:30 p.m. Agency: Young & Rubicam, N.Y.

Renewal Accounts


STERLING PRODUCTS, Wheeling (Bayer's Aspirin), on Aug. 2 resumes for 52 weeks Second Husband on 31 CBS stations, Tues., 7-7:30 p.m. Agency: Blackett-Sample-Hunnert, N.Y.

Network Changes

CAMPANA SALES Co., Batavia, Ill. (Italian Balm, Dresskin, D.D.P. Cozoles), on Sept. 2 shifts First Nighter from NBC-Red, Fri., 10-10:30 p.m. to 50 CBS stations, Fri., 8-8:30 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

LADY ESTHER Co., Chicago (coughers), on Sept. 2 shifts Lady Esther Servenade on 49 NBC-Red stations from Tues., 8-8:30 p.m., to Fri., 10-10:30 p.m., into period vacated Aug. 20 by Campana Sales Co. First Nighter. Agency: Lord & Thomas, Chicago.


Radio in Industry

AFTER a series of heavy rains, WEAN, Providence, sold time to Universal Wind- ing Co., Providence, which broadcast this announcement: "William A. Ruhl, w r o k a rges manager of Universal Wind- ing Company, announces that power has been resumed at the plant and employees should report for work tomorrow, Wednesday morning, July 27. Remember Employees of the Universal Wind- ing Company report for work tomorrow morning, as power has been resumed at the plant."

General Mills, Chrysler Sponsoring Pro Football

CONTRACTS for sponsorship of professional games in two cities had been reported signed as BROADCASTING went to press. General Mills, Minneapolis, will sponsor Chicago Bears games on WJJD, Chicago, with Jimmy Dudley giving on-the-scene accounts for home games and ticketer pickups for games away. Chicago Cardinals games will be sponsored by General Mills on WIND, Gary, with Russ Hodges announcing. The sea- son starts with the Bears-cardinals evening game Sept. 11.

Chrysler Corp. will sponsor the Detroit Lions on WJR, with Harry Wiemer as announcer and Harry Kipke, former Michigan U coach, as commentator. Although the Lions are owned by G. A. Richards, president of WJR, this is the first season that station has been able to clear time for the pro games. A shift in the Fr. Coughlin series will be necessary, Lee Anderson Adv., Detroit, placed the Chrysler account. The motor firm is understood to be interested in pro football in other cities.

THE first permanent American exhi- bit of television, to be placed in the DC quarters in Radio City, will be opened early in the autumn, according to O. B. Hinson, NBC chief esti- mator, who is in charge.

UNION OIL Co., Los Angeles (petroleum products), on July 25 adds its weekly Pacific Coast NBC-Red network half-hour program The 78 Review and added Conrad Nagel as commentator, replacing John Nes- bitt.

LADY ESTHER Co., on Sept. 2 changes from 8:30 p.m. to 10-10:30 p.m. (EST) on 49 NBC-Red stations. Guy Lombardo's orchestra will replace Warner King in early Oct., according to Lord & Thomas.


Which Everyone Knew Before Anyway

We don't give things away . . .

not when we can avoid it. In fact, we don't give away any more equipment than you give away free commercial programs, honestly and fairly, and on a fair basis.

Maybe we're peculiar about this. But neither a manufacturer of apparatus nor a broadcasting station can operate very long without profit. We have a selfish motive. We want to stay in business. We want to continue to employ our men. And we want to continue to serve you by supplying you with first class broadcasting equipment.

Have you noticed there's usually a catch when something is given away? If a product is really good it can be sold at a fair price. If there's value in it, there's no need to give it away.

We try to sell at reasonable prices with a fair margin of profit. We try to give the buyer his full money's worth. This isn't altruism. It's good business. We've found we can sell more this way.

You get more for your money from us because we have a well-equipped research laboratory, a capable engineering department of cooperative branch offices. It costs us something to support them, just as you have to pay for your announcers or your engineers. You could probably let the janitor sign off occasionally in the evenings and save money but it wouldn't be worth it. That's how we feel, too.

So, if you're looking for your full money's worth, if you want good service and friendly cooperation from a live, wide-awake organization—try us. That's all we ask.

An Advertisement of RCA Manufacturing Company, Inc.
Advertising 7-Up (5c soft drink) and keeping step with Texas political turmoil over the Governor's race, the Dr. J. Q. Program over KRDL, Dallas, Wednesdays, elected its own Governor, choosing 12 candidates being chosen from persons attending July 20 performance in a local theater. There were 12 candidates in the race, and during the performance a $10 prize was offered to the person who could name at least 10 of the 12 candidates. Recently the broadcast sponsored a hog-eating area contest, prize for which was a little pig. Program is sponsored by 7-Up Bottling Co. of Dallas, and handled by the Candy Adv. Agency, Dallas.

Shoes for Cinderella

MARION DIXON and Jimmy Barber, merchandising and production managers of KGVO, Missoula, Mont., helped put on a busy Shoe Week in Missoula recently. During this annual cooperative sale of the city's shoe stores, dealers sponsored a daily half-hour, Footwear Frolics, on KGVO, supplemented by a Cinderella Search in which free shoes were given to persons wearing a certain size. Other promotional angles included special shoe style talks on the daily chatter program Thia and That, and incorporation of the station's Club of the Air in the Footwear Frolics variety program.

Radio Package

NEW design forKellogg's Wheat Krispies packages follows the theme of Don Winslow of the Navy, the company's program on a five-station NBC network in the Midwest. The package front depicts a naval officer and a row of signal flags, while the rear of the box pictures a U.S. battleship with descriptions of the ship's functions. Packages will display various types of ships when the program is expanded in the fall, according to NBC.

Esso's Flight Parade

THROUGH cooperative efforts of KYW, Philadelphia, and Standard Oil Co. of Pennsylvania, a fleet of Standard Oil tank trucks, decked out in large placards bearing a congratulatory message to Howard Hughes and pictures of the Esso news reporter at the mike, KYW call letters and times of daily broadcasts, moved away on an hour parade through Philadelphia streets as soon as painters had filled in the posters with the exact minute of his plane's arrival in New York.

Milwaukee Cheer

HEADLINES carrying a cheery note for business, clipped from The Milwaukee Journal, were featured in a weekly printed folder, Headlines That Mean Business!, published by WTMJ, Milwaukee.

A Taste of Georgia

BUSHEL crated Georgia's best Elberta peaches for advertising agencies and movies of studio personnel and quarters for small Middle Georgia towns draw favorable comment for WMAZ, Macon. Peaches were sent to 60 agencies over the country, each crate carrying a large cellophane card buffing WMAZ coverage of the Georgia market. Movies of WMAZ's transmitter, studios and workers are enjoying showing about 20 theaters within a 60-mile radius of Macon.

WMT's Baseball Evening

COOPERATING with Cedar Rapids civic organizations in promoting civic goodwill and raising funds to support the local baseball club, WMT sponsored an evening of baseball by selling tickets to the game at a special reduced price through the WMT Baseball Boot-Strap Night recently. Two weeks before the game WMT began a campaign, using radio as the only advertising vehicle to sell tickets for the special game. Tickets could be purchased only through WMT advertisers.

More Fun

FIRST ISSUE of new house organ of WTMJ, Milwaukee, You Can't Beat Fun, is dedicated to country club members of Wisconsin Tobacco Co. and Ruthrauf & Ryan, sponsor of Johnnie Olson's Rhythm Muscula show on WTJN. The mimeographed piece, carrying sketches of personalities in the show and advertising blurs for the product, are distributed to WTMJ studio guests and to audiences at personal appearances throughout Wisconsin.

Summer Prizes

DURING the July-August period WIWO, Kalamazoo, Mich., is running a $20,000 contest for listeners. Ten votes are given for every 10-cent purchase, proving the audience of purchase. Two programs and a number of spot announce-ments twice-weekly daily. The campaign has obtained a lot of new business, mostly from advertisers never on the air before.

KLZ's Third Picnic

SOME 25,000 tickets were issued for the Third Annual KLZ Picnic, held at Lakeside amusement Park near Denver July 31. Through spot announcements giving locations where free admission tickets might be obtained, accounts now on the air received a publicity break by acquiring the ticket distribution. At the picnic, featuring a variety show provided by KLZ staff artists, all youngsters under 12 were given free ice cream and cupcakes. KLZ is awarding free air trips to the Cheyenne rodeo to the jobber-salesman moving the most Wheaties over a specified period in connection with re-engaged major league baseball games.

Bills Big Sale

TO TEST listener interest in the General Mills baseball broadcasts of Bill Brown, WHO sports editor, a special Bill Brown Sale of Wheaties and bananas was held in cooperation with Des Moines grocery firms July 14-23. Sportscaster Brown offered autographed baseballs and other baseball equipment to those picking up the largest number of Wheaties box tops. Four-color posters, carrying his portrait and a plug for the special, were distributed to cooperating grocers.

The Diary of WWJ

CAPTIONED Super, Six, a six-page, four-color sheet recently issued by WWJ, Detroit, shows the response to Ty Tyson's Man-in-the-Street broadcast, sponsored by Lakeside Biscuit Co. The brochure opens to a picture of Announcer Tyson surrounded by a crowd in front of the Fox Theater. With him is Earl Ebi, who plays the role of Ace Brannon, G-Man of the Air. Inside are listed other outstanding results of the broadcasts.

Parties at the Zoo

KRUMM MACARONI Co., Phila- delphia, gives youngsters who go to the zoo for wrappers from its products, the first Zoo Party having been held in connection with Colonel Bill on WPIL. Newspaper tie-ins were used. The campaign was planned by Richard A. Foley Adv. Agency, Philadelphia.

Pet Recipes

PET MILK SALES Corp., St. Louis (condensed milk) offers a cookbook during its twice-weekly quarter-hour home economics program, Mary Lee Taylor, on CBS, with broadcasted recipes.

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Broadcasting • Broadcast Advertising

Merchandising & Promotion

Pigs and Such — New Use for Wheat — Clover — Esso's Splash — Picnicking in Denver

Millions in Wheat

A CELLOPHANE envelope partially filled with grain was attached to a recent letter from KMOV, St. Louis, which indicated the content as representing "part of the $25,000,000 wheat crop now being harvested in KMOV's primary listening area."

WEEI in Clover

THE TITLE of a new promotion piece of WEEI, Boston, is "Knee-deep in Clover" which stresses that some 2,000,000 summer visitors are added each year to the station's regular audience.

Down on the Farms

DOWN ON THE FARMS went the mobile units of WDZ, Tuscola, Ill., and KMA, Shenandoah, la., for pick-ups of sponsored programs last month. Clair Hull (left photo), WDZ manager, is shown interviewing an Illinois farmer with Engineer Mark Speis at the right; the occasion was the resumption of the Farmer's Farm program. The John Deer Harvester Dealers of Illinois. In the right photo the KMA relay unit is picking up a broadcast from a harvester in motion for one of the regular weekday programs sponsored by International Harvester Co.
Again, a good radio station in order to be a good advertising medium must do more than merely entertain. It must, in the final analysis, entertain a great many people and ultimately, of course, it must sell merchandise for its advertisers. Most merchandise is, for better or worse, still sold through stores. A program on the Nation’s Station not only builds goodwill and sales through consumers but brings to your product strong dealer interest with its consequent preferential display. WLW-land dealers know the selling impact of WLW . . . 248,700 times since 1931, WLW representatives have called on dealers and shown them personally this part of the story of WLW — the Nation’s Station.
ARE YOU
COVERING YOUR
SERVICE AREA?

WILL YOUR SIGNAL
RIDE OVER
SUMMER STATIC?

IS YOUR SIGNAL FREE
FROM INTERFERING
"WHISTLES"?

Let the RCA 96-A Limiting Amplifier help you answer **YES**!

It has been effectively demonstrated that the RCA 96-A Limiting Amplifier will permit you to increase the signal strength by 3 db—about the same thing as doubling the power of your transmitter.

The 96-A enables you to get an increased signal without making your transmission sound distorted. This is because of the return time constant of the instrument—not fast enough to influence audio frequency tones. Its action depends upon vacuum tubes—easily replaced when necessary. It has been carefully engineered and includes many features the engineer will find useful. The price is reasonable, too.

Why not install an RCA Limiting Amplifier now—when maximum signals are needed to overcome summer static. Write the nearest office for complete details.

Be sure of reliable service—use RCA tubes

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America