Some of you city slickers sometimes accuse 'rustics' of being asleep after 7:30 P.M. But listen to this! Every night at 11:55 - MIDNIGHT! - Station WHO puts on a short call for 'missing persons'. It's a simple little job of announcing - no drama. Yet during the first 6 months of 1938, we have received 286 requests for assistance from listeners in 40 States and Canada - have actually located 27 missing people!... Nothing sensational - just further proof that at 11:55 P.M., at 6 A.M. or at any other time, you can locate missing salesmen, via WHO.

**WHO for IOWA PLUS**

Des Moines 50,000 Watts
This significant statement, which could easily be that of any one of a score of current KLZ advertisers, was made by shrewd manager William D. Powell of Denver's million-dollar super-market, the Home Public Market. Starting from scratch five months ago, the "Dime Man" program over KLZ, the super-market's first effort in radio, has proved a profitable, effective business-builder.

What Denver's Home Public Market has learned, other KLZ advertisers have long known: KLZ is the liveliest, most interesting station to listeners in the Denver-Rocky Mountain region; the most effective, economical medium for advertisers.

KLZ covers the entire Denver-Rocky Mountain Region

For advertisers who require broad coverage in the Denver-Rocky Mountain region and the enthusiastic cooperation of dealers in this area, KLZ supplies both. Concerning KLZ coverage, Mr. Powell writes: "We have received orders, comments and letters from points as far distant as the Wyoming-Montana border, Eastern Nebraska, Kansas and New Mexico... and the entire state of Colorado."

KLZ's daytime listening area (CBS) embraces a major portion of the Rocky Mountain region, covering most of Colorado and parts of Kansas, Nebraska, South Dakota and Wyoming.
CATAPULT...

Your sales campaign into the New England territory

IMPETUS, from the initial moment of activity, may be given to your sales campaign in New England by using the extensive facilities of The Colonial Network.

Sixteen stations comprise The Colonial Network, each station enjoying a popular local following in one of New England's large and active market regions. These regions, situated from southern Connecticut to northern Maine, together comprise the major New England market — a unit that is of tremendous importance in all national sales programs.

For comprehensive New England coverage, reaching effectively the largest markets, yet within the means of even a nominal advertising budget — use The Colonial Network for your campaign.
WGBI—a regular station with plenty of regular listeners

98% of the daytime listeners.

96% of the evening listeners of Lackawanna County regularly tune in WGBI—the CBS station in Scranton. (Figures from Dr. Starch and Staff.)

An impartial, authentic Starch personal-interview survey of the Scranton and Lackawanna County radio audience, late last Spring, confirmed the fact the regular WGBI audience is practically all of Scranton and Lackawanna County—as the results above show.

All of which proves that—"If you lived in Northeastern Pennsylvania, you, too, would listen to WGBI... because it is the ONLY station which delivers a satisfactory signal throughout this rich area (175,000 radio homes).

WGBI, Scranton, is in Pennsylvania's third largest city and centrally located in the 17th largest metropolitan area in the United States. This metropolitan area includes Wilkes-Barre and 37 other important towns in Luzerne County as well as 32 important towns in Lackawanna, Susquehanna and Wyoming counties. And this is only part of WGBI's primary coverage.

If the acceptance of your product or service is to grow in Northeastern Pennsylvania, WGBI and WGBI exclusively can do the job quickly, effectively and economically. Make WGBI a MUST on your list.

WGBI—Scranton, a CBS affiliate

1000 watts, day • 500 watts, night • 880 kilocycles • Represented by John Blair & Co.
... and action is the cue!

Whether it be the first poetic drama written for radio, Archibald MacLeish's *Fall of the City*; or a glowing re-creation of *Hamlet* by "Buzz" Meredith; or the brilliant adaptation of *The Red Badge of Courage* by the Columbia Workshop, the CBS curtain rises on a living, on an active theater. This summer, CBS tops its playbill with the brightest sensation of the drama season—Orson Welles and his Mercury Theater. But the distinguished CBS summer guest is only one of eight dramatic programs heard each week; ranging from the new *Four Corners Theater* to the eight-year-old program for children of all ages, *Let's Pretend*. To these, the nation is now listening, eight times a week, in millions of the most comfortable, intimate theaters of the land.
SINGULAR FIRST PERSON

Orson Welles and his Mercury company are the theater's reigning First Persons. Their first venture, "Julius Caesar", which opened as recently as last November, rocketed them to immediate success; was bulwarked by three consecutive hits, "Shoemaker's Holiday", "The Cradle Will Rock" and "Heartbreak House". At Columbia's invitation, Welles and his troupe bring their vivid originality and imagination to radio. In First Person Singular, Orson Welles writes, adapts, casts, directs and acts in the stories of literature for radio. Old and new, from "Cities" to "The Thirty-nine Steps", they are taken great "first person" out, brushed off and broadcast to the nation in all their original excitement and newness.

BRAVOS FROM THE NATION'S PRESS

SUPERB  Welles chose Bram Stoker's "Dracula"...The offering was superb...It was a happy meeting between an expert cast and satisfactory material.  New York Daily News

ELECTRIC  It seemed as if the "mike" was actually being held to the lips of the marooned pirate Ben Gunn, as it is in this day and age to victorious prize-fighters and round-the-world fliers...So it was with "Treasure Island"...The characters lived electrically.  New York Times

GRATIFYING  The gratifying thing about the hour was that no illusions were destroyed.  New York Journal

VIVID  Welles' use of the first person makes radio drama...as vivid as the stage...Before we know what is happening, the story has come to life.  Stockton (Cal.) Record

PERFECT  Everything was well nigh perfect...Institutionally, it is a feather in the cap of CBS.  Radio Daily

NEW HIGH  If you enjoy drama, try Welles. He's hit a new radio high.  Cleveland Plain Dealer

CONSUMMATE  The work was consummately eerie and effective in the narrative form, punctuated by dramatizations, that Welles used.  Memphis (Tenn.) Press-Scimitar

STIMULATING CORNER  Orson Welles launched his new WABC series of Monday evening drama...Last night made it clear this is to be one of the most stimulating corners of radio all summer.  New York World-Telegram

VERY SWELL INDEED  Welles wants to revive the story-teller's art. He narrates right through the dramatized portions, drops an explanatory word or two into the midst of a tense scene and the effect isn't choppy, as you might imagine, but very swell indeed.  New York Post
<table>
<thead>
<tr>
<th><strong>THE CURRENT CBS PLAYBILL</strong></th>
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<tr>
<td><strong>GUEST</strong></td>
<td>Orson Welles—now making radio history as sensationally as he made theatrical history—summarizes his new technique. &quot;When a person comes on the air and says, 'This happened to me', you've got to listen.&quot; Listening each week on Monday night are millions of CBS radio families, to whom the great stories of classic and contemporary literature become the exciting experiences of real individuals. <strong>Mondays, 9:00-10:00 p.m.</strong></td>
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<td><strong>FIRST PERSON SINGULAR</strong></td>
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<td><strong>EXPERIMENTAL</strong></td>
<td>Established by CBS three years ago to experiment with techniques of radio production, the Workshop has already made many contributions to the art of broadcasting. New ways of serving the old wine of a Swift or a Poe, the current vintage of a Hemingway or a T.S.Eliot, and the provocative brew of talented newcomers have been created by the Workshop, applauded by the nation. <strong>Saturdays, 7:30-8:00 p.m.</strong></td>
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<td><strong>THE COLUMBIA WORKSHOP</strong></td>
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<td><strong>RURAL</strong></td>
<td>Aaron Slick's triumphs, the Village School Ma'am's romance, and Aunt Jerushy on the Warpath have played to American audiences in thousands more performances than the greatest Broadway hits. Millions more people now have a chance to enjoy these dramas on the stage of Columbia's &quot;Four Corners Theater.&quot; <strong>Tuesdays, 8:00-8:30 p.m.</strong></td>
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<td><strong>FOUR CORNERS THEATER</strong></td>
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<td><strong>EPIC</strong></td>
<td>The almost legendary heroes of Paul de Kruif's books—Pasteur, Koch, Northrop—are brought to life and their historic significance translated into vivid drama, presented by CBS in association with the Federal Theater's Radio Division. <strong>Thursdays, 8:00-8:30 p.m.</strong></td>
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<td><strong>MEN AGAINST DEATH</strong></td>
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<td><strong>EDUCATION</strong></td>
<td>Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and other workshops throughout the land. Presented by the CBS Adult Education Board. <strong>Thursdays, 10:30-11:00 p.m.</strong></td>
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<td><strong>AMERICANS AT WORK</strong></td>
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<td><strong>STOCK</strong></td>
<td>One of the oldest dramatic groups in the country, the Buffalo Players bring to their productions the expertise of veteran stock players. Their repertory includes hits of today and yesterday and original radio drama as well. <strong>Fridays, 3:00-3:30 p.m.</strong></td>
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<td><strong>BUFFALO PLAYERS</strong></td>
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<td><strong>CHILDREN'S</strong></td>
<td>The great and beloved prototypes of childhood ambitions—Aladdin, Ali Baba, Dick Whittington—are re-created by children themselves; enacted twice each week for the delight of everyone who remembers, or is just discovering, the golden thoughts of youth. <strong>Tuesdays and Thursdays, 5:30-6:00 p.m.</strong></td>
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<td><strong>LET'S PRETEND</strong></td>
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MORE PEOPLE RECEIVE THE NEWS OF THE HOUR "BY UNITED PRESS" THAN THROUGH ANY OTHER MEDIUM IN THE WORLD!

UNITED PRESS offers a COMPLETE service to your radio station, tailored to your territory, by LEASED WIRE.

UNITED PRESS maintains its OWN staff men in all the strategic news centers of the world. It is the ONLY "COMPLETE" news service available to radio.

"To be COMPLETE, your news service must assure REGIONAL as well as NATIONAL and INTERNATIONAL coverage.

"By United Press"
THE MOST FAMOUS BY LINE IN THE WORLD
Radio’s Number-One News Service
Now Available on Southern New England’s
Number-One Radio Station

Available September 1
Transradio News on WTIC
15 minute periods
Daily 8 A.M. • 1 P.M. • 6 P.M. • 11 P.M.

RATES AND FURTHER INFORMATION WILL BE SUPPLIED ON REQUEST

50,000 WATTS  W T I C  HARTFORD, CONN.

The Travelers Broadcasting Service Corporation
Paul W. Morency, General Manager
Representatives: Weed & Company
• Member NBC Red Network and Yankee Network
• James F. Clancy, Business Manager
• New York    Detroit    Chicago    San Francisco
HITTING A NEW HIGH!

The new KNX transmitter and vertical radiator—the most advanced in design and construction in the world—stands completed.

Located in the center of 37-acre "Columbia Park," 18 miles from the heart of Hollywood, the new equipment makes KNX THE ONLY WHOLLY NEW 50,000 WATT STATION IN THE NATION!

Only yesterday KNX dedicated its magnificent new studios, "Columbia Square," Hollywood. Today KNX is new—from the copper ground system under the studios to the beacon atop the 490-foot transmitter.

The result—the most popular station in Southern California offers, day and night, far more primary listening area at no increase in cost.

50,000 WATTS, LOS ANGELES. OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: NEW YORK - CHICAGO - DETROIT - MILWAUKEE - BIRMINGHAM - LOS ANGELES - SAN FRANCISCO
Don’t ever think that the Free & Peters man who calls on you is merely working a “peddler’s beat”. Follow him for a few days and you’d find that for every hour he puts in as a salesman, he spends about five hours as a combination market analyst, detective, research man, and program director! Because look:

We’re in the business of selling time for our list of stations, of course. But the best way we know to sell radio time is to help make radio time SELL MERCHANDISE.

Next time one of us drops in, give us some dope about any job that’s bothering you. Ten to one you’ll get some worthwhile suggestions.

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

Pioneer Radio Station Representatives

**Exclusive Representatives:**

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<th>Station</th>
<th>City</th>
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<td>WGR</td>
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<td>WSKY</td>
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<td>Fargo</td>
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<td>KMBR</td>
<td>Kansas City</td>
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<td>WRL</td>
<td>Syracuse</td>
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<td>WRLN</td>
<td>Youngstown</td>
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</table>

**Southeast**

- WCSC: Charleston
- WIS: Columbia
- WPPF: Raleigh
- WDRL: Roanoke

**Southwest**

- KTAT: Ft. Worth
- KTUL: Tulsa

**Pacific Coast**

- KOIN-KALE: Portland
- KSFO: San Francisco
- KYI: Seattle-Tacoma

Page 12 • August 15, 1938
The Spot Picture Is Bright for Autumn
And Only a Business Upset Can Spoil a Fine Season; September to Be a Stirring Month of Time Buying

SPOT broadcasting will enjoy a good autumn—better than anyone would have believed possible three months ago. If general business conditions hold up, new records for spot may be set.

In the planning stage right now are more spot campaigns than last year at this period. A slump in business, however, would mean the waste-basket of advertisers is still jarring from the effects of the late 1937 and early 1938 depression.

Definite prophecies are difficult at the moment because of the prevalence of sponsor and time-buyer vacations, many of which were deferred to late summer because of intense activity during the slow early summer.

The result is that September is going to see a wild scramble for choice station time, with an unusually high percentage of campaigns being placed during the month. Ordinarily many of these lists would have been closed in late August, which actually has been unexpectedly dull as a time-buying month.

They Expect Big Things

A careful check of agency and advertiser ranks in the important time-buying centers reveals a general note of optimism, often tempered with an if or but. Most cheerful is the ever-optimistic Los Angeles. Most cautious is Detroit, where the collapse of auto production has discouraged those who spend money for advertising. Detroit, however, is hoping for better days and plans are being made for autumn introduction of new models. And even in this bleakest part of the spot picture it is stated that 1938 auto time buying will at least equal that of 1937.

In Canada the business slump has not been so severe. Younger in radio advertising experience, it has not yet felt the time-saturation problem. A definitely improved autumn is indicated in all quarters.

These views of spot prospects in the United States and Canada were obtained by Broadcasting's correspondents, who have been combing the ranks of agency, sponsor, transcription, representative and station executives for more than a month. Intensive effort was made to get definite information on new campaigns, either scheduled or in the works. Some agencies refuse to give out such data; others readily supply it. A few typical quotations follow.

Appended to this commentary is a list of spot advertisers, with all available information that could be obtained relating to their autumn plans. Station lists were unavailable in a great many cases for the simple reason that schedules were not complete.

Roundups of time-buying ranks in principal centers follow:

NEW YORK

Outlook for spot broadcasting this coming fall and winter is the best in radio history, according to New York agency radio directors and time buyers, transcription manufacturers, station representatives and station sales managers. Unanimously they point to inquiries from hordes of national and regional advertisers regarding programs and times available, to the congestion of the networks who have little to offer during the more desirable periods, to the improvement in business conditions which should make for increased purchasing power and increased advertising appropriations.

But when they are asked about business actually signed, it's another story. Advertisers are asking for plans for spot campaigns; agencies are querying stations regarding audience tested programs and available time; hundreds of campaigns are being shaped up on paper, but only a few new spot appropriations have been authorized by advertisers and fewer still have contracted for time. As one agency executive phrased it: "Right now in August we're making our plans, but September will be the ordering month."

A DETAILED list of spot accounts placed and contemplated for the fall and winter, based on a survey by correspondents of Broadcasting in principal time buying centers, will be found on pages 58 to 72 inclusive.

This is not to imply, however, that there will be any dearth of spot campaigns, if many of the contemplated campaigns do not materialize. As the appended list of spot advertisers clearly shows, there is enough of line already set to insure against any slump in spot this fall.

The flexibility of this medium, the ease of adapting the sales appeal to meet local conditions, the advantage of reaching every audience at the best time in each community, the ability to select stations that will cover just those markets desired, so that the advertising of any product can be presented in accord with its distribution, the use of spot for intensive coverage of a particular market, to meet aggressive competition, or to bolster slipping sales, spot radio's value in testing the pulling power of a new program, its invaluable assistance in introducing a new product to the public and in obtaining distribution through dealers—these and other attributes have firmly fixed spot radio among major advertising media.

Ironically enough, the delay in the placement of much spot business is due to improved business. Executives who worked night and day to keep things going during the recent recession and who spent their leisure time trying to win their offices worrying about business are, now that the tide has turned, enjoying vacations which are well deserved but which, unfortunately, are postponing approval of schedules.

Again and again, in asking for plans for this account and that, Broadcasting was told that spot radio campaigns had been planned and that business would be placed as soon as the advertising manager returns from vacation, probably right after Labor Day. Most of the plans are being made by the agencies for September, and the time-buying centers reveals a June-1 and billings for fall indicate a gain of 150% over the fall of 1937 without the Kellogg account. Hugh Raeger, of First United Broadcasting Co., states that the "business is definitely up with billings 30% higher than last fall and winter."

In looking back over a success-
FCC Is Quiescent During Vacations

Chain Probe Likely to Begin In October; IRNA Meets

WITH Independent Radio Network Affiliates scheduled to decide the extent of its participation in the FCC's forthcoming "chain-monopoly" probe during its convention at the Hotel Stevens, Chicago, Aug. 16-17, practically no progress was reported at FCC headquarters on plans for the investigation. This was due largely to the absence on vacation of most of the commissioners and many of their staff during the first two weeks in August.

From official sources BROADCASTING learned that the chain-monopoly hearings will start "some time in October." It is expected at least 30 days' notice will be given the participants. The major networks will be represented by executive counsel and the second IRNA convention in Chicago will determine whether and how networks shall be represented. IRNA comprises some 275 stations affiliated with networks other than those identified by the chains, and was originally formed a year ago to handle the music of independent stations.

McNinch to Return

William J. Dempsey, special assistant to Chairman McNinch, who has been ill, is expected to resume special counsel for the Commission-Monitor Committee—Commissioners McNinch, Sykes, Brown and Walker—was vacated last week. The secondIRNA convention is expected back in Washington by Aug. 15. All the arguments are scheduled for the remainder of August nor are examiner's hearings due to resume until the first week in September, so that vacations will continue to deplete the Commission's personnel the remainder of this month.

Reports that Chairman McNinch was seriously ill were again denied by his office. After leaving the hospital, he spent part of one day at his home before going to the seashore. He is not now ill at all, it was stated.

Lorillard Baseball

P. LORILLARD Co., New York, has begun sponsoring broadcasts of the baseball games of the Sacred Heart and College of the Holy Cross in the Northeast. Broadcasts, which will continue through the remainder of the season, are in the nature of a test, according to Blaine Butcher, time buyer for Lennen & Mitchell, New York, Lorillard agency. If the experiments are successful and if there are any desirable baseball broadcasts available for 1939 the company may go in for this type of broadcasting on a national scale next year. A network program starring Robert McChesney is being planned for this fall, possibly on CBS, although the details have not been completed.

Sawyer Leads Ohio Governorship Vote; Other Radio Men in Political Races

A NEWER figure prominently identified with radio won high political honors when Charles Sawyer, vice-president of Crosley Radio Corp., operating WLW, won the Democratic nomination for Governor Aug. 9 by defeating Gov. Martin Davey by about 30,000 votes. Mr. Sawyer will face John W. Bricker, Republican nominee, in the November elections. With endorsements by both AFL and CIO and in view of the large vote he polled, political observers give him a good chance to win.

Mr. Sawyer in Democratic National Committee from Ohio and was formerly lieutenant governor. He has long been counsel for and a member of the board of directors of the Crosley company.

In Nebraska, Karl Stefan, Republican member of Congress from Norfolk and formerly with WJAG there, was renominated without opposition, but Foster May, news editor of WOW, Omaha, seeking the Democratic nomination for Congress with CIO endorsement, was defeated by Congressman Charles McLaughlin by slightly over 2,000 votes. Mr. May conducted an "front porch" campaign via radio, chiefly using the facilities of WAWA, Omaha.

Election of W. Lee O'Daniel, the Texas four salesman who introduced himself as a candidate for governor during his sponsored broadcasts on WBP and the Texas Quality Network, is assured. The November elections resulting from the overwhelming Democratic vote in that state [BROADCASTING, Aug. 1]. A runoff will be required in later August in the Wichita Falls district where Congressman McFarlane was topped for the Democratic nomination by Edward Gossett, young Wichita Falls attorney, as Gossett's nomination and election seems assured in view of his wide margin of votes and the report that K. C. Spell, who ran third, is throwing his support to Gossett.

In South Dakota, Chander Gur-
New NAB President in Action

Cultural Relations Plan Of State Department Gets Renewed NAB Support

ESTABLISHMENT within the State Department of a Division of Cultural Relations, which many other things will seek to cement friendly relations between the American and ... in Pan-Americanism.

In a letter Aug. 11 to Secretary of State Cordell Hull, Mr. Miller said creation of the division is noteworthy, and of interest to broadcasters. "As president of the NAB," he wrote, "let me pledge anew the continued performance of American radio stations and networks as ambassadors of international goodwill.

"Our purpose is not one of propaganda by radio. Our purpose is to provide a free medium through which our neighbors to the South will learn something of our lives here and of our aspirations; through which in turn, we may bring to American listeners something of the lives and aspirations of our friends throughout Pan-America.

"Through such a free and unbiased reflection of American and Pan-American ideals, we believe the bonds of democratic liberties which bind us together will be strengthened and broadened. And to such an end American radio stands united."

Utility Appliance Drives

CULTURAL ORGANIZATION Power Co., Medford, Ore., and Mountain States Power Co., Albany, Ore., to encourage use of electrical appliances, are jointly sponsoring the three-weeks' trial to be broadcast, which amoun's Forum program on KFJI, Klamath Falls, KRKN, Roseburg and KKOQ; Marshfield, Ore., this week, having started Aug. 15. Public Service Corp., Denver, sponsors the series on KVOO, that city. Program, featuring Martha Moore as commentator, is also heard as live talent on KNX, Hollywood.

Transcribed and produced by Radioids, Hollywood, with cutting by Recordings, and C. F. McConaghy, transcription concern in that city.

Pure Oil To Place

PURE OIL Co., Chicago (gasoline), is planning a full spot campaign on a regional basis using an underwritten number of stations. Thorne & Jones, Chicago, is agency.

MILLER MOLDS NAB Districts In Active National Campaign

Miller Moulds NAB Districts in Active National Campaign

Swing Around Nation Includes Meetings With Groups in Syracuse, Kansas City, Wichita

SWINGING into action on the new NAB program of coordinating national operations through regional meetings, Neville Miller, NAB president, attended three district meetings of the organization during the last fortnight, making his first acquaintance with individual broadcasters representing more than 100 stations. The district meetings were in Syracuse, Kansas City and Wichita.

In the informal, off-the-record sessions, copyright problems and political broadcasting rules proved the salient subjects. The NAB board was petitioned at two of the sessions to make a thorough study of both subjects. At the Kansas City meeting, resolutions were adopted advocating support of the original objectives of the NAB Bureau of Copyrights, including its transcription library service, new subscriptions were enrolled.

Outlines NAB Objectives

Attending the sessions with Mr. Miller were Philip G. Loucks, Washington attorney and former NAB managing director, who recently relinquished his post as temporary reorganization counsel, and Edwin M. Kirby, NAB's new public relations director. Mr. Loucks, fulfilling a commitment to attend a number of district meetings even after his departure from the Association, informed broadcasters on current conditions and trends on a question-answer basis. Mr. Miller addressed each session, outlining objectives of the reorganized NAB, and Mr. Kirby discussed public relations and educational broadcasting efforts.

The New York State (Second District) meeting was called Aug. 1 in Syracuse by Col. Harry C. Wilder, president of WSyr, NAB director and district chairman. In attendance were 25 representatives of 14 stations, NBC and CBS, as well as the NAB headquarters executives.

Sydney Kaye, New York attorney, discussed the New York State meeting of the status of national and state radio legislation, and N. L. Kid, WSyr accounting executive, discussed uniform accounting reports. Other matters included the musicians' union, labor problems, FCC trends and regulations, sales contracts, Congressional contacts and educational and financial obligations of the NAB. Resolutions were passed urging continuance of push button tuned receivers without manual control and lauding Harold E. Smith and Deuel Richardson, of WOKO, Albany, for their services on behalf of New York broadcasters on legislative matters.

At the Kansas City meeting of broadcasters from the Tenth District (Missouri, Iowa and Nebraska) some 50 broadcasters were in attendance. The meeting on Aug. 8 was presided over by John J. Gillin Jr., manager of WOW, Omaha, and Tenth District director. It was at this session that a formal resolution on copyright was adopted, along with a motion on political broadcasting, the latter instructing the NAB board to make a study of the whole subject to ascertain whether the organization should recommend changes in the law, the regulations adopted by the FCC in prescribed purserance of the law, or both.

The copyright resolution, offered by Arthur B. Church, president of KMBC, Kansas City, and seconded by Rev. A. Burks, S. J., director of WEW, St. Louis, read as follows:

"Resolved: That the Tenth District of the NAB petition the board of directors of the Association to take positive action to develop the program of the Bureau of Copyrights in conformity with the original plan of organization at the membership meeting held during February, 1938; and, that the members of the Tenth District express their complete confidence in the future of the Bureau of Copyrights and urge each member of the District as well as each member of the Association, to subscribe for the Bureau's library of recorded music."

The Reservoir Plan

The "original plan" on the copyright bureau specified in the resolution is that designed to build up a reservoir of public domain music, and possibly other program material, in which broadcasters would own full rights. It is also possible that they have a reservoir of performing material available in the event of a hiatus under which "ASCAP or some other performing society might withdraw performing rights."

The 15 stations subscribing to the "free service," 20 hours of which are recorded, at $10 per hour, were: WMT, Cedar Rapids; KMA, Shenandoah, Iowa; KELO, Vermillion, S.D., WTMV, East St. Louis; WMDB, Joliet, WWB, Kansas City; WIL and WEW, St. Louis; KABC, Los Angeles; KFAB, Lincoln; KCNO, Kansas City; WDAF, Omaha; KWOS, Poplar Bluffs, Mo.

The NAB transcription library heretofore has had 105 subscribers for the 20 hours already recorded. The separate corporation controlling the service is 100% owned by NAB. The original plan contemplates a 100-hour library.

At the Twelfth District (Kansas Oklahoma) meeting held in Wichita Aug. 10, discussion again centered on copyright and political broadcasting, though a wide range of subjects was discussed. Herb Hollister, general manager of KANS and NAB director and executive committee president.

Mr. Miller delivered an address before the Wichita Rotary Club at a luncheon meeting, which was broadcast over KANS—his first radio speech since becoming the NAB's chief executive. His subject was the Louisville flood and he (Continued on Page 88)
Hearst Southwest Stations Near Sale

KOMA, KTSA, WACO and KNOW Sought for $750,000

SALE of the four Southwest stations of Hearst Radio Inc. for a total of $750,000 is now at the stage of submitting, subject to FCC approval, as broadcasting went to press Aug. 12.

Discussions of the stations as part of the Hearst Radio liquidation plan required only the signing of formal contracts, it was learned, with the actual closing expected to be in Texas to handle arrangements. The lineup was understood to be as follows:

KOMA, Oklahoma City—To be sold to a syndicate of independent oil operators in Oklahoma City for $350,000 cash, KOMA for 10 years, and $200,000 when purchased three years, respectively.

KTSA, San Antonio—In negotiation, to be sold to Gene Hows, of the L. L. B. Co., for a reported figure of $300,000. Mr. Howe is publisher of a group of newspapers in Texas and Mr. Taylor operates KGNC, Amarillo; KFYO, Lubbock, and KRKG, Weatherford, Texas, which were purchased by Hearst for approximately $200,000 from the old Southwest Broadcasting System.

WACO, WACQ and WAO, Austin—To be sold to S. W. Richardson and Charles F. Roesser, wealthy Fort Worth oil men, for $500,000 each. These men, it is understood, are back ing the new Texas State Network headed by Elliott Roosevelt, president of Hearst Radio Inc., and Neal Barrett, Hearst Radio vice-president.

WACO, WACQ and NOW, Austin—By the Richardson-Roesser group, Mr. Roosevelt will operate them in conjunction with KFJZ, his Fort Worth station, KFJZ, Mr. Roesser owning the remaining KFJZ, and joining Mr. Roosevelt in the Texas Network project, and will resign from Hearst Radio.

The identity of the syndicate of oil men negotiating for KOMA could not be ascertained, but it is understood they are independent operators, and published reports that Jesse Jones is interested are discounted. The Phillips oil interests are active in the bidding several weeks ago, but they are said to have dropped out.

Actual closing is in the works, since it is learned, for three of the four remaining Hearst stations—WBAL, Baltimore; WINS, Milwaukee, and KYA, Kansas City—settlement will be made in the city of the general manager, and the identity of the bidder is not disclosed.

Emile Gough, former general manager of Hearst Radio, sought last month to purchase the Kansas station, KYA, together with WCAE, Pittsburgh, in a block for $2,100,000 on behalf of unnamed backers, but the deal could not be concluded. Gough resigned to the fact that WCAE is not for sale.

WCAE, most successful of the Hearst stations, is owned by Hearst Consolidated Newspapers and is the only Hearst station not part of the liquidation project.

An offer of $150,000 has been accepted for the Kansas station by a prominent former broadcaster, whose name was withheld, but no action of this was in immediate sight as broadcasting went to press.

Only Hearst station under definite sales contract to date is KEHE, Los Angeles, sold to Earl Anthony for $50,000, a sum which would bring $50,000 more, subject to approval of WCC approval. A deal has been made with Col. Arthur O’Brien, Seattle and Washington (D. C.) attorney, for the station, KZAV, New York for $500,000, with contracts not yet signed.

**EMNICK & FORD will broadcast on a CBS network this fall instead of using a blue series as stated in an item on page 96.**

FCC Authorizes Daytime Stations

Aurora, Ill., Anniston, Ala., Fayetteville, N. C., Grants

THREE new local daytime outlets were authorized for construction by the FCC in decisions dated Aug. 2 and 3, bringing to 37 the total number of construction permits for new stations issued this year. They will be located in Aurora, III., Fayetteville, N. C., and Anniston, Ala.

The grant of the new Aurora station comes shortly after the Commission on June 28 denied a similar application by Jules J. Ruben, theatre man, who sought 250 watts daytime on 1040 kc. Its operator will be Martin R. O'Brien, public administrator of Kane County, Ill., and a member of the county board of supervisors. It will operate with 250 watts daytime on 1280 kc. In making the grant, the Commission sustained Examiner Irwin, and it was so adjudicated to become effective Aug. 12.

Carolina Station

In a recent decision [broadcasting, Aug. 1] the Commission denied an application by James Walker and Waldo W. Primm, seeking 1,000 watts daytime on 1340 kc. In Fayetteville. On Aug. 2, however, it decided in favor of the application of W. C. Ewing, wholesale-textile merchant, and C. Layman, chief engineer of WFTC, Kinston, N. C. partners, asking for 250 watts daytime on 680 kc. The community. The station will be known as WCNC. Examiner Seward’s recommendation was sustained in making the grant, dated to become effective Aug. 12.

In Anniston the new station (WHNA) will be constructed and operated by Mr. F. M. Leather, son-in-law of the Anniston Star. It will operate with 100 watts daytime on 1420 kc. The Commission sustained Examiner Hill in making the grant, effective Aug. 12.

**SACHS QUALITY FURNITURE CO., New York, will bring back to the air Billy Jones and Ernie Hare, veteran “Happiness Boys” radio team, for two weekly programs on WMCA. New York, placed direct.**

Goodyear Tire Acquires Farm and Home Service

GOODYEAR TIRE & Rubber Co., Akron, O., has signed for the final quarter-hour period of NBC Farm and Home Hour, five days weekly, starting Sept. 26 [broadcasting, Aug. 1]. Militantly sustaining since its inception ten years ago this fall, Farm and Home Hour will have its final quarter-hour revamped into a regional news service, with local experts giving weather, shipping, market prices and weather conditions. The program will be called Goodyear Farm Service.

Five regional offices, set up to clear this information, will be established in the East, Midwest, South and Far West. Of these, Goodyear’s sponsorship will cover 20 Blue stations out of Chicago, 14 out of New York, and 13 out of Kansas City. The remaining two divisions will be handled by NBC. Agency for Goodyear is Arthur Rudner, New York.

Chevrolet Stops Discs

CHEVROLET MOTOR CO., Detroit, will not renew its Musical Moments transcription programs after the expiration of the present series on Aug. 31. Recorded by World, the programs have been broadcast two or three times week days from 600 to 400 stations, with varying with the season, for the past several years. Chevrolet agency is Campbell-Ewald Co., Detroit.

KDAL Transfers Sought

TRANSFER of the license of KDAL, Duluth, to Dalton A. LeMaurier, manager of the University of North Dakota’s station KFJIM at Grand Forks, and his father, Charles LeMaurier, is sought in an application disclosed by the FCC Aug. 13. The station was purchased from Earl C. Reinke, operator of WDAY, Fargo, and the publishers of the Fargo Forum, who still hold control in 1934 while it was operating at Moorhead, Minn. The purchase price was approximately $30,000.

Roosevelt Forms Network in Texas With 23 Stations

Barrett, Hutchinson Named; To Link With Mutual

FORMATION of Texas State Network Inc. to comprise 23 stations and 46 divisions was announced by Elliott Roosevelt, second son of the President, in addition was disclosed Aug. 10 own coin Wet to the charter of incorporation at Austin, Tex. In addition to Mr. Roosevelt, the incorporation includes Mr. Hugh M. Hin- tson, manager of KFJZ, Fort Worth, owned by Mrs. Roosevelt, and Raymond E. Buck, Fort Worth manufacture of the network, which is.

The stations constituting the network are expected to be tied into Mutual, the leading system, whose general manager, Fred Weber, was due in Fort Worth in mid-August to be named president.

Key stations will be WRR, Dallas, and KGKO or KTAT in Fort Worth. Dallas division responsibilities on Aug. 10 approved a one year contract whereby WRR, which is mutually owned but commercially operated, will be included. Under present plans stations in Wescalo, Corpus Christi, San Antonio, Austin, Galveston, Beaumont, Temple, Waco, Fort Worth, Corpus Chris- tiana, Tyler, Longview, Paris, Wichita Falls, San An- liene, San Angelo, Big Spring, Midland and Odessa would join. The new station authorized in Wichita Falls [broadcast- ing, Aug. 1] also may be added.

Neal Barrett V.P.

Neal Barrett, Hearst Radio vice-president and general manager of Oklahoma City stations, will become executive vice-president of the new network, according to Mr. Roosevelt who will continue as managing editor of Fort Worth, temporarily managing KOMA from that city. He is expected to leave the Hearst organization Oct. 1.

Mr. Hutchinson, manager of KFJZ, will become the general sales manager of the new network, which is, according to Mr. Roosevelt, will begin operation Sept. 15. Mr. Roosevelt said the chain will use 24 hour white days per day of live talent, over Class A AT&T lines, with the arrangement similar to standard network contracts. There will be a cash sustaining program charge as well as free time, with billing with each station and market. Sales offices will be maintained in Fort Worth headquarters with national business branches in New York, Chicago and Detroit.

By Sept. 1 the network will occupy 23 stations in Fort Worth. There will be seven studios and 18 offices in the building. Office staffs already retained include Steve Wilson, as advertising manager. Mr. Wilson’s sales associates are: Mr. F. P. Hopson, sales manager in Dallas, Mr. A. C. F. Martin, Fort Worth newspaperman, and D. E. Jenn- son, Houston newspaper and advertising man, responsible for the sales force of the company. Staffing is under the supervision of Mr. F. J. M. Scott, who will have charge.
in which

Tongue Twitters Amuse Audiences, But Bring Agony to Announcers

Lips That Lisp and Slip in the Mike

“NEXT on our program is the charming Sandra Lee — and what a charming little thing she is!” Which sounds different than it reads, a phenomenon familiar to radio viewers, who have, some 18 years ago that things aren’t always what they seem.

Many are the tales of woe that arise from little Mike, just as there are oft-told stories of mechanical slips like the one that occurred just a fortnight or so ago when Charlie (Mert), president of the San Francisco SPCA, participated on a recent Uncle Charley Pet Club broadcast on KYA. While he was extolling the virtues of a brave puppy, Announcer Richard Wynne was all set with a sound-effects record to simulate a dog’s bark. The KYA audience heard Mr. Friedrichs:

“...and now, Rover, tell the audience how glad you are to receive this honor . . .”

At this cue, Announcer Wynne started his record—but instead of a bark, out came an infant’s cry.

Similar announcers’ nightmares have dogged radio from its first days, giving radio audiences their best belly laughs and loudest squawks. Stemming from the classic, first publicly attributed to Norman Brokenshire and later to scores of bedtime story narrators, in which a worn announcer unwittingly thunders into a still-quiet mike, “...I hope the little ... to sleep!” these slips still confound listeners and radio men [BROADCASTING, Sept. 15, 1936].

A lieutenant commander in the British Navy, announcing a fleet maneuver, paid tribute to the honor of King George VI, visited several vessels in line of duty. At each stop several bumpers of ale were lifted to honor His Majesty. Describing the review, the officer commented enthusiastically, “The whole fleet’s lit up. It’s a wonderful sight with little fairy lights all about them. The big eng show at the end of the tour is the favorite. The little PMSs are lit up with fairy lights. In a minute they’re going to fire some rockets. I will tell you how it reacts on the men. They were all lit up. It was the most beautiful, the most festive way it’s vanished! It’s vanished—the whole fleet of 2000 ships—gone. All around me minutes ago—they were all lit up. In fact, the whole damn fleet was lit up. Now they’re gone.” British listeners sat aghast. Un-

“This whole fleet’s gone. In fact, it’s vanished! You couldn’t even taste the way it’s vanished! It’s vanished—the whole fleet of 2000 ships—gone. All around me minutes ago—they were all lit up. In fact, the whole damn fleet was lit up. Now they’re gone.”

British listeners sat aghast. Un-

surprised, they heard a second voice from the studio break in, “That will be the end of the broadcast!” It was also the end of that announcer’s radio career.

Another favorite in the trade is the one about the minister who is pre-aching a sermon on the birth of Christ. “A lot of people,” he said, “are complaining about it being hot down here. It was also warm where Jesus Christ was born. And where was Christ born?” The station announcer, not listening to the sermon closely, but noting the clock, broke in with “Station WQAM, Miami, Florida.” Twisted names again, an present menace. Harry Von Zell, introducing Herbert Hoover, was responsible for “And now may I present, the President of the United States, Hoobert Heever.” And not to be outdone, Clyde kittell, on an NBC program, dropped up with another: “We will now take you to Rome to hear His Holiness, Pope Pioe ... I mean Pipe Poes.” Persuadingly he tried again, “His Holiness, Pope Pius, speaking from you to Vatican City.” And a close third was Ed Thorgersten, when he was on NBC with “We now present the A & G Pipsies.”

Harrison Hollway, manager of KNX, San Francisco, in a number of an interview about 10 years ago between Monroe Upton, known on the air as Lord Bilewater, and John Barrymore in San Francisco. Mr. Barrymore was making a personal appearance in a local theater in connection with a new picture. When the questioning was concluded, he backed away from the mike, not yet dead, and asked clearly, “Where is that G... theatre anyway?”

During a winter meeting of West Coast athletic officials several years ago in Hollywood also relates, a sports writer of the Morning Oregonian arranged for radio interviews with Bill Monahan, football manager of the University of California, “Pop” Warner, then at Stanford, “Babe” Hollingbery, Washington State coach, and several other gridiron notables. There was a misunderstanding about the time of the program, when the group arrived, the reporter was not there. Smoothing out the situation, the announcer, who was doubling in the control room, agreed to put them on the air if someone would be master of ceremonies. Mr. Monahan agreed to the chore.

In the station at that time, as in many early installations, programs were monitored “blind”—the control man could not see the performers. Mr. Monahan introduced all his notables and consumed his allotted quarter hour.

Just a lot of . . .

Then he waited for something to happen—at least an announcer to sign him off. But nothing did happen, so he assumed he was off the air. Mr. Hollingbery then went to work on the studio tom-toms, and Mr. Warner went into his act in the center of the studio. In the same demonstrative manner Mr. Monahan stepped to the mike and crisply and deliberately announced that the “ladies and gentlemen have just heard ‘Pop’ Warner doing a Carlisle Indian dance, which was a lot better than his talk, which was after all just a lot of . . .”. That he was programmed for 30 minutes instead of 15 Mr. Monahan was not aware!

When Mr. Warner first came to Stanford he told a story of a slip by an announcer reporting a Carnegie-Penn game. The commentator, a Carnegie alumnus, by sheer power remained impartial until the last minutes of the game, when Carnegie had the ball on Penn’s 10 yard line and the score was tied.

“McGimple goes off tackle for five yards,” reported the impartial sportscaster. “Second down and five, to go for a touchdown for Tech . . . Mcgimple goes through for four yards. Third down and one yard to go . . . They’re in the huddle—they come out of it—up to the line of scrimmage . . . The ball’s snapped to McGimple again . . . He drives in three more yards . . . He fumbles!!”

BROADCASTING • Broadcast Advertising

August 15, 1938 • Page 17

www.americanradiohistory.com
Last-Minute Scramble Begins
To Acquire Grid Sponsorship

Oil Companies Monopolize Football Schedules;
Only Four Pro Teams Have Sponsors to Date

LATE placement of spot broadcasting for the autumn has been especially acute in the case of football, with both college and professional games in an advanced state during mid-August. Last year football contracts had been in a more advanced state at the same period.

As in 1937, Atlantic Refining Co., Philadelphia, will be an active sponsor of college football games. Although the complete Atlantic schedule could not be obtained from N. W. Ayer & Son, Philadelphia, it has been announced that the company, the flagship owners of the WJJD schedule of home games on 11 Yankee stations, as well as the out-of-town Atlantic, already have WJJD, Mutual, and Duke-Pitt contests. Atlantic is understood to have outbid Socony-Vacuum Oil Co., 1937 WJJD sponsor, for the scheduled game.

The Philadelphia visiting teams are expected.

Network Plans

Only one network broadcast with a football slant has been signed to date, the NBC and the Northwestern University Broadcasting Co. football forecast, and scores, on NBC Thursday and Saturday respectively. This network itself will broadcast games Saturday afternoon, selecting contests from different regions to spread them around the map. Tidewater Associated Oil Co. again will sponsor West Coast games.

Wadhams Oil Co., Milwaukee, also will sponsor the entire football schedule of Marquette U. on WISN, Milwaukee. Alan Hale, of WISN, will announce. Scott-Teller Adv. Agency, Milwaukee, placed the account.

In addition Wadhams will sponsor games of the Green Bay Packers, professional team, probably on a group of Wisconsin stations. WTMJ, Milwaukee, is understood to have the Packers’ option.

In Cleveland the Rams games will be carried on WGR, it is reported, but no sponsor has been announced. Last year the Northwestern Oil Co. of Ohio sponsored the games and the firm has an option this year which has not been exercised. No sponsors have been announced by the Philadelphia Eagles, Pittsburgh Pirates, Brooklyn Dodgers, New York Giants, or Washington Redskins, although all were involved in active negotiations.

Chrysler Corp. will sponsor broadcasts of the Detroit Lions on WJR, Detroit, with Harry Wiemer and Harry Kipke as announcer and commentator [Broadcasting, Aug. 1].

Kites from KITE

KITE, Kansas City, to merchandise change of its call from KKHJ, is using the kite design extensively. D. E. "Plug" Kendrick, new vice-president and general manager, gave away to children 15,000 full-sized kites during the last fortnight through 1 Park View drug stores. All station calling cards are in miniature kite design, and letterheads, contract forms and other stationery carry the kite insignia.

Following its policy for the past 12 years, Tidewater-Associated Oil Co. of California, with headquarters in San Francisco, will sponsor all the major intercollegiate football games and a number of the more important school contests during the 1938-1939 season.

Although the broadcast schedules and stations and networks to be used are still under negotiation, all stations and networks with stations and games will in all probability be distributed.

All major networks and some regional voice networks will be used again this year by the Oil Company, in bringing to the air audience the descriptions of the grid-iron contests up and down the California Coast. These include NBC, Mutual-Don Lee and the California Radio System.

Last year Tidewater Associated Oil Co. broadcast games in 14 states and their respective networks.

Oil company executives are negotiating now with the networks and stations as to time available, rates and game schedules. Deal insisted that no Tidewater Associated Oil Co. games could be made on any network or station yet, although some of the negotiations last year involved the tentative reservation stage.

It was stated by Associated that the mutual networks would carry the games, and that network and broadcast schedules for the football season will not be completed until after the Labor Day holiday.

Broadcasters to handle the games have not been definitely decided upon, but it is probable that some of those used last year will be re-engaged.

Meantime Associated recently completed a spot announcement campaign in the Pacific Northwest for its fruit tree sprays and at present is sponsoring a show over KIRO, Seattle, titled "Let’s Get Associated with Washington". The program is featuring Clifton Pease, who has the history of the State of Washington and tells about interesting spots to see in the State. It is heard Tuesday and Friday from 6:45 to 7 p.m. PST.

Chimes Over Broadway

Heard Hourly From NBC

NBC chimes, famous musical trademark recently adopted as dinner gongs on the B. & O., Allen, and New York Central lines, began Aug. 11 tolling off the hours for New Yorkers and out-of-towners passing through Radio City and the ad- jacent plaza and walks of Rockefeller Center. Synchronized with a large chime clock in Rockefeller Center, the plaza, the chimes mark each hour between 8 a.m. and 1 a.m.

To be heard in all streets about Radio City, a system has been set up including a loudspeaker on the chime clock and the loudspeaker on the clock, the chime clock and a loudspeaker on one of the public square.

The loudspeaker is installed behind the clock, where two of the smaller timepieces are also located. The first small clock on the chime tower, the second, a subsidiary control, switches on the loudspeaker a few seconds before the timepiece strikes the hour and turns it off immediately after the chimes, which are located in NBC’s main equipment room in Radio City, have sounded.

Page 18 • August 15, 1938

BROADCASTING • Broadcast Advertising
In one hot (July) week, five quarter-hour programs, during the early mid-morning (8:45) brought 13,689 letters from WLS listeners in twelve states. The occasion was a minor contest introducing a new song by a new unknown cowboy singer. The proof is that WLS personalities, put on in the WLS way, have a loyal responsive audience, any season, any time of day. In other words, "WLS Gets Results." Full details on request.
UNREST among broadcasters over the lack of consistent FCC policy in connection with complaints on program complaints has developed into a state amounting virtually to some alarm in industry quarters.

Though the FCC is in its summer doldrums, it has made little headway on the surface in dealing with the complaint problem. No established policy yet has been adopted although it is stated in the Commission's belief that it no longer is issuing "temporary licenses" pending investigations of complaints. The stop-gap procedure, it is stated, is that of thoroughly investigating complaints before taking action. To date, the complaints are found to have merit, is to set down the renewal application of the station for hearing.

A committee of three (Payne, chairman, Sykes and Case) was designated last March 9 to survey the entire backlog of complaints and to make recommendations to the full Commission. Thus far, it is understood, it has held only one meeting and is awaiting further data from the FCC law department before making definite recommendations.

Two Dozen on Slate

A search of FCC records made by Broadcasting shows how some two dozen stations have had their renewals set for hearing—most of them in connection with program complaints. In many cases, the complaints alleged technical violations, discrepancies in transfer ofcontrol, etc. In addition, some 15 stations hold temporary permits, one pending investigation involving complaints. These temporary permits, it is held, were issued prior to the change in procedure several weeks ago.

The new policy of designating renewals for hearing because of complaints, and after investigation, apparently was inaugurated June 20 when WJJD, Chicago, was set for hearing because of complaints said to involve "certain patent medicines." A formal press release was issued. While it did not at first make known the products causing the citation, in the appearance made public Aug. 4 the FCC specified Cytex, internal medicine, and Kolor-bak, hair preparation.

Purported "fortune-telling" programs have an alleged "lottery" element, and in several cases appear to dominate those under close scrutiny by the FCC in designating renewals for hearing.

FCC Authority in Lottery Complaint Is Challenged by WMIN and WMBC

JURISDICTION of the FCC over programs alleged to violate the "lottery" section of the Communications Act was challenged Aug. 2 in a hearing on behalf of WMIN, St. Paul, and WMBC, Detroit. The stations, cited for hearing on renewal of their licenses as alleged violation of sections of programs having a contest and prize element, filed identical appeals through attorneys Arthur W. Scharf and Philip G. Loucks.

In stating in each appearance that the stations desire to be heard in connection with the renewals, the attorneys, however, advised that the appearances were being filed under protest. In the case of WMIN, the programs against which complaint was made were Prosperity Night and Irish Sweepstakes. The WMBC hearing was based on an announcement of a game called Finwald sponsored by the Finsterwald Furniture Co.

Jurisdictional Dispute

The attorneys claimed in each instance that the FCC had no jurisdiction in a proceeding of this character to determine whether or not the programs against which charges had been made had been sponsored by reputable business enterprises as a means of promoting listener interest and no considerations were received by the stations or the station. It was also claimed that persons participating in the particular program should have been notified.

It was brought out that the stations are not now broadcasting the programs complained against. Moreover, it was urged that the programs analogous to and identical with those notified. Finwald and Prosperity Night were advertised nationally by other stations licensed by the FCC and are presently being broadcast.

The WMBC application has been set for hearing on Sept. 23 and that of WMIN Sept. 16.

FCC Program Policy Harassing Station Operators

Fails to Make Headway in Dealing With Problem; Pending Citations Involve Diverse Charges

The FCC in its...
WMT Gives Complete, Profitable Coverage of 22,000,000 Acres of America’s Richest Farm Land

To reach the prosperous farmers living on 22 1/2% of all the Grade “A” land in the United States with profitable consistency and at lowest cost, your radio campaign should include WMT. Figures recently received from Iowa State College show that 22 1/2% of the Nation’s Grade “A” land lies within WMT’s 1/2 millivolt line.

This station ... Iowa’s largest in daytime coverage ... covers a larger section of the Nation’s richest farm area than any other station and at the lowest cost. Included in WMT’s 1/2 millivolt line are 747,569 Radio Homes and a total population of 3,151,776.

Here’s why many alert advertisers and agency men consider WMT an outstanding radio value ... 

Iowa is one of the most important agricultural states in the Union. The total annual farm income regularly exceeds one-half billion dollars.

But that’s not all—Above the tall corn of Iowa rise thousands of factory smokestacks, for Iowa is rich in industries. Her total industrial volume is richer by approximately 100 million dollars than her great agricultural total.

Add to this the fact that WMT’s 1/2 millivolt line also includes portions of Missouri, Illinois, Wisconsin and Minnesota. Truly a huge potential market!

Cash in on this profitable market. Avail yourself of the few choice Fall spots still open. Write today for full details.

WMT-Cedar Rapids-Waterloo
600 on the Dial

NBC Basic Blue
Mutual Network
Iowa Network

The KATZ Agency, Inc.
Representatives
TWO UNIQUE

RCA INSTITUTES
Builds Man Power for the Industry

RCA Institutes is America’s only school that is exclusively devoted to courses of instruction of collegiate standing in the science of electrical communication.

Organized in 1909, RCA Institutes has constantly kept itself attuned to the needs of the industry. It has progressed with the industry, and has added instruction in new developments sufficiently in advance of their commercial application to insure an adequate supply of trained personnel. Television is one example of this.

The student body of RCA Institutes is drawn from the entire United States. It is usually possible to place employers in touch with RCA Institutes graduates from their own States.

Because its Board of Technical Advisors are key men in various phases of the radio industry, the school has access to sources of information which insure an up-to-date and accurate curriculum.

The faculty of RCA Institutes has had broad experience in the commercial field. The student receives a type of intensely practical training not generally afforded in institutions of higher education. For full details and particulars, address RCA Institutes, Inc., 75 Varick Street, New York, or 1154 Merchandise Mart, Chicago.

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The RCA Review is a quarterly journal dedicated to a current and permanent record of radio science and research. It is published by the RCA Institutes Technical Press.

The editorial contents of RCA Review consist of articles written by some of radio's leading technicians and engineers. In its pages have appeared the first public accounts of many of the most important advances of various phases of electronics.

To every new paid subscriber of RCA Review there is sent without charge a copy of "Television" Volume II, a 435-page volume with over 250 illustrations. In October, another important and timely book, "Radio Facsimile" will be ready for free distribution to paid subscribers on record who have not received "Television" in respect to the same subscription year. A two-year subscription carries assurance of the receipt of both "Television" and "Radio Facsimile." Subscription rates—United States and Canada: 1 year, $1.50; 2 years, $2.50; 3 years, $3.50. To other countries: 1 year, $1.85; 2 years, $3.20; 3 years, $4.55.

The only Book of its Kind
"RADIO FACSIMILE"
(Ready about October 15th)

A complete volume on a subject of great general interest in the field of radio at this time—the transmission and reception of recorded images. New original technical articles—RCA laboratory bulletins not previously released—history of radio facsimile in photographs—facsimile programs analyzed for the first time—reprinted articles from technical publications—profusely illustrated.

This volume will be of first importance to engineers because of its comprehensive treatment of a subject on which there is at present very little technical literature.

This new book will be distributed without cost with all new paid subscriptions where preference to "Radio Facsimile" is indicated, and with a second or third year subscription with which "Television" was not included. Address subscriptions to RCA Institutes Technical Press, 75 Varick Street, N.Y.
Signed AFM Contracts Asked From Independents by NCIB

Deadline Delayed by Musicians, Committee Adds

Two Members In Personal Drive on Stations

WITH the deadline laid down by the American Federation of Musicians for the completion of contracts between nonnetwork stations and those of the AFM as extended, from Aug. 1 to Sept. 1, the National Committee of Independent Broadcasters has embarked on a two-week drive to insure the readiness of these independent stations to meet the new deadline without further postponement for negotiation. It is understood that each independent station will spend a two-week period this month to render individual personal service and assistance to any station which wants or requires help in connection with the contracts.

Two new members were added to the committee for assistance in this task, O. L. Taylor, KFYO, Lubbock, Texas; and Ralph McNaughton, WWSW, Cincinnati:

This zone plan of individual endeavor, to follow up the letters sent stations during the first half of the year as a whole to all independent stations, was worked out by a subcommittee composed of Thomas Howard, Lafount, WTMJ, Milwaukee; Stuart Sprague, attorney for the independent stations, and Everett Reervercomb of the NAB headquarters, who acted as secretary when the executive committee met during a two-day session in New York on Aug. 1 and 2.

The committee, which had studied the returns already in, which included a few signed contracts and income and expenditure statements from approximately half of the independent stations. That afternoon, Thomas, Reervercomb and Sprague met with AFM President Joseph N. Weber and reviewed the progress to date, following which Weber and his committee concluded and agreed to cooperate in the drive for completed contracts by keeping after the AFM locals, some of which have not yet been signed to a union, to make little or no interest in working out new station contracts. The next day the subcommittee met again to work out the details of the drive.

Sprague met with AFM President Joseph N. Weber and reviewed the progress to date, following which Weber and his committee concluded and agreed to cooperate in the drive for completed contracts by keeping after the AFM locals, some of which have not yet been signed to a union, to make little or no interest in working out new station contracts. The next day the subcommittee met again to work out the details of the drive.

Disc Supply at Issue

The lethargy of some stations in returning certificates of income and expenditures for musicians to the committee and the lag in negotiations with their locals is largely due, the committee believes, to their ignorance of one fact: That unless they do negotiate the contracts they will lose their supply of electrical transmissions and phonograph records, representing in many cases a larger revenue than the $15,000 limitation clause, a statement of its 1987 income and expenditures for union musicians, and second to see that each of the 179 non-exempt stations completed and signed a contract with its local union, the committee began an intensive two-weeks' drive on Aug. 1.

Advisory Capacity

Lloyd Thomas, WROK, Rockford, chairman of the committee, emphasized that the committee's purpose was not to force the stations to sign anything against their will, but to assist them by explaining any parts of the standard agreement that may not be clear, by drawing on their own experience in negotiating with the AFM executive board to aid the stations in negotiating their individual contracts, and, if necessary, by taking part in the negotiations. By letters, telegrams, telephone or in person each committee member will be available to any station in his district at all times during the two-week period. The following week, from Aug. 22 to Aug. 29, the full committee will spend in studying the returns prepared by their representatives to their next meeting with AFM officials in Chicago.

Committee assignments are as follows: C. Alden Baker, WRNL, Richmond, will cover Alabama; North Carolina, South Carolina and Virginia; Leslie Wylam, WLOM, Bangor, WBOF, Beaver, WZBL, WTKO, Upland, Delaware, Florida, Maryland and West Virginia; Harold A. La Fount, Webl, WELI, WNEW, New York City, New Jersey; Frank R. Smith, Jr., WWSW, Pittsburgh;

They All Use Radio PROMOTED by the three recent nationwide victories of WLOL, Dan, Fort Worth, and merchant and radio-elected candidates in the Texas Democratic run-off elections Aug. 28 already have reserved a total of 20 hours on WFAA and the Texas Quality Network. Total is divided into 60 quarter-hours and 10 half-hours.


Every Minute Is Valuable

On WTMJ's ' Bargain-a-Minute' Program Which, Incidentally, cracks Tough Ones

A FEATURE just developed by WTMJ, Milwaukee, titled Bargain-a-Minute, is not only a new departure in commercial broadcasting, but a unique promotion geared for these times to make sales for merchants today "while the selling is still hot in listeners' ears."

The program, broadcast every weekday 3:30-3:45 a.m., is purely an advertising program, making no pretense about entertainment value. The idea is based upon the fundamentally sound idea that bargain news is spot news, an axiom which department stores have capitalized in newspapers from time out of mind.

Silence and a Bell

The program also was born of the idea that today's shopping public is price-conscious, bargain-seeking; and by the same token many merchants need an advertising program to take to a fast-producing promotion designed to bring quick-money sales. Bargain-a-Minute opens with a fast-stepping transcribed theme. Two announcers, Bob Heiss and Bill Evans, go to work on the sponsors' wares, with a metronome ticking to indicate that every moment which slips away is loaded with savings for the housewife. At the end of each minute the program begins to play a music of a program a bit of music fades in for punctuation. Each price is made to stand out like a sore thumb by means of a brief pause and the sound of a ship's bell.

Each sponsor is allowed 100 words and can use as many "specials" as he chooses. Each sponsor furnishes one or more of the most interesting things in his offering which he can set up. These "specials" are exclusive on WTMJ's Bargain-a-Minute, and are not advertised to the listening public.

Spots on Bargain-a-Minute are sold by WTMJ on a non-cancellable basis of one program of 15 times and the advertiser must use at least three spots a week. Names of participating merchants are announced at the opening of the program. Typical sponsors include two department stores, two clothing stores, bedding equipment concern, credit jewelers, coal company, electric refrigerator outlet, used car dealer and others. The program has been of the means of capturing some new accounts, according to WTMJ executives.

Sept. 15, and the supply of recorded music will be shut off. Following the meeting the committee sent letters to all stations which have not yet filed certificates of income and expense, to all stations now negotiating with their locals, reminding all the committee's reports show them to be in the non-exempt class but who have not yet begun negotiations. All letters urged immediate action and offered any assistance desired. While it is too early to determine the effects, the committee reports that from the number of completed or in the process of negotiation it is confident that a satisfactory number will have been completed by Sept. 1.

Effect of Wage Boost

While there has been no official discussion between AFM and the transcription manufacturers regarding the new wage scale (Broadcasting, July 15) which is to go into effect Sept. 15, there has been in pay negotiations for musicians has been the cause of considerable thought by individual record companies. The feeling that increased costs may result in fewer transcription campaigns. Another possible effect is that smaller or less-important advertisers with a fixed appropriation, which would defeat the AFM's expressed themes and prejudices employment for its members. AFM reaction is that when pressings of one transcription is available unlimited number of stations, replacing individual musicians in each instance will be a very high for men engaged in recording.

The musicians are also very much opposed to recording all the transcription campaigns for a dramatic series in a single transcribing session and later dubbing the music into place, thus reducing the length of recording time. But transcribers call this fear greatly exaggerated, since music is used as a timing device in most dramatic shows, and must be recorded together with the story so that it may be stretched or condensed to make each transcription come out to exactly the right time.

New Orleans Situation

Completion of a contract between WSMB, NBC outlet in New Orleans, and its local AFM union, on Aug. 5, brought to an end fears that the situation in this city might prove a stumbling block that would upset the whole series of negotiations between the AFM and the network affiliates. In the last three months of haggling, station and union finally got together on a contract that represents concessions on both sides, and the committee on the chief cause of dispute and agreeing to accept a contract that became effective on the date of signing, waiving the requirement that the contract be made retroactive to Jan. 17, date set for all negotiations across the nation.

WDSU, NBC's other New Orleans station, is expected to follow the lead of WSMB and sign with the union earlier this week, and WWL, CBS outlet, is negotiating its contract in June, claiming unfair discrimination that it should have been brought to bargaining, an observation not observed by its competitors which reduced its musical staff, is expected to return to its former status under the contract terms.
"Today," said WOR's Mr. McCreedy, "it's RESULTS we ought to tell 'em."
"Meaning ... ?" we prompted.

"A school," said McCreedy, "that in less than eight months on WOR, eveningtime, pulled 17,111 leads and turned 1,882 into sales. In fact, every dollar spent on WOR pulled $46.28."

"And ... ?"

A gay light flickered in McCreedy's eyes as he scanned the papers on his desk.

"Well, there's the beverage manufacturer," he told us, "who in less than five months on WOR, popped up with a 23% sales increase during a time when everyone was retrenching for recession. WOR gets most of the credit for this. But I don't know whether we were responsible for the two new plants he built."

"Sounds something like Salmon," we added.

"What?" asked McCreedy.

"The food manufacturer . . . the one we call Salmon."

"Oh, yes. But his name really isn't Salmon. Doesn't matter, though . . . The fact is—he got WOR's housewives to try his product. In 3 months he jumped his sales 64%.

"That's the one who was so pleased with the WOR job that he added several other stations, isn't it?"

"Right," said McCreedy.

"Anything else?"

"Hell, I've got more to do than sit here talking all night!"

WOR
FCC Permits Transfer Of KHUB To Publisher
KHUB, Watsonville, Cal., goes into the hands of new owners Aug. 20 by virtue of an FCC decision Aug. 9 authorizing transfer of the 250-watt daytime station on 1310 kc. to John P. Scripps, chief stockholder in the John P. Scripps Newspapers Inc., publishing the Watsonville Register and Evening Pajaronian, Santa Ana Journal, Ventura Star and Free Press and Santa Paula Chronicle. It was purchased for $35,000, and Examiner Inman, a hearing had recommended in favor of the transfer.

The station was initially licensed to F. W. Atkinson, publisher of the Watsonville newspapers in April, 1937, but Mr. Atkinson died the same month. The Scripps interests (not connected with Scripps-Howard) entered into negotiations with Anna Atkinson, widow, to buy the newspapers for $105,000 and the station for $35,000.

Film Moguls Ignore Sponsored Radio In Million Dollar Promotion Campaign

AN ADVERTISING appropriation of a million dollars, raised jointly by motion picture producers and exhibitors, will be spent this fall for an institutional campaign built around the slogan, "Movies Are Your Best Entertainment." Pull-page copy will be run in every daily newspaper in the country, except in those few towns which have no motion picture houses, beginning Sept. 1. A question game, with 5,000 prizes totaling $250,000 including the first prize of $30,000, is a major part of the promotion, entry blanks being available only at movie box offices.

All of the paid national advertising, which will be confined to newspapers, will be run within three weeks, following which the contest and local promotion are expected to keep movie attendance up during the remainder of the year, according to Jack B. Peters of Donahue & Coe, New York, agency selected to direct the campaign. In answering a query regarding radio, Mr. Peters told Broadcasting that the impossibility of buying desirable network time for three weeks only had definitely ruled out the use of this medium. However, he added, the campaign will be promoted on many programs using motion picture stars as regular or guest artists, such as the Maxwell House-M-G-M programs.

Cooperating with Donahue & Coe in the campaign which was approved by producers and exhibitors at a New York meeting on July 28, other advertising agencies handling motion picture accounts have combined their contribution to the campaign: Bow Co., Blaine-Thompson, Buchanan & Co., J. Walter Thompson Co., Lord & Thomas and Kayton-Spiro Co.

Fred J. Hart Resigns From Hawaiian Stations
FOLLOWING the FCC's recent action authorizing a transfer of control of Honolulu Broadcasting Co., Ltd., Scripps, and KHBC, Hilo, to Pacific Theatres & Supply Co., Ltd., Fred J. Hart, general manager of the stations with headquarters in San Francisco, announced his resignation from the company, effective Sept. 1. His San Francisco offices have been closed and combined with those of John Blair & Associated Agencies, moving into the offices of Lindsey Spight, San Francisco manager of the Blair representative organization.

Mr. Hart has disposed of his stock in the company which is controlled by a group of theater men but includes executives of the Honolulu Star-Bulletin as 24% stockholders. Mr. Hart has not made known his future plans, but at present he is interested in the development of the Pacific area for the detection and control of disease by radio.

Texaco Discs Popular
THE cooperative plan for advertising by radio that the Texas Co., New York, is offering its dealers on a cooperative basis [Broadcasting, July 15], is proving popular with the Texaco retailers, according to Louis A. Witten of Buchanan & Co., New York, Texaco agency. Although it has been less than a month since the oil company's salesmen first started telling dealers about the campaign, the agency has been very busy with the dealers about the campaign, over a hundred dealers have had their local stations write to the agency for sample records for audition purposes, and already more than 30 dealers have signed contracts for the series program, a 15-minute transcription, Texaco Circle Service Boys, may be ordered on a one, two, or three times a week basis, as the dealer prefers.

New KWEW on the Air
KWEW, new 100-watt outlet on 1600 kc, authorized last Dec. 31 by the FCC to be constructed in Hobbs, N. M., went on the air Aug. 8—the birthday of its owner, W. E. Whitmore. Mr. Whitmore is also the owner of KGFL, Roswell, N. M., and was at one time owner of KGGM, Albuquerque, and KICA, Clovis, N. M. RCA equipment is used throughout and Standard Library Service has been ordered. Manager of the station is Ben Parker; program director, Grady Rapier; chief engineer, Floyd Emanuel; advertising manager, Raymond Waters.

NEGOTIATIONS are on between Don Lee Broadcasting System, Los Angeles, and Republic Productions Inc., Hollywood, for sale to the latter of the film serialization right to The Phantom Pilot, sponsored five times weekly on that network by Langendorf United Bakeries, San Francisco.

TWELVE hours weekly of variety shows have been signed by WIP, Philadelphia, for Adas Clothes Inc., the station's largest block sale of time in its history.
And They're ALL THREE in the "White Spot"

For an attractive COMBINATION RATE on these three high-flying stations, contact their national representative,

HOWARD H. WILSON CO.
Kansas City Chicago New York

Business conditions map courtesy of Nation's Business, August issue.
I Like Everything English, Except

Twice-Explained Double Entendres Oft-Told, And Many Bow Bells Irk an American

I JUST came back from London where I had been for the past year. I like the English, the people, the things they do, and the way they do it; that is, for the most part. But one thing I did not like was the way they do most everything. We hear a lot about the English being stuck up and being too sensitive and doing things the wrong way, but I have such a profound respect for them that I don't mind that too much. They are all the same, but purposely following through a plan. If this impression is correct, and I think it is, it's the sort of story she would not enjoy.

As a means of pulling more gags, this is a point into the gags of features of cottages in a caravan camp which when translated into American means a trailer camp. He was telling the young lady stodge that this particular cabin had had the habitants the previous summer a honeymoon couple.

Shortly after their arrival, the gentleman became quite ill. The doctor was called and, upon completing his examination, gave the wife to understand that he would sometime take the right steps as to administer to her husband but was told, "Well, that's not your husband, miss, it's for you! If you would use the bedroom, you could get sleep then your husband could rest, he's worn out." If one had been a little more acute, the entire meaning might have been grasped.

THE AUTHOR is an American physician, who has just returned from a year's study in England under the auspices of the Rockefeller Foundation. A radio fan of long standing, he turned to the British theatre offerings for recreation. His impressions, as a listener, of both the "American Plan" and the "English Plan" of radio are published hereewith anonymously because, as a physician, he deems it improper to divulge his identity, which isn't vital to the article, anyhow.

As it was you see that a few four-lettered words were left to the imagination.

One of the gags one gets used to anything because when I heard this same story one week later, I found I was not near as shocked as I was the first time.

Harps and Flowers
This is the first article of this type I have ever written. I felt like writing lots to the BBC but I used to get a tremendous amount of satisfaction from reading "Court Comments" in the Evening Standard. They gave me a type of vicarious satisfaction because I felt quietly wallow at pleasure at the darts shot at the BBC. I didn't realize until sometime later that the BBC was absolutely impene-

trable.

I loved that columnist when he would give thanks for having had to listen to the Bow Bells for only a total of one hour and eight minutes. I revelled in his complimenting an occasional program and telling us that each like this to this recommended program immediately for sure as soon as it became popular, the BBC would be doing anything else but it. But I like England and everything English—well, almost everything.

Then, because I still liked radio I visited the home of this absolute of prudence, but when I heard on the station was my proudest moment and the way they do most everything. We hear a lot about the English being stuck up and being too sensitive and doing things the wrong way, but I have such a profound respect for them that I don't mind that too much. They are all the same, but purposely following through a plan. If this impression is correct, and I think it is, it's the sort of story she would not enjoy.

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Then, because I still liked radio I visited the home of this absolute
For the seventh successive month of 1938, NBC network business increased over 1937 to all-time highs.

In July the NBC Red Network advertising volume ran 74% ahead of its closest competitor. But even more interesting and important to you...

Winter and Summer, advertisers affirm their recognition of NBC as the world’s greatest broadcasting system. *NBC carries eight of the ten highest rated shows.* Sponsors know that the audience maintained by NBC throughout the Summer guarantees a flying start for Fall programs.

Winter AND Summer they say it with Orders...NBC is the World’s Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA
Lewis Reid to KMBC

J. LEWIS REID, former program director of WOR, Newark, on Aug. 2 was named program director of KMBC, Kansas City, by Arthur B. Church, president. He succeeds Frank Heyser, who has gone to Des Moines to assume production of the new General Mills program Caroline’s Golden Store with Caroline Ellis over WHO starting Aug. 15. Mr. Reid, one of radio’s oldest microphone personalities, joined WJZ in 1922 as announcer and script writer, after having toured the country for a number of years with Elsie Janis and her gang. In 1929 he joined WOR and a year later was named program director. In 1935 he resigned to head a talent unit in London, handling a number of broadcasts for Standard Oil, through McCann-Erickson. Upon his return he became a free lance writer and producer and left that work to join KMBC.

Blocking Out of American Broadcast In Latin America by Germans Claimed

AMERICA'S chief competition in South America is in the field of radio, and its chief competitor is Germany, Linton Wells, roving radio reporter for NBC who has just returned from a 27,000-mile survey of Latin America, told New York newspapermen and correspondents of Latin American newspapers at a luncheon given in his honor Aug. 2.

Stating that Germany sends to South America good programs that come in with practically no interference, Wells said that Germany is not content with that, but also uses its powerful signal to block out programs from the United States.

On June 25, he said, he tried to pick up a speech made by President Roosevelt, which had been announced well in advance. As the speech began, he reported, it was blotted out by a German piano recital which went off the air immediately upon the conclusion of the President's talk. This was in complete violation of all international radio treaties.

Treaty Violations

Italy and Russia both broadcast to South America, but their signals do not compare with those from Germany, he said. Aside from German interference the chief handicap for American programs is the ignorance or disinterest of officials in charge of local broadcasting, he said, citing an experience he had in one country in which, on attempting to tune in W3XAL, NBC's shortwave transmitter, he received a program from a native station. When he went to investigate he discovered that a citizen had broadcast such a station, the broadcasting station had applied for permission to use W3XAL's wave because it seemed to be a good channel, and had received the permission to do so. Only in Argentina, Wells stated, was there any visible evidence of an attempt to live up to the Pan-American radio agreement.

Programs from the United States are popular in Cuba and Central America, he declared, and would be popular in South America if they could be heard there. President Roosevelt's "good neighbor" policy has created a friendly atmosphere toward the United States that was formerly lacking, he said, although there is a tendency to let this country make all the overtures without reciprocation from Latin America. However, he stated that he saw no evidence of the European doctrines of Fascism, Nazism or Communist gaining any foothold in South America.

During his four-month trip, made mostly by airplane, Wells visited every Latin American country except Paraguay and Bolivia. Each Sunday he broadcast a report of his experiences as part of the RCA Magic Key program, being heard from Managua, Nicaragua; Panama City; Bogota, Colombia; Lima, Peru; Santiago, Chile; Montevideo, Uruguay; Buenos Aires, Argentina; Rio de Janeiro, Brazil; Caracas, Venezuela; Trujillo City, Dominican Republic; Puerto-au-Prince, Haiti; Havana, Cuba.

Three Serials Continue

THREE programs of the daytime serials sent to society, sponsored by five clients of Blackett-Sample-Hum- mert, New York and Chicago, from 10 to 10:45 a.m., Monday through Friday, on a 16-station Red Net- work, have been renewed for another year, effective Sept. 26. Programs are: Mrs. Wing of the Cottage Patch, sponsored from 10 to 10:15 a.m. by Midway Chemical Co., Chicago, for Fly-ded and Aero White; John's Other Wife, from 10:15 to 10:30 a.m., sponsored the first three days of the week by Good Affiliated Products, Chicago, for Louis Philippe lipstick, and the last two by Wyeth Chemical Co., New York, for Just Patch Bilt, 10:30 to 10:45, which is also co-sponsored on Monday, Tuesday and Wednesday by Kolynos Co., New Haven, for its dentifrice, and the other two days by Anacin Co., Jersey City, for its headache table-lets.

Nurse School Testing

PIERCESCHOOL of Practical Nursing, Los Angeles, has ap- pointed Faraon Jay Moea Inc., Hollywood, to direct its advertising and using radio for the first time on Aug. 9 started a test campaign on 13 California Don Lee stations. Contract is for eight weeks and in- stitution is using weekly participa- tion in Early Morning News.

A BAD thunderstorm recently forced a temporary shutdown at WPTO, Norfolk, Va., singing beyond use more than $200 worth of equipment. Light- ning was so bad on the antenna that engineers were not able to get to the towers until the storm subsided.
"...has 'em by the ears...lots of excitement and action but nothing criminal or gruesome." — Variety

NOW AVAILABLE FOR LOCAL PROGRAMS

Buddy and Ginger

Knock, knock, KNOCK!—Moo-o-o-o — Cock-a-doodle-doo!... Pa, you git right up, must be ghosts, place is ha'unted sure as...
No, not haunted, Grandma! Just “Buddy and Ginger" up to their uproarious, side-splitting pranks. So really, wholesomely funny that this great kid program has been backed by one sponsor for four years straight— and still going strong.

104 TRANSCRIPTIONS NOW READY

Just released! The famous “Adventures of Buddy and Ginger" can be your advertiser's local or national transcribed program, except in seven mid-West cities where it is now running. Excellent for bakery, milk, cereal, clothing, sport goods, or department store advertisers. Three or five times a week. Now available for instant use: 104 transcriptions now ready! More to come as desired.

RUSH THIS COUPON

A rare opportunity for a smash program that really sells merchandise. First come, first served. If you are interested in sensational radio response—rush this coupon—TODAY!

MID-WEST RECORDINGS, INC.

MID-WEST RECORDINGS, INC.
24 South 7th Street
Minneapolis, Minn.

Rush me full descriptive, illustrated material about your newly released “Adventures of Buddy and Ginger” program.

Firm Name
Address
City State

960,000 Bottle Caps From One Broadcast

What a show—what a riot! A premium "plug" brings in an avalanche every time. Ideal for any well distributed product. A complete show plus perfect merchandising tie-ups. Personal appearances to support program, on request. Funny, exciting, mischievous “Adventures of Buddy and Ginger"—just released. Rush this coupon.

THEATRES JAMMED FOR PERSONAL APPEARANCES DESPITE FRIGID WEATHER

“Despite freezing weather, 4500 kids turned out to see Buddy and Ginger when they made a personal appearance at the Eighth Street Theatre." —Chicago Daily News. That's boxoffice with a bang! Get the dope on “Adventures of Buddy and Ginger." Rush this coupon Today.

MID-WEST RECORDINGS, Inc.
24 So. 7th Street
Minneapolis, Minn.
WNBC Going Full Time

WNBC, New Britain, Conn., plans to begin by Oct. 1 operation full time with increased power recently authorized by the FCC, according to an announcement Aug. 1 by Richard W. Davis, general manager. The station has purchased an RCA 1 kw. transmitter and amplifier and a two-element array Tuscon directional antenna, now in process of installation. Approximately $20,000 is being spent in new equipment. Now operating with 250 watts day and 250 night on 1380 kc. Hills W. Holt, engineer, is in charge of construction, assisted by his brother, Rogers S. Holt, WNBC chief engineer. WNBC observed its third anniversary July 15.

New Firn to Operate Bulova Stations Formed

GREATER New York Broadcasting Corp. has been incorporated at Albany, N. Y. with a capitalization of $500,000 to take over WOV and WBIL, New York, and WPG, Atlantic City, with Arde Bulova, New York watch manufacturer, as president, and H. A. Lafout as vice-president. The first two stations are owned by the Bulova interests, having been purchased for $300,000 and $275,000 respectively. WPG will be purchased from the City of Atlantic City for $275,000 if approval is obtained from the FCC. It is planned to shift the 1100 kc. frequency, on which WPG operates full time except for 6 to 8 p.m., sharing with WBIL, into New York in order to make WOV, now limited time on 1130 kc., a full-time outlet on 1100. WOV will vacate its 1130 kc. assignment since a 50 kc. separation is required for stations in the same metropolitan area. The proposed sale of WPG to Bulova was approved by the Atlantic City board of commissioners July 7 [Broadcasting, July 15].

Sidney in Hollywood

LEWIS K. SIDNEY, manager of WBN, New York, who is also in charge of G-G-M radio, has returned to New York after checking on the station's activities and conferences with Nicholas M. Schenck, either Loew Inc. executives. He will continue to supervise production of Good News of 1938 which resumes on the NBC-Red network Sept. 1, under sponsorship of General Foods Corp. (Maxwell House Coffee). Last season's production organization will be in charge of the program again. El Edgard will produce the weekly show, with Meredith Willson, NBC western division musical director, in charge of musicals. The series will continue to emanate from Hollywood.

Corn-Kix Expands

GENERAL MILLS, Minneapolis, (Corn-Kix), on Aug. 22 will start Thursday night "Glimpses," on a NBC-Red and Blue network. Aired in the afternoon, the series will be broadcast on about 20 network stations. The program is presently aired weekly in a quarter-hour duet series using 30 stations with full emission. Mike Blackett, Sample-Hummert, Chicago, is agency.

STAR NAMES COYLE AS RADIO CONTACT

WILLIAM E. (BILL) COYLE, for the last five years with NBC's Washington stations WRC and WMAL, on Aug. 15 succeeds Mr. Blair as the Washington Star as director of radio activities. The Star body has acquired WILMA, NBC Blue outlet, by purchase of its capital stock for $300,000. The station, however, is being operated under lease by NBC.

Mr. Coyle. Presumably the Star will acquire the station license and operation in February, 1941, when the leasehold expires.

Mr. Coyle will be liaison officer between the Star and NBC, handling special features for the newspaper over the station. Since its acquisition of the capital stock of WMAL, the station has adopted the background announcement WMAL, The Evening Star Station.

Mr. Coyle has been night supervisor of NBC's Washington studios and sports announcer. He joined the announcing staff five years ago after having worked for WTIC, Hartford. He attended Trinity College in Hartford. Mr. Coyle this year started a class in radio broadcasting at Catholic University, Washington.

Charles (Bud) Barry, who joined the WRC-WMAL announcing staff in February, 1937, has been named to succeed Mr. Coyle as night supervisor by General Manager Kenneth H. Berkeley.

Aided By Court Ruling, WOL Completes Towers

WITH Judge Mattingly of Prince Georges County circuit court, Maryland, refusing to remove an injunction restraining WOL from erecting its towers near the Quaker Chapel airport, construction of the towers was completed Aug. 11 and the new 1,000-watt Washington outlet will be on the air on Sept. 1 as scheduled, leaving unforeseen delays. Because the recently completed WRC-WMAL antenna cluster is also involved, the court's decision was regarded as particularly significant.

WOL, now with 100-250 watts on 1310 kc, will operate after Sept. 1 with 1,000 watts full time on 1230 kc, using Western Electric equipment and two 230-foot Blaw-Knox towers. With WOL leaving the local category, the FCC on Aug. 4 announced filing of an application by Lawrence J. Heller, Washington attorney, asking for authority to erect a new station in the capital using the facilities WOL is relinquishing.

New Reynolds Test

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (George Washington smoking tobacco), on Aug. 10 started a strip of Bill Dyer's sports broadcast, heard six days weekly on WCAU, Philadelphia. In addition, the company is using announcements in Polish on WDAS, Philadelphia. Agency is Wm. Esty & Co., New York.

RADIO program news and comment was dropped by all Detroit newspapers by an agreement effective Aug. 7. Only schedules are now carried.
BUSINESS EXECUTIVES

in a recent poll found

LOUISVILLE

1st in the South

10th in the United States*

Advertisers who have used WHAS for years to cover the rich Ohio Valley market are not surprised.

WHAS

—the vocal advertising medium of this community has played its part in making a market in which you can sell profitably.

*August "Sales Management"

EDWARD PETRY & COMPANY • National Representatives
Gregory Is Named Manager of KDKA

New Transmitter to Be Built By Westinghouse Station

ALTHOUGH no changes in operating policies are involved, closer liaison between NBC and Westinghouse in the management of Westinghouse-owned stations by NBC is seen in the appointment of Sherman D. Gregory as manager of KDKA, Pittsburgh, effective Sept. 1. Mr. Gregory, now assistant manager of broadcasting for the Westinghouse Electric & Manufacturing Co., under Walter Evans, succeeded A. E. Nelson, recently appointed sales manager of the NBC-Blue in New York.

Messrs. Evans and Gregory have been supervising all Westinghouse broadcast operations, including KDKA, KYW and WBZ-WBZA (NBC-managed) and WOJO-WOGL, Fort Wayne (Westinghouse-operated). Recently their headquarters were shifted from Chicopee Falls, Mass., to Baltimore, where Westinghouse has occupied a new plant. Mr. Evans also has charge of radio products, particularly sales of shortwave and other equipment to the Government.

New Transmitter

According to Mr. Evans, a new transmitter plant is being designed for KDKA and equipment will be built by Westinghouse. A site for the proposed plant has not yet been selected but it will be a new one, he said.

Mr. Gregory, 33, will have charge of the program and business activities of KDKA, reporting to A. H. Morton, general manager of NBC-owned and managed stations. He is one of the youngest NBC station managers. A native of North Dakota, and former amateur operator, he was graduated from the North Dakota School of Mines in 1926 as an electrical engineer. He has been with Westinghouse since taking his college degree, during which he had charge of many broadcast station installations.

Mr. Gregory was in Pittsburgh Aug. 8 to get acquainted with the KDKA staff. William E. Jackson, chief of local sales, has been acting manager of KDKA since Mr. Nelson left July 25 to take up his New York duties.

Rines Buys WLBZ

APPLICATION was filed Aug. 9 with the FCC by Thompson L. Guernsey, of Dover-Foxcroft, Maine, chief owner of WLBZ, Bangor, asking for authority to transfer ownership of the station, a regional outlet on 620 kc., to Henry P. Rines, operator of WCHS, Portland, and an important Maine hotel owner. The purchase price is $150,000. WLBZ was founded as an amateur station and is one of the few such stations still operated by its founder. Minority interest in the station is held by Ralph Hornblower, of Hornblower & Weeks, Boston investment bankers.

WHAL, Baltimore, has applied to the FCC for a power increase to 50,000 watts, using a directional antenna. It now operates with 10,000 watts on 1000 kc., but synchronizes with WJZ part time nights using 2,500 watts on 700 kc.

INDUCTED into his new post as general manager of KDKA, Pittsburgh, is S. D. Gregory (left) being handed symbol of the Westinghouse-managed and NBC-managed station by A. E. Nelson, retiring manager who has been made chief of sales of the NBC-Blue network in New York. Gregory visited the station Aug. 8 preparatory to assuming his new duties Sept. 1.

WGAN MAKES DEBUT AUGUST 3, JOINS CBS

AUTHORIZED in 1936 but its construction held up by litigation, the new WGAN, Portland, Maine, will go on the air with test programs Aug. 3 and will be a CBS outlet. Creighton E. Gatchell is general manager. Stations are in Portland's Columbia Hotel. The station is controlled by the publisher of the Portland Press-Herald and Express. Guy P. Cook, who has applied to the FCC for authority to take over the controlling shares formerly held by the late George W. Martin, who originally projected the station.

Mr. Gatchell, connected with the New York publisher of the same name, is president of the company. Lawrence E. H. Stubbs, with the newspapers, is assistant treasurer. The staff includes Richard E. Bates as program director; Roger W. Hodgkins, chief engineer; Sam Henderson, chief announcer; Roswell Dyer, Harold Falsman and Carol Ann announcers; Warren H. Hamilton, Kenneth B. Woodbury, Curtis B. Plummer and Lewis R. Collins, operators.

New England Links

WHEN the new WCOU, Lewiston, Maine, goes on the air on or about Oct. 32, it will immediately be linked with the Yankee and Colonial networks, according to John Shepard 3d, president of the networks. Most recent New England station to be linked to the regions was WHAI, Greenfield, Mass., which joined May 15. Mr. Shepard announces that, contrary to earlier reports, the new WBBK, Pittsfield, Mass., is not a member of his networks but is merely linked for certain political speeches. The Lewiston station will operate with 100 watts on 1210 kc., and will be licensed to the publishers of LeMessager, French language daily.

KWBQ, Hutchinson, Kan., remained silent throughout Aug. 5, by special permission of the FCC, due to the death of Mrs. W. B. Greenwald, wife of the station's owner.
COLORADO SPRINGS and

In this area, KVOR is THE home station

- With retail sales of nearly $450 per person, wealthy, liberal-spending Colorado Springs is an essential consideration in western merchandising.

In food stores, for instance, Colorado Springs spends at the rate of an average city nearly twice its size, and a total in excess of 44 larger cities. In drug stores, it spends three times the U.S. average, a total greater than in 152 larger cities.

The most direct route into the homes of Colorado Springs and Southern Colorado, the way to turn this market's extraordinary spending power most profitably into sales, is through KVOR, the home station which most completely serves and satisfies this region.

GET THE FACTS

- Send for the booklet "Discoveries," just off the press, which tells the impressive story of KVOR's popularity and prestige in Southern Colorado.

KVOR SHOW DRAWS TURN-AWAY CROWD

- By far the largest crowd ever to fill Colorado Spring's city auditorium came from all over Southern Colorado to witness the final broadcast of KVOR's recent talent hunt. 4,500 got in; 2,500 more were turned away.

KVOR COLORADO SPRINGS

Affiliated with WKY, Oklahoma City and the Oklahoma Publishing Company

NATIONAL REPRESENTATIVE

THE KATZ AGENCY, INC.
Three More Get
Canada Licenses
Power Increases Given Others
By Dominion Authority

BY JAMES MONTAGNES

THREE new licenses have been issued for Canadian broadcasting stations, according to W. A. Rush, Controller of Radio, Department of Transport, Ottawa. 

There are arrangements at the new 100-warnt F.CRFN, Edmonton, from 100 watts to 500 watts; CHB, Moose Jaw, from 125 watts day and night to 250 watts day and 100 watts night; CJRC, Winnipeg, from 1,000 watts day and 500 watts night to 1,000 watts day and night; CKPR, Fort Arthur, from 100 watts to 1,000 watts.

Church Station Sold

CKCF, Vancouver, has changed ownership from the United Church of Canada to Standard Broadcasting System, with address 1564 Sun Bldg. This 80-watt station was sold in February to the Vancouver Sun, but the newspaper at the time officially reported that arrangements had not been completed. The shortwave license which went with CKCF, has also been taken over by the new company.

There is no change in power as yet, according to word from Mr. Rush.

The Canadian Broadcasting Corp.'s new 50,000-watt transmitter at Port Arthur, which will go over the air as CBA and will be located at Sackville, New Brunswick, operating from 150 to 300 feet.

CBK for Prairies on 540 Kc.

The new CBC transmitter for the Prairies will go on the air as CBK on 540 kc, at present used by CKM, Regina, but far from the proposal of the old transmitter which has not yet been definitely fixed, according to Donald Manson, chief executive of the CBC. Both CBK and CBA, transmitter in the Maritimes at Sackville, N.B., are staffed with 50,000-watt transmitters, it is officially stated. Type of radiators has not yet been fixed. Construction of the two transmitters is in the hands of G. W. Olive, chief CBC engineer and H. N. Smith, design and construction engineer.

No date has yet been set for the approximate opening of either station, but at least a trial broadcasting period has been appointed yet. Both stations will utilize the latest technical advances made in radio equipment since the days of the first station in the Canadian Prairies, the two CBC 50,000-watt stations built last year—CBL, Toronto, and CBF, Montreal.

FIRST VISITOR to record his voice on the "oral guest book" in the new $100,000 Interior Department studios was Earl Godwin, veteran Washington correspondent, NBC commentator, and president of the White House Correspondents' Assn. Watching as Godwin recorded his impressions of the awesomely new government studios are (l-r) Bernard C. Schoenfeld, chief script writer, Shannon Allen, acting director of the Department's Radio Section, Mr. Godwin, and Aubrey Taylor, assistant director of the Division of Information of the Interior Department.

Modern Studio for Governmental Use

Is Opened in Interior Dept. Building

UNCLE SAM'S first big-time radio studios, located in the north penthouse of the new Interior Department Bldg. in Washington, opened for public inspection on July 15. The new studios, estimated to cost about $100,000, will give offices and divisions of the Department of Interior, completely modern reproduction and amplification facilities, although transmission facilities will be confined to regular private stations and networks, in keeping with government policy.

Penthouse plans call for direct line connection with Washington stations and through them with the networks and the Interior Department studios will probably be used as the origination point for many Government broadcasts. However, it is thought that such studios will be limited largely to producing transcriptions for use in particular localities. The National Park Service, the Office of Education and other divisions of the Interior Department which have already used radio extensively will likely be the largest users of the new facilities.

Although the studios will be available for use by other Government departments, when such use would be more convenient than broadcasting direct from network studios, they are primarily a development of the Interior Department, and are operated under supervision of the Radio Section of the Department's Division of Information.

Shannon Allen, formerly with NBC and assistant director of the radio project of the Office of Education, has been appointed director of the Radio Section and Bernard Schoenfeld, former chief script writer of the Radio Project and author of the CBS-Office of Education Bratwurst World program, is chief script writer.

Rewarded by Stork

MR. AND MRS. WALT FRAMER, the Blessed Everet and New Oregon, respectively, of W.W.S. Pittsburgh, are parents of a girl born Aug. 7, Mr. Framer got his chance to beam for his family on the next day's Blessed Everet during which he announces new babies in the Pittsburgh district.

SIX-MONTH PROFIT

OF CBS INCREASES

IN ANNOUNCING a cash dividend of 25 cents per share on Class A and B stock of $2.50 par value, paid out of profits to stockholders of record Aug. 26, CBS on Aug. 1 informed its stockholders that gross income from the sale of facsimile equipment increased 15.6% during the first 26 weeks of 1938 ended July 2, amounting to $18,384,005, compared with $16,074,514 during the same period of 1937. After time discounts and agency commission, the net profit of the first half of this year was $13,064,922, compared with $12,401,238 during the first half of 1937.

Net profit for the first 26 weeks of this year was $2,557,192, compared with $2,525,813, the equivalent of $1.51 and $1.41 earnings per share respectively, calculated on the 1,707,950 shares of $2.50 par outstanding at the beginning of the year.

William S. Paley, CBS president, pointed out that the first six-month results were not to be understood as forecast of the full year's results since individual quarters and the first and second quarter profits would be substantially below those earned during the third quarter of 1937.

The CBS board of directors for the first half of the year showed that $500,000 was set aside for Federal income taxes to be paid this year, compared with $30,000 for the same period last year.

NBC Yields Nearly Half Of RCA'S Six-Month Gross

NEARLY half of the gross income of RCA and its subsidiaries during the first six months of 1938 was reported last week by the Board of Directors to an announcement of the RCA consolidated income statement for the six months ended June 30, 1938, for the public Aug. 2. The statement shows a total gross income for RCA from operations of $45,254,304 for the same six-month period. Last year, Net profit for the first six months of this year was $12,401,238, equaling the previous record of $12,401,238 for the same period of 1937. Net profit for the first six months of this year was $2,557,192, compared with $2,525,813, the equivalent of $1.51 and $1.41 earnings per share respectively, calculated on the 1,707,950 shares of $2.50 par outstanding at the beginning of the year.

My-Fine Series

FENICK & FORD, New York (My-Fine Series) on Sept. 12 or 19 will start a transcription campaign on 11 eastern stations. This program, "Dandy Show," will be heard Mondays through Fridays at 5:45-6 p.m. on WOR, New York; WMMS, Cleveland; WBBM, Chicago; WMAY, Buffalo; WORC, Hartford; WMAS-WNBX, WABC, New York; WRAB-WABC and WABC, New York; WOKO-WBKB, WOKO-WBKB, WOKC-WBKB, WOKO-WBKB, WOKO-WBKB. The show is produced and directed by WORC, New York.

THOMAS H. APPLEY, Washington correspondent, is conducting a field strength survey for WNAS, Philadelphia.
ARE YOU "TUNED IN" TO THE WEST'S 3RD LARGEST MARKET? . . . .

INNER CALIFORNIA! A rich, responsive market with a radio beam... the McClatchy Stations... leading straight to sales results! Tests prove that you can NOT cover this great trading area with San Francisco or Los Angeles stations... that you CAN obtain COMPLETE coverage with Inner California's "home network" whose popular stations are regular NBC Red & Blue outlets.*

Are the McClatchy Stations on YOUR Pacific Coast schedule? Are YOU getting the benefit of this COMPETITION-PROOF audience? Spot or network, day or night, 80% of Inner California radio families are regular listeners to these "home" stations.

These people have tremendous buying-power! All four of Inner California's key distributing centers... Sacramento, Fresno, Stockton and Bakersfield... stand high among the nation's leaders in per capita retail sales! Tune in on Inner California for measureable results!

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

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

*For a complete coverage of all California, use the California Radio System, which includes the McClatchy Stations and popular station outlets in San Francisco, Los Angeles, Long Beach and Santa Barbara.
Hollywood Hotel Returns Sept. 9 With New Cast
WITH William Powell, film actor, signed as master-of-ceremonies, and other talent lineup virtually completed, Hollywood Hotel will return to CBS on Sept. 9 under continued sponsorship of Campbell Soup Co., to be heard Friday, 5-6 p.m. (PST). Powell will also serve as headliner in the dramatic series to be featured on the weekly program.

Victor Young is to direct the orchestra and be in charge of music. He conducted for the Al Jolson program last season. Vocalists contracted are Frances Langford and John Sablon. John McClain, Hollywood scenarist, has been signed as writer on the series. Ken Niles will announce. Brewster Morgan, who produced the series last season, will continue in that capacity, under supervision of Diana Bourbon. West Coast manager of Ward Wheelock Co., agen
cy servicing the account, Ward Wheelock, head of the agency, was in Hollywood during early August.

Miller's Radio Debut
WHEN Neville Miller addressed the Wichita Rotary Club Aug. 8, it was his first appearance before the business side of a microphone since announcing the NAB presidency July 1, and resulted in something of a "scoop" for KANS, Herb Hollister's 100-watt station in Wichita. KANS broadcast the address, which dealt almost entirely with the Louisville flood of last year, when Mr. Miller, as Mayor, was the general staff of the relief and rehabilitation forces—an undertaking which won him national acclaim. Mr. Miller makes his first formal radio address Aug. 19 when he will deliver the commencement address at the Peabody Teachers College in Nash
town, with at least one nationwide network to carry it.

NAB District Meetings
(Continued from Page 15)
paid tribute to the part radio played in it.
One resolution was adopted at the Wichita session—to oppose the FCC rule requiring reexamination of operators whose licenses expire while still engaged in active engineering pursuits at broadcasting stations. It was offered by Kay Pyle, KFBF, Abilene, Kan.
Present at the New York meeting Aug. 8, in addition to those mentioned, were Gene O'Fallon, KFEL, Denver; NAB director; Jack Whit

Charles Denny, WJTM, Jamestown; Richard E. O'Dea, WNEW, New York; Norbert O'Brien, WITM, Hartford; T. V. O'Hear, WABC-CBS, New York; John Kigkina, NBC, New York; Fred R. Ripley, WSYR.

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This new 1938 "Kansas Radio Facts" is the answer to your problems of time, program, station, market and economic data for Kansas. Facts, figures and breakdowns, never before available in any survey, cram this new second edition.

For a living, breathing, cross-section of Kansas is yours for the asking. Write or phone for your free copy.

Ben Ludy, Manager

Represented by CAPPERS PUBLICATIONS, INC. New York—Detroit—Chicago Kansas City, Mo.—San Francisco

WIBW—the Voice of Kansas

Page 38 • August 15, 1938
It's still the good old Summertime yet Fall contracts are now coming in fast. For these Progressive Advertisers appreciate that early contact with our "Friendly Family" of 2,500,000 Italo-Americans will result in greatly increased Fall Buying!

To "Fall In Line" NOW — "The Italo-American Way" — is to insure preferred position in your forward march to Fall Sales in our Billion Dollar Market!

WOV
NEW YORK • 1000 WATTS
WPEN
PHILADELPHIA • 1000 WATTS
WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY
What’s for Supper? WOW, Omaha, made the AP wires early in August with a story which the press association described as a “wonder time” for the station’s listeners. The WOW transmitter, high atop a cathedral, and on an unidentified housewife and her husband were cut in with an animated discussion of what the husband should eat. Telephone calls to WOW piled up, relates the AP, until the homey talk could be cut off by switching to an emergency line.

DESE GUYS AIN’T SCREWED, SEE?

A full-week’s check of local Louisville radio programs showed that Louisville merchants use nearly one hour on WAVE for every ten minutes on any other Louisville station. . . . Boys, that’s just nepotism. These merchants want and get RESULTS. And they know that WAVE’S million listeners comprise all of the Louisville Trading Area’s population—that WAVE delivers the Louisville market without waste and at less cost. . . . If you want the real, honest facts, write WAVE today! An N.R.C. outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

Trade Associations Adopt Standards Of Cosmetic Advertising and Labeling

TOILET GOODS Assn and the National Retail Dry Goods Assn recently reached an agreement on cosmetic advertising and labeling under the Wheeler-Lea Act and expressed the belief that under provisions of the Wheeler-Lea amendment to the FTC Act, and under the Copeland Act, certain sections of which are immediately effective, guidance is needed in determining acceptability of advertising copy. A statement issued to members of the Toilet Goods Assn. July 26 by H. Gregory Thomas, head of the board of standards, notifying them of the agreement, listed five advertising claims which should not be published or distributed unless approved by the board of standards of the TGA or sufficiently corroborated by the advertiser. Some advertising claims that any nail polish will prevent or cure baldness or baldness conditions will only be acceptable if the product is applied externally or will NOURISH or STIMULATE the scalp. Such advertising claims may be valuable in softening or soothing the hair and scalp.

For Cautious Use

Advertising claims listed as “subject to caution” include:

1. Claims that the preparation may be utilized to prevent BALDNESS of the head. Such claims may be acceptable when accompanied by instructions for adequate rinsing or application to promote flow of blood to the scalp.
2. Claims that any preparation which can be applied to the skin as a cosmetic or for any other purpose is ANTI-BACTERIAL or ANTI-GERMICIDE. Unless it is a GERMICIDE. (Except certain preparations which, if utilized as a wet dressing, ointment or dusting powder, or in such other use as involves prolonged contact with the body may prevent infection.
3. Claims that any POWDER will not clog the pores.
4. All claims for VITAMINS in cosmetics. (This matter is now under investigation by the Federal Trade Commission, and the Food & Drug Administration.
5. All claims for HORMONES in cosmetics. (The use of hormones has recently been the subject of a warning by the American Medical Assn.

Not Acceptable

The 18 “not acceptable” advertising claims include:

1. Claims that YOUTH can be restored to the skin by cosmetics. (The use of cosmetics can be a more youthful appearance to the skin)
2. Claims that any preparation applied locally will REJUVENATE any GLAND or OFFER TO PREVENT DULLNESS or FLABBINESS of the facial muscles or will restore the YOUTHFUL LIFE to the face. Such claims are objectionable to the Federal Trade Commission, and the Food & Drug Administration.
3. Claims that the SKIN can be FED OR NOURISHED by external application of a Cosmetic. (The Federal Trade Commission has taken the position that nourishment of the skin can only be supplied through the bloodstream. This statement in our opinion represents the present time the attitude of the Federal Trade Commission, and the Food & Drug Enforcement Agencies, although it has been subject to considerable search, controversy, and further research and experimentation.
4. Claims that any preparation used externally will PERMANENTLY remove the freckles or blemishes of the skin. (Drying of the skin may be relieved by the application of certain cosmetic preparations.
5. Claims that any preparation will remove WHISKERS or ORANGE FACES. (Certain preparations will temporarily lift or remove freckles from the face and crow’s feet)
6. Claims that any preparation will permanently remove FRECKLES, MOTH PATCHES or other. (DEEP SKIN dis-colorations or SAFELY PEEL the skin.
7. Claims that any preparation applied locally will cure ACNE. (Some preparations will cause skin blisters temporarily to disappear)
8. Claims that any preparation which can be applied to the skin in any way as a cosmetic or used as a mouth wash is SAFELY ANTISEPTIC. With the exception of such preparations which destroy all germs.
9. Claims that any preparation containing a sulfide can safely be used for the removal of FACIAL HAIR.
10. Claims that any preparation will cause HAIR to GROW.
11. Claims that any preparation being applied to the scalp is a cure for DANDRUFF. (Many preparations will assist in removing the loose scales of dandruff, and by regular use may help to prevent the appearance of such loose scales)
12. Claims that any preparation will RESTORE the COLOR TO THE HAIR.

(The preparations which affect the color of the hair are in fact dyes or tints, and not color restorers).

13. Claims that any preparation for the use of VITAMINS or HORMONES in the preparation, use, application of any product will only be acceptable if the product is applied externally or will NOURISH or STIMULATE the scalp. Such advertising claims may be valuable in softening or soothing the hair and scalp.

14. Claims that any TOOTH POWDER, Past & MOUTH WASH will restore the teeth to their former or NATURE color.
15. Claims that any preparation or preparations applied to the teeth will unmold or restore luster or brightness to the teeth.
16. Claims that any preparation will permanent or PRODUCE any other claim that the claim is limited to the open surfaces of the teeth.
17. Claims that any preparation community used as EYE WASH will STRENGTHEN the eyes or the nerves of the eye, or relieve strain of the eye, or have any effect upon the eyes other than that the preparation contains the proper ingredients to clean the eye or relieve irritation.
18. Claims that solutions or preparations applied externally will dissolve FAT cells and are effective as WEIGHT REDUCERS.

Plans Considered By Survey Group

Benson and Miller Confer on Joint Committee’s Activity

PLANS for future operations of the Joint Committee on Radio Research, in its quest for a cooperative plan to measure station coverage, were discussed informally Aug. 14 by John Benson, president of the American Association of Advertising Agencies, and Neville Miller, NAB president, at a conference at NAB headquarters in Washington. Also present were L. D. H. Weld, research director, KDKA-Erikson and chairman of the technical subcommittee of the Joint Committee, and H. S. Benson, NAB research director and former secretary of the Joint Committee.

Engaged in its exploratory study for the past three years, the Joint Committee is pressing for inauguration of an acceptable coverage yardstick as soon as possible. The committee is made up of five members each representing A.A.A., NAB and American Association of Broadcasters. Several studies have been released by the Joint Committee preparatory to development of the coverage yardstick, including 1937 and 1938 estimates of receiving set ownership figures by country.

Discussion in connection with the cooperative coverage bureau, which would be radio’s counterpart of the Audit Bureau of Circulation, has centered about “listening area” research, and in particular field strength studies. Agencies generally, it is understood, have been inclined to favor the former method as a measurement of average station audience rather than the purely technical study.

Selection of successor to Mr. Peter as secretary of the Joint Committee probably will be the basis of the next meeting of the Joint Committee. Benson has indicated he might desire to call a session early in September. There is considerable interest in the Joint Committee organization so that the secretary would become the actual executive officer.
Cash in on Spot!

START YOUR SCHEDULE IN
BROADCASTING SEPTEMBER 1

Forms close August 24

Good News EXTRA
FALL SPOT EDITION

National Spot Looks For Boom Season

Regionals, Locals
Getting More Spot

NATIONWIDE SURVEY REVEALS
BIG TREND TOWARD SPOT!

LONGER LISTS
PLANNED BY
BIG ADVERTISERS

Transcriptions GAIN!

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Forms close August 24

Good News EXTRA
FALL SPOT EDITION

National Spot Looks For Boom Season

Regionals, Locals
Getting More Spot

NATIONWIDE SURVEY REVEALS
BIG TREND TOWARD SPOT!

LONGER LISTS
PLANNED BY
BIG ADVERTISERS

Transcriptions GAIN!

Cash in on Spot!

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Transcriptions GAIN!
Do your musical tastes run to the sweet singing notes of the violin? Or the equally sweet and cheerful ring of the cash register? Or both? Your wishes are well granted when you bring your radio campaign to World Broadcasting System.

For WORLD has mastered the art of radio marketing, whether you measure radio by millions of listeners or millions of dollars. Through its outstanding facilities and its famous Western Electric Vertical-Cut Wide Range recording, WORLD is helping many national, regional and local advertisers to play sweet music* on their dealers' cash registers.

From January to June, 1938, seventy-six successful sponsors bought 17,876 hours of station time to broadcast their WORLD-produced programs on WORLD transcriptions. This six-month period—the best in WORLD history—was 24% ahead of the first half of 1937. That's sales music with a swing all its own! When these wise time buyers constantly increase their use of WBS Selective Broadcasting, there's a reason—the song of sales which WORLD is helping them sing!
Make a note of it. Get the full facts today. Let WORLD tell you how YOU, too, can learn to play the same pretty tune on your cash registers. Write to World Broadcasting System, at 711 Fifth Avenue, New York City (301 East Erie Street, in Chicago).

* * *

* And by the way, World-produced programs are quality programs. "Hearing is Believing!" An audition at any World office or World subscribing station will prove to you there's nothing on the air today to equal the beauty and realism of World's Vertical-Cut recording and reproduction. Only World transcriptions are truly Wide Range, because only World records exclusively on Western Electric equipment.

WORLD BROADCASTING SYSTEM
Transcription Headquarters
ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
THE CHANCES are that those who buy and dispense spot broadcasting are going to need all of September’s 30 days—and maybe a few nights—this year. The reason lies in the fact that sponsors and time buyers have more plans in the making stage than the most optimistic would have dared predict a few months ago, and these plans are going to materialize next month. Usually they are pretty well placed by the end of August.

As explained in a nationwide roundup of spot printed in this issue, the season looks unusually bright—from an Aug. 16 perspective. The last six months have been difficult ones for some station managers, although the industry at large has not felt the depression as severely as most other media. The next few months, bolstered by political time, should be surprisingly good ones. The only cloud on the spot horizon is the fear of some advertisers that the present upturn in business is too good to last.

Myopia

IF THERE is one thing calculated to hasten an early acceptance of facsimile, it is the elimination of radio program comment by the newspapers—especially advance notices giving some detail of what’s going to be on the air that day or evening. After their sad circulation experiences in the past, newspapers know they cannot eliminate program listings, but now on the plea of saving white space many are cutting out their radio news and comment columns. This despite the fact that the pages carrying radio schedules and news are more than often preferred position for many advertisers.

Survey after survey has proved the radio section one of the most frequently consulted pages in the newspaper. Yet some myopic publishers are trying to emasculate it further, perhaps more out of jealousy at the ease with which radio has ridden out the depression than a real desire to conserve space. Many readers are showing their annoyance at being unable to get more than a mere two or three-word program listing without further details about the nature of the program and the artists.

Well, we can only remind the publishers that they once tried boycotting radio entirely, with well-known results. If some of them still regard radio as a competitor to be fought and crushed, what a rueful day is in store for them when not only program listings but previews, reviews, photos—yes, and even advertising—will be brought directly into homes via facsimile. It can be done now, and fairly cheaply; it’s only a matter of better times, plus the stimulus of newspaperrecalcitrance and reader disgust, before facsimile attachments to radio receivers will be as commonplace as the sets themselves.

Dollars With Wings

HARRISON HOLLWAY got a fine lot of publicity out of his crack that a can of film is the same as a can of beans to him when it comes to giving free time for movie previews. The broadcast industry is likely to realize the meaning of those words when it sees every daily newspaper in the country running full-page advertisements in the million-dollar white-space campaign the film moguls will wage for three weeks this autumn.

They’re after good will, these emperors of the silver screen, and they’re willing to pay for it even if it costs a million dollars. Radio will be invited to cooperate by donating valuable quotas of free time. That the medium can boost film profits has been demonstrated repeatedly, as in the case of M-G-M’s Good News series (sponsored), and the recent Irving Berlin show (free) promoting the movie based on the composer’s songs.

The average broadcast executive will likely approve further donations of free time, if any, with gnawing pangs in the pocketbook region.

The Price of ASCAP

IN ABOUT two years, the existing five-year contracts of broadcasters with ASCAP will expire. Already there are the usual and indisputable signs that ASCAP has started what appears to be another well-oiled campaign. There is, for instance, the talk of making broadcasters pay through the nostrils for anti-ASCAP litigation. The same story was utilized prior to the 1935 extensions, over and over, until the industry was brought to terms—there being no alternative.

It is encouraging to learn that NAB’s new president, Neville Miller, has made ASCAP his first order of business. He believes in starting his music shopping early.

With that in mind, we might pause to figure out just what stations pay ASCAP for the right to perform ASCAP music only by paying 5% of “net receipts”. The 1937 FCC tabulations [BROADCASTING, June 15, July 1] come in handy by affording the basis for comparison.

Net sales of the average station (assuming this basis for the ASCAP contracts covering royalties) were $177,960 during 1937. Subtracting receipts from the sale of talent and programs (which some stations deduct in construing ASCAP’s “net receipts”) would leave a balance averaging $185,022 per station. And 5% of that equals $8,251.10, which the “average station” pays into ASCAP’s coffers, exclusive of the arbitrary “sustaining fee”.

Of course, this average is somewhat out of line because of the discriminatory ASCAP contracts. For example, newspaper stations pay on an entirely different basis, since they guarantee only to pay four times their sustaining fee, with the percentage fixed on programs using ASCAP music only. Networks likewise pay on a different basis, and owned and operated stations are accorded still different treatment.

But the rank and file of stations—those not qualified for the newspaper or network contracts—pay on all of their “net receipts” from station time. Based on FCC figures again, the average station program expense is $47,545. If that figure is used as the base, then the average station is paying ASCAP 17.4%—which is the ratio of ASCAP payments on commercial revenues.

Then comes the question: How much of the expense of commercially sponsored programs over the average station does this fee represent? FCC figures for the week of March 6, 1938, which was the week analyzed for program purposes, show there were 7,743.5 hours of commercially sponsored music out of 21,542 commercial hours. Commercial music programs represented about 85.3% of the commercial hours. And that portion of the average program base would be about 98.9%.

Getting back to the average fee paid to ASCAP by the average station ($8,251.10) it is found this is just 48.6% of the cost of presenting commercially sponsored musical programs, all of which do not use all-ASCAP music.

The figures may not prove everything, but they give the industry something to think about.
IF ALL the nice things usually written in biographies of successful figures in the business world were arrayed on a single scroll, the composite would offer an uncannily precise verbal portrait of Donald William Francisco (Don for short), newly-elected president of Lord & Thomas and successor to the venerable Albert Lasker.

Dark-haired, brown-eyed and firm voiced, he is a dynamic and compelling personality. B r o a d - m o u n t e d, with a dreamy smile, he has a fund of stories and an endearing mode of Marc Antony's "I have a fund of stories and I can tell them for six years directed me to save them." He has a fund of stories and an endearing mode of Marc Antony's, "I have a fund of stories and I can tell them for six years directed me to save them."

His forte, his personal career, is a born diplomat, in many ways. His success is a born diplomat, in many ways. His success in the business world has been in the hands of the agency's constant expanding radio department in Hollywood. He will continue that work and along with it, he will continue to maintain their California home, although stationed in New York. They have one son, Don Jr., 21, who is the radio production department executive of Lord & Thomas in Hollywood. Young Don was recently married to Miss Patricia Goodwin of Pasadena, and they live at Santa Anita Ranch. — D. G.

DONALD WILLIAM FRANCISCO

We Pay Our Respects To —

DON ROBBINS, for nearly two years in San Francisco sales manager for the McCroby radio stations in California and sales representative for the station in Chicago, has resigned as of Sept. 1. His future plans are indefinite. No successor has been named.


WOODY WOODHOUSE, commercial manager of WDYN, Durham, N. C., has been elected president of the Burlington Junior Chamber of Commerce.

MARION KYLE, formerly Lord & Thomas, Los Angeles, account execut- ive, has been transferred to the KMPC, Beverly Hills, Calif., succeeding Robert Reynolds, who resigned to play professional football.

LESLIE L. CARDONNA Jr., of the sales staff of WYBA, Richmond, mar- ried Miss Joyce Harvey in late July.

E. PALMER BALDWIN, formerly of Addison Vans Adv. Agency, Buf- falo, and Baldwin, Urquhart Co., Los Angeles, has accepted a job with WPHJ, Philadelphia, as program coordinator.

BOB SMITH recently joined WDXY, Fargo, N. D., as salesman and How- ard Lassen became publicity di- rector.

JOHN T. CALKINS, manager of the Toronto Sun, has returned from a recent gill bladder operation.

ROBERT ELLIOTT, of the sales staff of WGT, Schenectady, has been trans- ferred to NFC sales in New York.

GEORGE M. BURBACH, director of KSD, St. Louis, and advertising man-ager of the St. Louis Post Dispatch, returned from a European trip Aug. 11 on the Europa.

His secret of success is work, for work is his hobby. Like so many advertising men, he is an enthusiastic amateur photographer and golfer. He plays a good round of golf, but isn't very serious about the game, and says he enjoys it most when Mr. Francisco is the photographer. He is also a great baseball fan.

Mr. Francisco has served as president of Advertising Clubs Association, Pacific Advertising Agencies Association and Los Angeles Advertising Club. He is past president of the Associated Advertising Clubs of the World, and formerly a director of the Advertising Federation of America, Association of National Advertisers and National Outdoor Advertising Bureau. He is also past chairman of the Advertisers' Council of the Pacific Coast. He has resigned as president of the Hollywood (Cal.) Baseball Asso- ciation and is now serving as its vice-president and has been appointed early this year. He is a member of Alpha Zeta, honor agricultural fraternity; Scabbard & Badger, Indiana University Society, and Alpha Delta Sigma, honorary advertising fraternity.

Mr. and Mrs. Francisco live in Pasadena, Calif. They will continue to maintain their California home, although stationed in New York. They have one son, Don Jr., 21, who is the radio production department executive of Lord & Thomas in Hollywood. Young Don was recently married to Miss Patricia Goodwin of Pasadena, and they live at Santa Anita Ranch. — D. G.

BROADCASTING • Broadcast Advertising

JAMES C. HANRAHAN, vice-presi- dent of Scripps-Howard Publications, has transferred from Cincinnati, where he has served as vice-president of WCCO, to Memphis, where for the next six months he will be in charge of WMPX.

ALFRED J. MCCOSKER, president of WNYX and YON, New York, and on the board of MBS, sailed Aug. 8 on the Conte de Savoia for Genoa, Italy, where he will meet Miss McCosker. They plan to tour the Italian lake region.

T. F. (Ted) ALLEN, former radio director of the Republican National Committee, and afterwards with J. D. Devine and Associates, station repre- sentatives, on Aug. 1 joined WGNY, Newburgh, N. Y., as commercial man- ager, Peter Goeler, director and owner, has announced.

HISBON SYLVESTER Q. CAM- NY, president of KSL, Salt Lake City, sailed Aug. 3 on the Aquindia with Margaret for a two month tour of Europe.

AMORY L. HASKELL, president of WBNY, New York, has been ap- pointed to the chairman's chair of the National Broadcasting Company, formed early this year to handle the insurance, agricultural and residential center.

ART LINICK, vice-president of WJJD, Chicago, underwent an ab- dominal operation at the Hospital of Herbshein, commercial manager of this station, is in hospital recovering from chest injuries suffered recently when he fell from a horse.

So successful was Don Francisco in establishing this department that six months later he was made assistant advertising manager of the Exchange. The following year, in May 1916, he was appointed ad- vertising manager and transferred to the main office at Los Angeles.

Before going to the West Coast, though, he married Constance Lit- tie, debutante of Pasaca, N. J., the date being Oct. 27, 1916. He took his bride to Los Angeles and for six years directed advertising and trade promotion activities of the Exchange, his work attracting national attention.

In 1921 Albert D. Lasker, presi- dent of Lord & Thomas, invited Don Francisco to join the agency as co-manager of the Los Angeles office. He accepted and by 1927 was general manager of the agency in charge of Pacific Coast operations, holding that post until his elevation to the presidency.

Thereafter he was stationed in the entire West Coast division of Lord & Thomas that he doesn't know about, and much of the or-

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BEHIND

the MIKE

MAJ. GLADSTONE MURRAY and Dr. Augustin Frigon, general manager and executive vice president respectively of the Canadian Broadcasting Corp., will talk over the national and French CBC networks on Aug. 17, 9:30 to 9:45 p.m., Eastern time, to tell listeners what is happening for the coming winter. This is in connection with their regular "Chatting with the Listeners" program.

DUDLEY H. FAY, formerly with Curtis Publishing Co., J. Walter Thompson Co., Time Inc., and Saturday Evening Post, has joined the New York sales staff of CBS.

HORACE LOHNESS, Washington attorney, on leave of absence from the firm of Sayre & Sayre, was in Los Angeles during early August for conferences with Lewis Adrjan, commercial manager, and Allen Weiss, formerly with August for conferences with the New York sales staff.

ADRIAN JAMES, formerly with Associated, North Hollywood, announced, nor has the New York sales staff been notified since last August.

RICHARD CALHOUN has resigned as sales manager of R. U. McIntosh & Associates, North Hollywood, transcriptions concern. His interest has been bought by Mr. McIntosh.

M. E. (Bob) ROBERTS, former manager of KTA, San Francisco who resigned several months ago to enter the electrical business, has returned to radio as general manager and executive vice president of KJHS, San Francisco.

OWEN BALCH, commercial manager of KCKN, Kansas City, Kan., and former WLOAD manager, has added a 7 lb. 3 ounce daughter, Priscilla Ann, born July 20.

ADRIAN JAMES FLATTER has been appointed to direct advertising and publicity for WOUB, New York, and has moved his office into the station's building at 132 W. 45th St.

RAY BRUSILOFF has resigned as executive director of WMCA, New York, and will leave the station Aug. 20. His duties have been announced, nor has the station announced his successor.

Central States Promotions

FRANK PELLEGRIN, sales promotion manager of Creighton University, has resigned as national sales manager of Central States Broadcasting Co. (KOIL, Omaha, and KDKB, Des Moines). The move will be announced. Don Searle, general manager, Paul Hammon, former national sales head, Ray Raymer, assistant manager, and Ed Cunniff, formerly of KMA, Shenandoah, and KOAM, Paragould, have taken charge of Lincoln operations, is in charge of sales in that area.

Murdoch Heads KFH

MARCELLUS MURDOCK, publisher of the Wichita Eagle, and executive head of KFH, Wichita CBS outlet, has assumed the acting general management of the station, the station said. He has been in charge of the newspaper and has served as the acting general manager of KFH following the recent resignation of Donald McDermott, who returned to Chicago.

Fitch Shifts

F. W. FITCH CO., Davenport, Ia. (shampoo), on Sept. 4 starts Fitch Bandwagon on 41 NBC-Red stations, replacing Interesting Neighbor. Kip Fitch will be heard each week, starting with Guy Lombardo. Others will be Benny Goodman, Vincent Lopez, Hal Kemp, Tommy Dorsey, Eddie Duchin and Ben Bernie. Agency is L. W. Ramsey Co., Davenport.

Jack Allen Comfort, manager of KFXA, Rapid City, S.D., on Aug. 15 will marry the former Beverly Shaw, daughter of Mr. and Mrs. Harry Shaw, in Sarasota, Fla. Miss Shaw was graduated from Ste-Wendol, Hollywood. Her father was the former owner of WMT, and now lives in Sarasota.

DON PRINDLE, Hollywood writer, has joined Joe Penner as writer on the comedy series in the series, which starts Sept. 20 on CBS under sponsorship of General Foods Corp. (Associated Cinema of Hollywood, former member of the writing staff, and Hal Raynor has been retained as lyricist.

RICHARD SHARP, formerly with Associated, Hollywood, is writing for KMOX, St. Louis, replacing Richard Schlichter, who resigned Aug. 15.

VIRGINIA DANIELLS, formerly with Associated Cinema of Hollywood, joining the talk radio department during the vacation of Owne Visson.

WILLIAM E. DRIPS, NBC Gainesville station, has joined the announcing staff of WOTA-WCIV, West Coast in early August.

JOE ALVIN, assistant to Hal Rock, NBC western division publicity director, has resigned to accept a position with another network. He has resigned as executive director during the vacation of Owne Visson.

BROADCASTING

EDDIE GALLAHER, for the last 8 years sportscaster with KTUL, Tulsa, has taken a similar post with WCCO, Minneapolis. He has been re- placed by Bob Perry, former announcer with WATX, Springfield, Mo., who also worked with Bob Bell, handling his daily "Handy Andy" program.

ELBERT HALING has resigned as publicity director of WBAI, Fort Worth, to open a free lance writing bureau.

SAM HENDERSON, formerly production manager and chief announcer of WORL, Boston, recently joined WGBH, western manager of programs. He is assisting with Dick Bates, former WORL announcer. WGBH has resigned with Bob Perry have replaced at WORL and two new announcers, Jack and John Manning, have joined the staff.

ERNIE SMITH, formerly program director of WYFR, Greensboro, N.C., has been hired by WSCC, Charleston, S.C. as program department head.

HARRY MCLAVINE, formerly of WORL, has joined WCAU, Philadelphia.

MORTON LAWRENCE, with NBC, has resigned after 4 years, has been appointed assistant production manager of the station. His next move and the resignation takes effect this fall.

W. RAY WILSON, of the WLCW, Cincinnati, production department, is acting assistant director during the vacation of Owne Visson.

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JOE ALVIN, assistant to Hal Rock, NBC western division publicity director, has resigned to accept a position with another network. He has resigned as executive director during the vacation of Owne Visson.

VICTOR MILLER, musical director of WSYR, Syracuse, has been named producer of the new series for the Syracuse Symphony, at which he will play Liszt's Concerto No. 1 in E-flat major. He will also play in June, 1941, with the Berlioz Symphony.

JACOB BRENGEL, page and guide at NBC's Radio City quarters since last December, has joined the announcing staff of WSCC, Charlotte, N.C.

WILLIAM, M. MILLER, formerly with the U. S. Housing Authority publicity department, has joined NBC's New York press staff.


ALEXANDER HIDDLE has been appointed national sales director of WFTL, Philadelphia.

JAY FARAGHAN, recently with WFWI, Philadelphia, has joined WICL, Philadelphia.

STAN WIDNEY, announcer-producer of WEHO, Des Moines, is the father of a baby girl born Aug. 4.

BARRY HOLLOWAY, of NBC's press department, has resigned Aug. 29 to direct publicity for Stephens College, Columbia, Mo.

GLEN HENDERSON, of CBS, chief announcer for CBS on the West Coast, has joined the announcing staff of WSBA, Baltimore.

RALPH CHILDS, chief newsman of WWHF, Rock Island, Ill., will marry Miss Muriel Freble Sept. 5.

ELEANOR BOYD, formerly of WKAR, has joined the announcing staff of WOUB, New York.

ALDON COCKE, who last year was with NBC, has joined KNOX, St. Louis, as publicity manager.

RUTH FAI LY, receptionist at WEGL, Detroit, last year as Longshoremen's Canal, will marry Albert T. Fai ly Sept. 3.

FRANK McINTYRE, formerly of KFXA, Kansas City, KPFI, Ahlense, and of KXBY, Kansas City, has resigned.

GLENN RIGGS, chief announcer at KKAT, Pittsburgh, a year ago as KFAC, Los Angeles, as catcher and special events announcer, replacing Paul Wilson, who resigned to join WILLIAM M. MILLER, National Sales Director, has resigned.

JEFF BAKER, announcer at WTAW, Waco, Texas, and winner of the 1938 contest, has resigned.

JEANNE BEECH, formerly with International Radio Sales, has been named daytime receptionist at KUTC, San Francisco, succeeding Helen Hess, resigned.

LEE CHADWICK, continuance director of WTAJ, Norfolk, Va., has resigned of the play casting and scenario committee of the Old Dominion Guild Players, who tour Virginia and North Carolina during the winter season playing one night stands.

ED DUKOFF has resigned as publicity director, WOUB-WBIL, New York.

JOSEPH GILLESPIE, formerly of KOA, Denver, has joined the announcer staff at NBC, San Francisco.

LES PAUL, staff guitarist of WJZ, Chicago, has resigned of the National Collegiate" meaning where he is under contract to Re. for Public Pictures Corp.

HARRY GRAMM has joined the staff of WIND, Chicago, to replace Anne Barrett, who has shifted to an evening schedule.
MUCH is said about the value of voluntary circulation to an advertiser. Yet everyone seems to overlook the fact that every radio audience is voluntary. No one tunes to a given station except of his own free will, nor stays tuned unless what he hears pleases him.

The map above is undisputable proof that many thousands, outside of WSM’s primary sphere of influence, not only listen but are enough impressed by what they hear to write a letter. Why should this be? Simply because WSM offers a service or an entertainment which these people want, and cannot find elsewhere. They tune to WSM because of a definite broadcasting character which experience has taught them to be trustworthy. They represent a tremendous voluntary circulation built by the simple expedient of thinking in terms of what they want and need.

May we show you how much the purchasing power of this voluntary circulation can stimulate the sale of your product?
F OR women shoppers is the Merchandise Exposition Inc. project being organized in Cleveland by Muriel A. Gilmore and Ben Lebin, radio team recently resigned from WQAR. The project will start, according to a recent date announced by the National Retailer Newsmen, Oct. 1 and is designed to coordinate all forms of advertising appeal directed to women.

The exposition is to be a center for cultural, civic, welfare and national groups. A broadcasting studio will be added by the exposition, and the project will feature the local news and announcements, engineers and staff orchestra. Preliminary plans call for two-hour afternoon program on WCLE and at least a half-hour morning series on WQAR.

The back of the card will attract up to 400 women a day, combining visible display with radio. A glass-enclosed kitchen and art gallery will be attractions and an auditorium seating over 1,000 is contemplated. Miss Hawes has been with Cleveland stations for more than a decade as saleswomen, commentator and consultant. Mr. Lebin is former city prosecutor and radio commentator."

**Merchandising & Promotion**

For Cleveland Ladies—Krispie Prizes—Gratitude—
Who Said Hecks?—Queries for Kiddies

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**Oil and Water**

TWENTY-FIVE outboard motors are awarded each week for entering the contests during Horace Heidt broadcasts on NBC-Red for Steward Farms, Inc., in cooperation with the National Outboard Assn. The contests are designed to promote the product as well as lubricants. The offers involve no purchases nor entry blanks. Contestants simply write their opinion of Alemite Lubricants on a card.

**WKZO Prizes**

OFFERING merchandising prizes worth about $2,000, WKZO, Kalamazoo, Mich., circulated 20,000 newprint blurs to promote its “Trade With WKZO Advertisers” contest. Labels, wrappers, bottle caps, sales receipts and other evidence of purchase of station-advertised products were exchanged by listeners for entries in the contest.

**Stamps and Pads**

CIRCULAR rubber stamps are offered kids during Don Wilson of the Navy, an NBC show for Kellogg's Wheat Krispies, useful for a box top and a nickel. The stamp has a Navy anchor down the center and is flanked by initials of the individual. Bottom of the case is an ink pad.

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**KEHE’s Nidists**

NEW METHOD of spurring sales of radio tube and radio sets the summer slump was inaugurated by Jack Gross, manager of KEHE, Indianapolis. Effective this month in the form of a “nidist” sales contest in which radio tubes and tube accessories were given clothing for each bracket of strictly new business signed and broad- cast during the weeks between Aug. 1-14. The biggest urge to sales activity was provided by a contest aimed at providing that all account executives appear at a dinner party later in the evening. Each account executive was down the exact appliance their contracts earn them.

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**Too Good to Keep**

WITH a 9x12 two-color illustrated direct mail piece, How We Lost a Georgie Goodfellow to advertising agencies and local advertisers, WDBJ, Roanoke, Va., reached outstanding audience results of a recent listener-participation publicity campaign. Phone calls to the station from Roanoke residents, in accordance to the story, with 1,275 calls attempted in the first six minutes of the program and “bad news” WDBJ as the only listening audience of the program would that would invite Roanoke business men use their telephones.

**News From WSAI**

NEW WEEKLY trade release of WSAI, Cincinnati, WSAI Eye Openers, appearing Aug. 1.

Thanks for the Contracts KNOCKING a home-run of appreciation, WINS, Milwaukee, ran a full-page ad in Milwaukee Sentinel July 25, thanking station advertisers for their cooperation in the “Sales Mean Jobs”, slogan of the National Salesmen’s Crusade. Reprints were furnished for bulletin boards and window display.

**Veiled Lady’s Pic**

WHOEVER presented himself at the studios of WOV, New York, with a Wheaties box-top would have his picture taken, according to an offer on General Mills’ Veiled Lady show, heard daily on that station. Within three days so many people and box-tops appeared that the offer had to be dropped.

**Quiz for Kids**

EXCLUSIVELY for kids 9 to 15 years old, Aunt Sue’s Question Box, conducted Sundays by Dorothy Stewart on WRC, Washington, D. C., carries a series of questions answered by listeners in the studio audience. Prizes of $5, $3, and $2 are awarded for answers.

**The Meaning of T**

CARDBOARD “T” puzzle, distributed to advertisers by WFLA, Tampa, Fla., in an envelope carrying the inscription “T is for Tampa, and WFLA for Tampa country,” is the latest promotion piece of WFLA, Tampa, Fla.

**Spotlight and News**

A SPOTLIGHT plays a news announcer from KPIC, Portland, Ore., to the entire city, while Center Theatre audiences watch and listen to five minutes of flashes, heard also by KDYL listeners. Dramatic sound effects are used.

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For Cleveland Ladies—Krispie Prizes—Gratitude—
Who Said Hecks?—Queries for Kiddies

**Sales Meeting on the Air**

GILMORE Oil Co., Los Angeles (petroleum products), on Aug. 30, will conduct a sales meeting over the coast, a special sales meeting over 10 NBC-Pacific Red network stations, 7:30-8 a.m. Eastern Standard Aug. 30 meeting will be broadcast by remote control from the Gilmore Ranch House in Los Angeles, when the station president and other key persons of the concern, addresses his sales staff on the Pacific Coast. Clarence Beesly, executive vice-president of the company, will be cut in from San Francisco where a similar meeting All the pro-ject members of the Gilmore Circus cast, sponsored by Gilmore Oil Co., on that program will be the entertainment features of the broadcast. Hixson-O’Donnell Adv. Inc., Los Angeles, has the account.

**Box-Car Studio**

OKLAHOMA City’s Humpy-Dumpy grocery store, General Mills, Mil-waukee, is backing the move in bringing a box-car full of Wheaties—40,000 boxes—off the track to the baseball fans recently prompted by the sale of Wheaties as part of the Ted Andrews Appreciation Sale honoring K TOK’s Texas League Opera, baseball announcer, Daily broadcast were carried direct from the car by K TOK, and Wheaties were sold on the scene at $2, $1 and 50¢, six baseball tickets going to lucky purchasers.

**Fires From Home**

KNX, Hollywood, has issued a four-page promotion piece titled At Home ... 100 Miles Away. It re-veals the result of a recent survey of the listening audience of San-george, Calif. Comparisons figure break down the results of the sur-vey, by day, evening and total percentages. The 12x9 inch two-color folder is illustrated with San-george, Calif. scenes. It shows a picture of the new CBS Hollywood studios and also contains an added message.

**Associated Stamps**

ALERT to the tie-in value of the free distributed Stamps of the West, 18 Associated Oil Co dealers in Paso Robles, Cal., and San Luis Obispo, are backing the promotion with a weekly quarter page program, Call of the West, on KVEC, in the latter city. This does being supplemented with specially spot announcements. The stamps picture historical and beauty spots of the West, and are distributed free by Associated Oil Co. dealers on the West Coast.

**Not Really Hayseeds**

“FARMERS Aren’t Hicks” is the title of a new brochure by WOW, Omaha, showing results of a new annual survey. Spurred by the station by Ross Federal. Covering interviews with 1,429 men and women county. In every county, the survey was declared to involve a new technique in audience studies. The brochure, in four colors, depicted results of the study both daytime and evening.

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**SUCCESS of the Dr. I. Q. program, staged in the Majestic Theatre of San Antonio and broad- cast Monday night on KTSB under sponsorship of Seven-Up Bottling Co. (soft drinks), has led WFLA, Tampa, Fla., program manager, to introduce a replica show for juveniles titled Dr. I. Q. Jr. Kids answer questions as two announcers with portable microphones go through a aud i e n c e . Awards range from 25 cents to $2, with sales orders on city stores given as attendance prizes. Admission is gained by bringing seven 7-Up bottle caps. Grand prizes of pinto ponies, bicycles and pedi-greed Scotty pups will be awarded at the conclusion of the series to the children saving the greatest number of bottle crowns.

**Tickets for Wrappers**

WHEN KIDO, Boise, Idaho, re-cently offered free carnival tickets to the first 50 callers listening to the studio with the wrapper of one of the nationally advertised products on KIDO’s program list, calls the next night in less than an hour, after a single announcement, made early in the afternoon, and phone calls to the KIDO program through the next day. Plugged products included Jell-O, Lucky Strike cigarettes, and Jergen’s soap. Carter’s Little Liver Pills, Kellogg’s Corn Flakes, Spry, Hop Gold Egg, and Morning Milk.

**Learning About Radio**

EDITORS of the Juvenile News-paper of the Air, on WSYR, Syra-cuse, have signed an ice cream company, attend weekly lec-ures by WSYR staff members in cooperation to the education and business of radio. Supervised by Ray Servatius, WSYR’s continuity chief, opening lectures featured talks by Armand Belle Isle, chief engineer, and Arnold Schoen, public-ity director.

**Survey in Alberta**

GJCJ, Lethbridge, Alberta has released a folder based on a survey conducted by Ran-dy Ross Federal Re-search Corp.

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**UNEARTH TO LATE SLEEPERS**

By Presenting: NBC's Breakfast Club

(Exclusive)

**Picketing late morning sleep-ers, KTOK, Oklahoma City, sent two sandwiches on city streets with "unfair" sign to promote NBC’s Breakfast Club, which started over KTOK July 25.**
RIGHT!

Local and national spot business is important.
It represents an unrestricted choice of stations regardless of network affiliations.
How has the spot situation in Cincinnati changed, even in the past three months?
Of the local and national spot quarter hours carried on the three local network stations...

In MAY . . . WSAI carried 57.8% more than station A, and 136.8% more than station B.

In JUNE . . . WSAI carried 106.2% more than station A, 661.5% more than station B, and 62.2% more than stations A and B combined.

In JULY . . . WSAI carried 320.0% more than station A, 281.8% more than station B, and 100.0% more than stations A and B combined.

All of the above tabulations are the result of one checked week in each of the three months.

WSAI carries baseball broadcasts sponsored by General Mills and the Socony Vacuum Oil Co. Frankly, we do not think baseball should be excluded, but, for the purposes of completely clarifying what has come to be an extremely interesting situation in Cincinnati, after eliminating the baseball quarter hours, WSAI's local and national spot business has increased (even in the heart of summer) to the point where it has a lead of 110% over Station A, and 99.9% over station B. In plain words... excluding the baseball time purchased by General Mills and Socony Vacuum Oil... WSAI carries as many local and national spot quarter hour units as the other two local network stations COMBINED!
New Data on Engineering
Sought for NAB Booklet

IN PLANNING a revised edition of the NAB Engineering Handbook
the NAB is asking engineers and
operators to send to Washington
equipment information and sugges-
tions to help make the book more
comprehensive. Among subjects
suggested for development by the
NAB's engineering committee head-
ed by John V. L. Hogan, which will
revise the Handbook are:

1. Methods and formulae for en-
gineering calculation. Is the in-
formation on simplification in various
territories antennas, allocation suf-
ficient or should it be expanded?
Should other subjects be included
such as power, amplifiers, etc.

2. Characteristics of equipment,
such as monitoring equipment,
turntables, pickups, cutters, record-
ers, measuring equipment, etc.

3. Operation and upkeep of
equipment.

4. Upkeep of records and logs.

C. W. HORN, director of research
and development, NAB, sailed for
Europe Aug. 10 on the Manhattan to
visit broadcasting centers, checking
on international exchange facilities.
Mr. Horn will be away about a
month, making stops in England,
France and Italy.

ARNOLD NYGREN, engineer of
WIP, Philadelphia, who sailed for
South America recently with Joe
Connolly, WFIL press director, was
recalled early in August after the sud-
den death of his father. He flew back.

WALLACE S. WIGGINS, chief en-
gineer and program director of KYOE,
Santa Ana, Cal., is the father of a
baby born July 25.

WILLARD DEAN has returned to
the control room of WPEF, Raleigh,
N. C., after a minor operation.

SILVIO CARANCHINI, engineer of
WHY, Schenectady, on Aug. 6 mar-
rried Miss Ione VanDenplas of the
press department.

ROBERT PRELL, University of Cal-
ifornia student who majored in
electronics, and Spencer Preak, ge-
ography major at the same institu-
tion, have joined Universal Micro-
phone Co., Inglewood, Cal.

BILLY SCHWESINGER, transmitter
engineer of WSAI, Cincinnati, mar-
rried Verna Guenther July 30.

EUGENE G. PACK, chief engineer
of KSL, Salt Lake City, read a paper on
"International Broadcast License
Engineering" before the I.R.E.
meeting in Portland, Ore., Aug. 10.

O. O. HARR ELL, engineer of
WAGA, Atlanta, married recently.

JULINE SAVOLDI, of WDAY, Far-
go, N. C., recently married.

GILBERT MCDONALD, engineer of
WOW-WBIL, New York, recently
married Beatrice Elberfeld.

JAMES B. MATTOX, Cincinnati
amateur and author of a Sunday col-
umn on amateur radio for the Cin-
cinnati Enquirer, has joined the
engineering department of WCKY,
Cincinnati.

PAUL LEE, former chief engineer of
Syracuse University's Radio Work-
shop, is filling in at WSYE's trans-
mitter while engineers vacation.

BRUCE F. LONGFELLOW of the FCC
staff has been transferred from the
New York City office to the
Portland office.

JAMES E. POUCH, president of
Universal Microphone Co., Inglewood,
Cal., has returned after an absence
of two months.

HOWARD CULVER, formerly of
KNN, Hollywood, has joined KMTR,
that city, as chief sound effects man.
KMTR has appointed William Har-
die as chief sound truck technician.

JOSEPH McCORRA and Carl Strom-
well are now jointly directing the en-
ingenineering staff of WATR, Waterbury,
Conn.

GRAHAM TEVIS, chief engineer of
KMOX, St. Louis, fractured his wrist
in a fall from a horse while he was
riding in the Colorado Rockies early
this month.

THE 1938 national convention of the
American Radio Relay League, or-
ganization of the nation's amateurs,
will be held in the Sherman Hotel,
Chicago, Sept. 3-5, along with an
Amateur Radio Equipment Show.

Reliability and Experience Since 1897

So ... you're thinking about a new radiator! But
before you actually sign on the "dotted line" there
will be many conferences and meetings ... dis-
cussions between station owners, managers and
engineers ... and then the all-important decision
of selecting a radiator. There are a few facts
about Lingo Vertical Tubular Radiators you will
not want to overlook ... be sure you are familiar
with LINGO efficiency, LINGO 5-year insurance
protection, LINGO reliability, LINGO economy.
Write us your location, frequency and power ... and
we will send complete details and costs with-out
obligation.

John E. Lingo & Son, Inc. Dept. 8 Camden, N. J.
Don Lee Network Resumes Effort to Select New Site

Dickers for Joint Occupancy Of Proposed Night Club

FORCED to seek larger quarters and increased facilities to meet the demand resulting from the heaviest run of commercial commitments for the fall and winter in many years, Don Lee Broadcasting System, Los Angeles, West Coast outlet for Mutual, through its general manager Lewis Allen Weiss, has reopened negotiations for a new studio building in Hollywood.

More than a year ago Don Lee announced its intention to move from downtown Los Angeles to Hollywood and negotiations were opened with NBC to take over the latter's present studio building on Melrose Ave. when its new structure on Sunset Blvd. & Vine St. was completed. After much dickering the deal went cold and NBC announced it would continue to use its old studios along with the new which are scheduled to open in late September. Other sites were offered but they were turned down.

Dickering for Site

Although Mr. Weiss would not commit himself, it is understood negotiations are under way between J. H. Williams Co. and Don Lee network for a lease to a piece of property on Sunset Blvd. between El Centro and Argyle Aves. Baron Louis de la Reau, Southern California hotel owner, plans to erect a combination restaurant-night club on the property. In any case the deal can be worked out, Don Lee would utilize part of the ground floor and the upper structure for a long term lease. The property is located between the new $2,000,000 CBS studios and NBC's own structure. The Don Lee network building would occupy practically an entire block and would be comparable to the other broadcasting plants.

Mr. Weiss is eager to get his plans under way so that the move from downtown Los Angeles can be made shortly after the first of next year. Mutual-Don Lee has long wanted to make its western headquarters in Hollywood and with general conditions definitely on the upswing will originate a greater number of programs from the West Coast than ever before. Don Lee is the nation's largest regional network, with 29 owned and affiliated stations in California, Washington and Oregon. It has occupied the present headquarters in the Don Lee Bldg. for more than 11 years.

Meanwhile NBC announced its new modernistic executive and studio building in Hollywood will be ready soon by the end of September. The new western division headquarters will follow a design new to radio. Instead of a single building housing a number of studios, the plant will consist of four individual sound stages similar to those used by motion picture studios. This will be in addition to the three-story executive building in plant costing approximately $2,000,000, an extension from Vine St. to Argyle Ave., and from Selma Ave. to Sunset Blvd., and in the early days of motion pictures it was occupied by Famous Players-Lasky Corp.

SOAP-BOX Derby finals at Akron Aug. 14 found Bill Griffiths, sports-caster for General Mills-Sonny Vacuum on WJW, and Jackie Hughes, 15-year-old radio and screen personality, at the WJW microphones which fed Mutual Network. Griffiths, who has handled previous Soap Box Derbies, described the eliminations while Jackie did interviews with contestants.

Supreme Court Review

Of New Station Grant

To Superior Is Sought

SUPREME COURT review of the decision of the U. S. Court of Appeals for the District of Columbia, sustaining the FCC grant of a new local station in Superior, Wis., was sought in a petition filed Aug. 2 on behalf of KDAL, Duluth. Action on the petition is not likely until the fall term of the nation's highest tribunal.

In the petition for a writ of certiorari, Paul M. Segal, counsel for KDAL, held that the questions presented are of nationwide application and of importance to and directly affect existing stations, particularly when there is an application for a new station in the same community. The Superior grant was to Fred A. Baxter, former mayor, and authorized a 100-watt station on 1290 kc. KDAL operates with 100 watts full time on 1500 kc. across the Bay from Superior.

Questions presented, according to the petition, are whether the FCC may grant a construction permit to Baxter without notice or hearing accorded KDAL; whether it may grant an application for a new station without making a finding that the existing broadcast service is inadequate; whether Baxter's license exhausts the remedy offered by Section 405 (petition for rehearing) of the Communications Act before suing out an appeal; whether KDAL, which did not participate in the proceedings before the Commission, should have been accorded a petition for rehearing before suing out an appeal; and whether KDAL should have been granted a rehearing in the proceedings before the FCC in view of the Commission's announced rule and policy to deny petitions to intervene based on possible deterioration of service through economic competition.

United States Gypsum Company
300 West Adams St.
Chicago, Illinois

Plasters - Rocklath-Metal Lath - Sheetrock - Fiber Wallboard - Shelathing - Insulating Board - Insulating

Wool - Acoustical Materials - Paint Products - Steel Products - Roofing Products - Sidings - Lino Products

Present-Day requirements of high fidelity broadcasting ... tomorrow's critical needs ... both have been fully recognized by USG in developing through the years its system of sound insulation and sound absorption. The result is a system based on vital exclusive features—unique in its efficient use of materials.

The USG system of sound control provides the desired number of sound absorption units at various frequencies in each studio. It includes the highly effective patented full floating wall and ceiling construction that bars both extraneous noise and sound travel from studio to studio.

In materials and methods, the USG system offers you wide flexibility of application—plus certainty of effectiveness. You will find it worth while to obtain complete information—and it is yours for the asking.

August 15, 1938 • Page 51
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WGY, Schenectady
John E. Cain, Cambridge, Mass. (black powder, waxed paper), 3 weekly sp, thru Chambers & Wiawas, Boston.
D. L. & W. Coat Coll, New York, weekly t, thru Hartunian, N. Y.
R. B. Davis Co., Hoboken, N. J. (black powder, waxed paper), weekly sp, thru Chambers & Wiawas, Boston.
Firestone Tire & Rubber Co., Akron, 2 weekly t, thru Sweeney & James, Cleveland.
General Baking Co., New York (Bond bread), weekly sp, thru BBDO, N. Y.
General Mills, Minneapolis, 5 weekly t, thru Blackett-Sample-Hummert, Chicago.
International Harvester Co., Chicago, 5 weekly sa, thru Aubrey, Moore & Wallace, Chicago.
Kellogg Co., Battle Creek (Corn Flakes), 4 weekly t, thru Blackett-Sample-Hummert, Chicago.
P. Lorillard Co., New York (Sensation cigarettes & Muriel cigars), 2 weekly t, thru Lennsen & Mitchell, N. Y.
New York State Bureau of Milk Publicity, Albany, 3 weekly sa, thru J. M. Mathes, N. Y.
RCA, New York, 6 weekly sp, direct.
Railway Express Agency, New York, 3 weekly sa, thru Caples Co., N. Y.
WBT, Charlotte, N. C.
International Harvester Co., Chicago, 3 weekly weekly, thru Aubrey, Moore & Wallace, Chicago.
Oshkosh Asphalt & Paving Co., Osh- kosh, Wis. (over- ails), 3 weekly t, thru Russell & Ryan, Chicago.
P. Lorillard Co., New York (Sensation, Muriel), 2 weekly t, thru Lennsen & Mitchell, N. Y.
Procter & Gamble Co., Hattiesburg (insecti- cide), 3 weekly sp, direct.
Firestone Tire & Rubber Co., Akron, 2 weekly t, thru Sweeney & James, Cleveland.

WOR, Newark
Procter & Gamble Co., Cincinnati (Crisco), 5 weekly, thru Compton Adv., N. Y.
National Petroleum Co., Trenton, N. J. (ash trays and candlesticks), 5 sp, weekly direct.
Firestone Tire & Rubber Co., Akron 2 t, weekly, thru Sweeney & James Co., Cleveland.
Firestone Tire & Rubber Co., Akron (tires and tubes), 2 t weekly, thru Sweeney & James Co., Cleveland.

KFI, Los Angeles
Luna Linda Food Co., Luna Linda, Cal. (food products), weekly sp, thru Lille Seed, Adv. Los Angeles.
Inland Transits Lonest, Salt Lake City (transportation), 5 sa weekly, thru Beaumont & Homan, Omaha.
Florida Citrus Commission, Tampa, Fla. (vitabuilt tablets), 5 weekly sp, thru Ruthrauff & Ryan, N. Y.
WICC, Bridgeport
American Tobacco Co., New York (Lucky Strike), 254 t, thru Lord & Thomas, N. Y.
Rei & Co., Orangeburg, N. Y. (Bel- Ana), 91 t, thru Anderson, Davis & Platte, N. Y.
John E. Cain, Cambridge, Mass. (mayonnaise), 65 t, thru Chambers & Wiawas, Boston.
Lever Bros, Cambridge (Spicy Life- better), 200 t, thru Ruthrauff & Ryan, N. Y.
National Dairy Products, New York (Salt Seal), 200 t, thru McKee & Albright, N. Y.
KSL, Salt Lake City
Industrial Training Corp., Chicago, 13 t, thru James L. Kuslow & As- sociates, Chicago.
Joe J. Thomas, New York (Pop- icicles), 3 weekly t, thru Blackett- Sample-Hummert, Chicago.

CKLW, Windsor-Detroit

WOW, New York
Metralia D'Oro Coffee Co., New York, weekly sp, direct.

WPTF, Raleigh, N. C.
American Bakers Co., Atlanta (Mer- ita bread), 156 t, thru James A. Greene Co., Atlanta.
Dr. W. C. Caldwell, Monticello, Ill. (Syrop Pepsi), 280 t, thru Cra- mer-McKee Co., Minneapolis.

WWNC, Asheville, N. C.
Coca-Cola Bottling Co., Asheville, daily t, direct.
Dr. Pepper Bottling Co., Asheville, 52 sp, thru Branjham, Asheville.

KPO, San Francisco
Montezuma School for Boys, San Francisco (school) 6 weekly sa, di- rect.
Richfield Oil Corp., Los Angeles (pe- troleum products), 6 weekly sp (renewal), thru Hixson-O'Donnell Adv., Los Angeles.
KMA, Shenandoah, Ia.
KMPC, Beverly Hills, Cal.
Wilson & Co., Los Angeles (meat packers), 3 weekly sp, placed direct.
Hen. Franklin Life Assurance Co., (insurance) 6 weekly sp, placed direct.

WEAF, New York
I. J. Fox, New York (furs), 3 sp weekly, thru Biow Co., N. Y.
WHN, New York

WSM, Nashville
Chicago Nitrate Edgings & Brawler, New York (nitrate of soda), 26 sp, thru O'Dea, Sheldon & Canaday, N. Y.
International Harvester Co., Chicago (fertilizer), 3 weekly, thru Aubrey, Moore & Wallace, Chicago.
Kester Solder Co., Chicago, 13 sp, thru Aubrey, Moore & Wallace, Chicago.
Quaker Oats Co., Chicago (puffed wheat and corn flakes), 2 weekly t, thru Fletcher & Ellis, N. Y.
Firestone Tire & Rubber Co., Akron (Firestone tires), 2 weekly, thru Sweeney & James Co., Cleveland.
Rit Products Corp., Chicago (tints & dyes), 4 t weekly, thru Earle Lud- gin, Chicago.

WSAL, Salisbury, Md.
Schiller & Co., Baltimore (meat products) 260 sp, thru BBDO, N. Y.
Jacob Ruppert, New York (beer), 93 t, thru Lennsen & Mitchell, N. Y.

WDAY, Fargo, N. D.
Firestone Tire & Rubber Co., Akron (Firestone tires), 2 weekly, thru Sweeney & James, Cleveland.
Oshkosh Asphalt & Paving Co., Osh- kosh, Wis. (over-ails), 156 t, thru Ruthrauff & Ryan, Chicago.
Kellogg Co., Battle Creek (cereals), 36 t, thru J. Walter Thompson Co., Chicago.

WFBA-WBAP, Dallas-Ft. Worth
Kellogg Co., Battle Creek (Corn- flakes), 4 weekly, thru J. Walter Thompson Co., Chicago.
Freeman & Co., Akron, 2 weekly, thru Sweeney & James, Cleveland.
Sears Roebuck & Co., Chicago, 5 weekly, thru Blackett-Sample-Hummert, Chicago.

WNAC, Boston
R. B. Davis Co., Hoboken, N. J. (bak- ing powder), 26 t weekly, thru Ruthrauff & Ryan, N. Y.
Rit Products Corp., Chicago (dyes), 65 t, thru Earl Ludgin, Chicago.

WKRC, Cincinnati
Florida Citrus Commission, Lakeland (citrus fruits), 14 weekly t, thru Ruth- rauff & Ryan, N. Y.
Williams & Co., St. Louis (Oh Henry), 2 weekly t, thru H. W. Dunham Agency, Chicago.

KJJ, Los Angeles
O' Ceder Organization (mop & pol- ish), 3 weekly t, thru H. W. Dunham Co., Chicago.

KGO, San Francisco
Montezuma School for Boys, San Francisco (school) 6 weekly sa, (only) direct.

WJZ, New York
I. J. Fox, New York (furs), 2 sp weekly, thru Biow Co., N. Y.
WEED

is

hour

was

Blackett-GEBHART

Agency is

New York,

Agency,

9 a.m.

days.

hour programs

test program, Minute Mysteries,

Aristocratic

week on

announcement twice daily three days

PHILADELPHIA

PETER

motion

broadcast sponsor

KMPC, Beverly Hill,

weekly

through

Aug.

Fairbanks,

Barnes

participates,

a theme,

Saskatchewan

1000 watts

"L"-Lowell, New York.

1414,-a&sva.

on

live

station

CKCL, Toronto. Tandy

on

Oct.

Fairbanks,

a

weekly

series

of

half-hour variety

J.,

FRRNC

department,

Do You Re-

an extensive

survey organization, San

1938

Stipulations

STIPULATIONS INVOLVING ALLEGED UNFAIR REPRESENTATIONS ON BEHALF OF PRODUCTS HAVE BEEN AGREED TO BY THE FEDERAL TRADE COMMISSION WITH VINC LABORATORIES, NEW YORK (Wm. R. Warner & Co.) ON CLAIMS FOR VINE; RCA BTX, NEW YORK, BY TRANSMISSION ON WOR AT 9:30 A.M., ON NBC-BLU (WJZ), AND AT 12 P.M. ON CBS-WPTN. THE PROGRAM, IN THE INTERESTS OF CROS, REPLICATED HOUSEHOLD HANDBOOK ON WOR ON AUG. 1.

MADISON PERSONAL LOAN CO., NEW YORK, ON SEPT. 15 WILL START A PREMIUM COMMITTEE, ON BEHALF OF THE SHOPS ON WHN, NEW YORK, TOURING 12 QUARTER-HOUR WEEKS, ELTON BROWN AND HIS VARIETY SHOW WILL ACCOUNT FOR FOUR QUARTER-HOURS; RATING RESULTS, FOUR DAYS, 3:45 P.M.; EPI RADIO, 4 QUARTER-HOURS, AND MADISON NEWS REPORT WILL BE HANDLED BY 2:45 P.M., KLINGEN ADV. AGENCY, NEW YORK, IS IN CHARGE.

FRC STIPULATIONS

Imagine this guy trying to tell me that Western Electric didn't introduce stabilized feed back"
Tribute to history, No. 1...We thought we'd show you a picture of our first studio, way back in 1925, but we couldn’t find one. Maybe it's just as well.

H. A. STEBBINS, Los Angeles manager of KFGR, Waverly & Co., has been appointed executive vice-president of Pacific Coast operations. He succeeds the late Louis Honig, of San Francisco. Mr. Stebbins, a member of the firm for 20 years, will continue to make Los Angeles his headquarters.


FARAH JAY MOSS Inc., Los Angeles agency, has moved to new offices at 1122 Hilldale Ave., Hollywood. Firm, formerly known as Farah Jay Moss & Associates, was recently reorganized and Ross Marshall, elected president and general manager. Made the move a result of radio department. J. H. Critzer is in charge of production.

C. CURTIS MOORE, formerly general manager of Farah Jay Moss & Associates, Los Angeles and D. L. PREDMORE, production manager, has established their own agency under the name of Moore & Associates, with headquarters at 515 S. Hill St., that city.

LIGHTFOOT & ENGLANDER, Hollywood film talent agency, has added a radio department and placed Sam Kerns in charge as manager. He was formerly on the production staff of B.F. & C. Adv., Los Angeles. Mr. Kerns is now in St. Louis conferring with executives of Gardner Adv. Co. on proposed fall network program based on the "Jeeves" stories by P. G. Wodehouse.

SMALL Co., Hollywood talent agency, has moved to its own building at 8272 Sunset Blvd., Los Angeles. Robert S. Buhl heads the radio department.

MIKE NIDORF, vice-president of Rockwell-OfKeefe talent agency, has taken charge of the West Coast office of that firm, located in Hollywood. He will supervise radio along with other departments.

N. H. PUMPIN, radio director of Henri, Harst & McDonald, Chicago, has been added to the staff as production manager.

KENNETH WEBB, New York radio executive of BBDO, is in Hollywood on a three-week trip.

GUESTS of Bing Crosby, John U. Reber (left), executive vice-president of radio, J. Walter Thompson Co., New York, and Thomas H. McInerney president of National Dairies, that city, planed into Hollywood July 29 as guests of the crooner for opening of Del Mar Turf Club of which Bing is owner. National Dairies formerly sponsored the Sealtest Sunday Night Party on NBC but is also the parent organization of Kraft-Phoenix Cheese Corp., which sponsors Kraft Music Hall with Bing on NBC Red. While in that city Mr. Reber conferred with Danny Danker, manager of the agency's radio production department.

Belding Named V-P
DON BELDING, for 15 years associated with Lord & Thomas Inc., Los Angeles, has been appointed a vice-president, and also manager of the agency's office in that city. The appointment was announced by D. O. A. NOXE, new vice-president, who on Oct. 1 takes over his new duties with headquarters in New York.

Mr. Belding, who previously was a vice-president of the agency's San Francisco office, which continues in that capacity. Belding, formerly a newspapers specialist, was first employed by the agency in 1929 and has been active in practically every phase of the business. During the last 10 years he has been particularly active in the Union Oil Co. and California Fruit Growers Exchange accounts.

HEVENOR ADV. AGENCY is the new name of DelRayeau Adv. Agency, Albany, N. Y., recently purchased by Horace L. Hevenor by the late George S. DelRayeau. Officers include Horace L. Hevenor, president and treasurer, Veronica N. Hevenor, vice-president, and Anne M. White, secretary.

W. M. GANSON ROSE, Cleveland, has moved to the Terminal Tower Bldg.

BENSON & DALL, Chicago, has moved from 360 N. Michigan to 327 Lassalle St.; telephone Wabash 5435.

WILLIAM A. INGOLDSBY Co., Los Angeles, is now located in larger offices at 327 Werdin Place.


B. C. CAPLES, president of Caples Co., New York, was in Europe in early August with E. F. Bade, West Coast manager. He also conferred with W. M. Jeffers, president of Union Pacific Railroad Co., in San Valley, Idaho. The railroad sponsors the weekly quarter-hour Strange as It Seems disc on 15 stations.

PATRICK SHANNON, former production director of KVQO, Tulsia, and later with DeWatts Adv. Agency, that city, has joined Caples Co., Chicago, as account executive.

JAMES FONDA, Los Angeles, Hollywood producer, married Margaret Bratyn, radio actress, July 29 in Santa Ana, Cal.

ROBERT CORENTHAL has resigned as assistant to Mr. B. M. Reins, Rela, New York, effective Aug. 15, to become advertising manager of the Terminal Bank of Commerce, 80 Cortlandt St., New York.

TOM REVERE, New York vice-president of Caples Co., & Bade, West Coast manager, has been appointed manager of radio, in Hollywood to line up full network shows for the agency. He will continue to work with William Baker, West Coast manager, who was to return to Hollywood Aug. 15 after a fortight in New York.

MRS. FLORENCE BRUCE, former partner of Bruce & Paine Adv. Agency, New York, has resigned the Wright Personnel Service Agency to specialize in radio, advertising, publicity and editorial work.

EASTERN STATES Adv. Agency has been formed by 71 W. 45th St., New York, with Edward J. Rathe, formerly head of his own agency, as president, and Jack Rauch, who was president of the Reynolds Advertising, as secretary and treasurer.

WILLIAM L. O'BRIEN, for two years space buyer for Kimball, Hubbard & Powell, New York, on Aug. 1 assumed a similar position with Bowman & Columbia, New York.

ROBERT C. WILSON Jr., formerly radio director of Mason Inc., New York, has joined Wilson, Powell & Hayward, New York talent and production agency, as manager of the radio department. Robert Allison Jr. succeeds him at Maxon.

WYATT H. WILSON, formerly broadcast advertising manager of NBC, San Francisco, sailed Aug. 4 for Honolulu. Mr. Wilson was named radio director for Bowman-Holt-McFarlane-Richardson Ltd.

JAMES J. JOSLING, formerly with several radio stations and at one time in the U. S. diplomatic corps, has been elected vice-president of Grace & Bement Inc., Detroit agency, and will serve as consultant on organization procedure and on public and industrial relations.

EDWORTH DUKOFF Associates, New York, has been appointed to handle all trade paper publicity for the Yaskawa and Colombo Water Co., Goldman, formerly with M. B. Zwerick, political publicity firm, has joined Dukoff as copy chief.
TAMAN

JOHN BLAIR & Co. has taken over the representation of KGMB, Honolulu, and will shortly close their San Francisco office Aug. 1. L. D. West, San Francisco manager, has joined offices with Lindsay Spight, the Blair partner in that city.

LINDSEY SPIGHT, San Francisco manager, and Anne Director, radio time buyer of the Pacific Coast offices of J. Walter Thompson, managebo, will speak at a symposium on "The Purchase and Sale of Radio Time" in Oakland, Calif., Aug. 2.

JACK SLATTER, Toronto, recently appointed eastern Canadian exclusive representative of CPRN, Edmonton, CFCN, Calgary, and CPQG, Saskatchewan, recently visited the three stations to study their market and conditions in Alberta and Saskatchewan provinces.

JOSEPH HERSHEK-McGILLVRA, Chicago, has been named national representative of KRDR, Los Angeles.

JACK LIVINGSTON, formerly Los Angeles manager of National Commercial Radio Sales, has succeeded J. Leslie Fox as Pacific Coast manager of I&J and will remain in his time San Francisco and Los Angeles. Livingston will headquarter at KEKH, Los Angeles, and KYA, San Francisco.

WIS, WCSC in 3-Year Free & Peters Contract

CLAIMED to be the longest non-cancellable contracts in national representation, three-year contracts have been signed by Free & Peters, by G. Howard Shafo, president of WIS, Columbia, S. C., and John M. Rivers, president of WCSC, Charleston, S. C.

In commenting on the new contracts Mr. Shafo and Mr. Rivers said that all phases of the radio industry need stabilization now more than ever before, and that long-term representation contracts make for greater stability. James Free, of Free & Peters, said he was giving his firm a contractual commitment action by WIS and WCSC being convinced that as time goes on there will be more and more long-term arrangements. In the same connection it will not only have a stabilizing effect on the national representative picture but will create such confidence that both the station and the representative will reap benefits of loyalty and morale.

Texans Aid Cause

TEXAS radio stations have assisted materially by raising funds for the flood sufferers of the recent high waters at San Saba, Texas. W. R. Hix, manager of KGKO, Fort Worth, sent portable equipment and John Rosser, public relations man, for first-hand flood broadcast. WFJA, Dallas, has broadcast numerous grants to help. At San Saba, KGKO, KGBO, and WACO contributed to the American Red Cross. Most recent sign of whole-hearted cooperation came Aug. 1, when WFJA and WACO, the Texas Quality Network, comprising four stations, were donated as many hours of free air as needed. Also, WU, who recently won the Democratic nomination for governor of Texas in a senatorial radio campaign, made the appeal.

NEW $100,000 studios of WBPR, Baltimore, will occupy the entire second floor of the new Radio Center, being built by Morris A. Mechanic, Baltimore theatre operator, on East North Ave. The new building, affording 18,000 square feet of floor space for WBFR studios and offices, will also house the Center Theatre. Construction will be finished late in November, and WBFR expects to be occupying its new quarters shortly after Thanksgiving.

WBFR PLANS NEW QUARTERS

WILL OCCUPY ENTIRE FLOOR OF NEW BUILDING AFTER THANKSGIVING; NO WINDOWS IN PLANS

The Radio Center will have an impressive facade, with a neon-illuminated central tower. The grand foyer will be thickly carpeted and walls paneled in striking detail. Corridors of the entrance lobby will be used to display advertisers' products. Five studios are provided, four with individual control booths, and a master control room using the most modern equipment. All the studios will incorporate the latest developments in floating soundproof construction, lighting and air conditioning. RCA control equipment will be used.

Studio "A," largest of the five, will be 56x32 feet, with a 23-foot ceiling, and will accommodate an audience of about 230, with a large observation booth for clients. Studios "B" and "C," both 20x30 feet, will be used primarily for small combination musical programs and playlets. Studio "D," 15'/4 x14 feet, will be used for homey, informal programs. Studio "E," 16x14 feet, will serve as a combination speaker and audition studio.

Built entirely without windows, the studios and offices will be completely air-conditioned and artificially illuminated. In addition to the studios, the new quarters provide space for an artist's lounge, and offices for station executives, sales department, program manager, musical director, production men, continuity writers, engineers, announcers, news room, director of women's programs and special events. Space will also be provided for a musical library, cutting of recordings, and a shop for maintenance and repair of technical equipment.

Setting up the new transmitter program, based on WBFR's recent CP for a power boost by the FCC to 5 kw. day and 1 kw. night, also provides for construction of a new transmitter. Although bids have been received, the contracts have not been let, and definite plans for the new transmitter house and equipment have not been made public.

Flood Defied by KNEL

To Serve Brady Victims

DURING heavy rains around Brandy, Tex., recently, Brady Creek swelled to flood stage and drenched the KNEL transmitter. On the fourth day of rain, with water rising into the plant, Engineer Martin Crawford and Annunciators John Sloane, Forest Cox, and Paul Jarvis, and Clinton Newhun, commercial manager, raised the transmitter off the floor to keep the station on the air.

However, the Brady power plant later was flooded, cutting off power to KNEL and forcing the station off the air. Another power line, running about 600 feet from the transmitter, was spilled in by Omer Holland, a lineman who waded through water to connect the plant with the 2300 volt hot line. Within three hours after being off the air, the KNEL returned and broadcast reports on flood conditions, with a grounded antenna, since the water had risen two feet up the regular antenna.

NATIONAL TRANSCRIPTION RECORDING CO.

TRADITIONS

NATIONAL TRANSCRIPTION Recording Co., New York, recently appointed in charge of East Coast Sales and General Manager office in Hearst Bldg., San Francisco. Ray Lewis, account executive with WBFR, San Francisco for the last two years, and before that with KGNS, KGK and KGK, has been named general manager of new company. The firm has secured the transcription recording contract of the Wanta-Deacon, currently sponsored in the West on NBC by Susman & associates.

LIST of transcription companies licensed by Music Publishers' Protective Association is as follows: For the month of August it is expected that there will be at least one additional transcription company. For the month of August it is expected that there will be at least one additional transcription company. For the month of August it is expected that there will be at least one additional transcription company.
Prospects for Spot This Fall Are Bright

Schedules Running Late, Survey Reveals

(Continued from page 18)

ful summer one agency executive explained. "With the predominance of spot broadcasting during the recession by saying, "Radio is a good depression media, and spot is the most economic approach to radio."

Spot placements on Canadian stations have gained slightly despite the fact that Procter & Gamble has replaced spot with a network show, according to Weed & Co., representative firm. Considerable new spot business for foreign language stations is being placed this fall by Chicago agencies, and in addition to mail order accounts Martingale stations, required general advertising through Chicago agencies.

DETROIT

The general attitude in most Detroit advertising agencies for radio this fall—and all other media as well—is one of watchful waiting. Worried by a local employment drop to figures of a year ago, those of 1933, these agencies are at present burrowed deep in conservatism and are saying, "Too bad we did not take more of the anticipated rise in fall business before they recommend widening expenditures to their clients.

Spot radio appears to be finding favor in many space and time buyers' eyes because it is sufficiently flexible to be extended or curtailed in rapid order. However, no commitments of any importance are being made, although at least one important agency stated its belief that the spot radio business this fall—no small proposition at any time—is expected to equal the total for last autumn.

The biggest spot splurge of the year in the Detroit agencies comes, as usual, when the new automobiles are introduced. Thousands upon thousands of dollars are spent by the auto agencies and companies to ballyhoo the introduction of the forthcoming models. Although schedules are not going to be completed this year until the last possible moment, in order to gauge better the extent of demand, there is every reason to believe that the spot radio end of the introductory promotions will equal previous years.

Soon to Begin

This introductory copy will be first heard, from present indications, as early as the last part of August. Introductions of one or two makes may come by the first of September, but no wholesale tide of presentations will be forthcoming until the latter part of next month. On this basis, therefore, there is no reason to expect any volume of time orders from the agencies effective before the middle of September.

Automobile introductions this fall will be about the same time as was the case last year, although the New York show will take place two weeks later. On this basis, the possibility was voiced by one time buyer that the spot campaigns might be more spread out this year than last, to keep enthusiasm as high as possible right from the time of the introductions until the National Show and the localized shows.

Spot copy for the ear makers may be expected to be more "alive" than it was last year. In contrast to the 1938 presentations, the forthcoming new cars will bear definitely important design changes which will make apt subject matter to talk about and drum up interest. But the solidity and continuation of original spot announcements will not be determined until the cars are presented and initial reactions figured. Caution will prevail, regardless of anticipitations.

LOS ANGELES

ALTHOUGH the recession has had marked effect on the West Coast market during the last six months, Pacific Coast agency executives and time buyers are optimistic about prospects for fall and winter. In the opinion of many the next 60 days will see a decided increase in the use of spot radio by national and regional advertisers.

It is the consensus of agency executives that the country is definitely on its way out of the recession and advertisers realizing it are more buoyant. They are gradually loosening their purse-strings, and will give radio a goodly share.

Broadcasters, station representatives, transcription producers, program builders and others in the business of broadcasting on the Pacific Coast are of that opinion too. Like the agency men, they declare a prospect presentation, was explained in store for radio and state that many national and regional advertisers have signified their intentions to use spot broadcasting extensively for various campaigns this fall. No particular trend was predicted—live and transcribed announcements, quarter-hour transcriptions and live talent shows will be used—all depending upon the need, they declared.

Besides returning to the networks many advertisers plan to supplement this with special spot campaigns on the West Coast, and nationally too. Other advertisers will have two or more West Coast network programs and in addition use spot radio in selected markets. It was pointed out by agency executives that many advertisers are seasonal and conduct only short campaigns. In many cases they too will increase coverage to include more stations and a wider market. Several accounts will double spot coverage on the Pacific Coast.

An influx of radio advertisers who have never before used that medium is in prospect. A few will devote their entire budgets to radio in fall and at the first of the year branch out to include other media along with broadcasting.

Extensive spot and transcribed announcements, and quarter-hour transcriptions, augmenting live talent programs on local stations, will swell the volume of spot business in the Los Angeles area.

Optimism Abounds

Two national agencies, placing West Coast accounts nationally, stated that spot broadcasting has proved so effective for certain of their clients that current transcribed campaigns scheduled to end this month will be continued through the year, and plans for expansion are being discussed. Similar reports were made by Los Angeles agencies who are placing regional campaigns. One agency reported that two of its regional accounts are planning to go national by the beginning of the winter season, using spot announcements and transcribed quarter-hour programs in selected markets.

Our heavy use of spot broadcasting during the past year is the best answer to queries about our attitude on that subject," said Ray Morgan, head of Raymond R. Morgan Co., Hollywood advertising agency and program builders. He pointed out that with desirable network time at a premium for fall and winter business, more and more spot radio will be used nationally. "Prospects for fall are excellent and we are looking forward to this fall to a very busy season," he said.

David Hillman, president of Hillman-Shane Adv. Agency, Los Angeles, primarily a regional agency, stated that more spot radio will be used this fall by clients of his agency than in the past. "Our clients are increasing their radio appropriations and making elaborate plans for fall," he said. "In some instances budgets have increased as much as 20% over that of last year. Some of our clients who have never before used radio are including that medium in their fall program."

Ted Dahl, account executive of Allied Adv. Agencies, Los Angeles and San Francisco, concurs with Mr. Hillman that fall will see a decided increase in the business of broadcasting. "General business conditions are improving," he said. "Along with it advertisers are learning how to make radio more profitable. I feel certain that it is going to be a good fall and winter for radio. Many of our regional and local clients are increasing their radio appropriations."

Radio budget increases of from 25 to 50% over that of last year, are being made by many clients of Stodel Adv. Co., Los Angeles, according to Ed Stodel, who heads the agency.

Alvin Wilder, head of the Los Angeles agency bearing his name, says he has been very interested in the new medium and that his clients will use more spot this fall than in previous months.
July Network Billings Decline 6.3%; Seven-Month Billings 4.2% Over 1937

COMBINED billings for the coast-to-coast networks for July showed a loss of 6.3% when compared with those for the same month last year, according to recent releases from the city, who also prophesied a good season for spot radio.

General Motors, representative of Chas. H. Mayne Co., was optimistic and stated that many clients of that agency will continue their present schedule for the fall radio season, but others were planning fall spot campaigns. He said that a better feeling exists generally, and with business of this nature spot radio will definitely be used.

Other account executives interviewed were just as enthusiastic; many frankly stated that their clients were undecided on fall plans and were watchfully waiting, but as a whole Southern California business, according to sources, that this fall will be one of the busiest for radio. This optimism was expressed almost without a single discordant note.

SAN FRANCISCO

From every perspective the radio picture in the San Francisco metropolitan area gives an indication of being a rosy one during the latter portion of 1938. The continued upswing in mailings, station managers and sales managers is that the broadcasting business will enjoy another gratifying season this fall and winter.

Some agency executives went so far as to state this fall would top any past fall in business under theirs' sorship. All those interviewed were extremely optimistic and in many instances were r e a d y more shows this year than ever before.

From present indications San Francisco once again will come into its own as the point of origin for many network news and network broadcasts. As far as could be ascertained no new transcontinental shows are planned, but a considerable amount of production will be done for NBC, CBS, Mutual, Don Lee and California Radio System.

Many radio sponsors have already increased their budget for broadcasting or are planning such a move early in the month. Some accounts have increased their air time from 10 to 300%. Robert Davis, San Francisco manager of Allied Dairies, Inc., stated that 10 of the retail accounts his agency handles here will show a minimum increase of 50% and as much as a fall of 25%. Of this 40% will be spot announcements and 60% studio programs.

Cary P. Johnson, director of Botaford, Constantine & Gardner, who has been in radio here for more than 10 years, forecast San Francisco as a show place for radio.

His agency, he stated, probably will double the amount of radio shows it had on Coast networks last year.

But in San Francisco, possibly the most recent to add a radio department, was enthusiastic about the upturn in the broadcasting business. Richard Holman, radio executive, stated the company would have a definite increase this fall both in spot announcements and programs. Several accounts placed through this agency are planning to increase their radio time, he stated.

Hassell Smith, San Francisco manager for United Feature Syndicate, Inc., one of the city's biggest time buyers, likewise forecast a record-smashing fall season. A number of his clients have already planned an increase in time, others now dormant will return to the air and a number of first-timers are currently being groomed for broadcasting.

"Business is definitely looking up in radio," said Walter Burke, general manager, KFI, in commenting on the prospects for the autumn season. Standard Oil Co. of California, major owner of KFI, is putting all its advertising and most of the other accounts which are spread out stations in the West are either continuing "as is" or adding to their budget for radio. In addition other new shows are in the offing.

"Nothing has been overlooked," was also foreseen by Marigold Cassin, radio time buyer of Erwin, Wasey & Co. "All of the advertisers were burned up," added Miss Cassin. "We are already in the planning stage of the fall season," she said, "and in addition some of the others who dropped radio are coming back. In July we had a great winning season in 1938 for radio." CANADA

While most autumn and early winter radio campaigns will not be nearly as active during the fall radio season in Canada as it is in the United States, some of the Canadian advertising agencies believed this autumn will be a good one for radio. The least optimistic of this group is the one that states this campaign will be on a par with last year, and a large number of buyers stated that time is going to be hard to obtain on most Canadian stations during the next few months. With advertising as its radio campaign off too long, one of these advertising agencies is trying to find that time will be hard to buy during the best hours of the day.

The early summer has not been good with broadcasting stations, but as if oversight the latter part of July saw a change in the advertiser's plans. Many of the advertisers have swamped with inquiries about radio campaigns and survey services to make surveys, view their prospects. A number of advertising agencies who have tried radio are now working on plans for national coverage and a number of big advertisers in other media have started or are planning test programs in key cities. Radio is to be used this year as a supplement to newspaper advertising by several national advertisers, according to one leading agency executive.

Many advertisers are not settled in July or even early August because national advertisers, for instance, are making the Canadian National Exhibition at Toronto. This fair, the world's largest annual exhibition, celebrates its 75th anniversary this year from August 26 to Sept. 10, and according to its attendance, the interest its exhibits arouse in the Canadian public accounts for a spot advertising campaign.

The bumper grain harvest expected in the Canadian West this year accounts for the optimistic reports from many agencies, and the early booking by a number of advertisers who would ordinarily wait till late August but are booking this year to get preferential time placements. An idea of how tight time is going to be in the fall season of this autumn is given by H. C. Slade, executive of the Winnipeg office of Norris-Patterson, who states: "We can definitely indicate that the opportunities for fall bookings in Western Canada are the best in the history of the business. Some of the larger stations have not even put their spot schedules up for sale . . . . The excellent crop prospect is entirely responsible, and we anticipate all forms of advertising including radio will be keenly sought out as advertisers fix their advertising schedules for late 1938 and 1939."

Some Recession Noted

While Canadian business in general has not felt the severe setback noticeable in the United States during the early part of 1938, there has been a slight decline in business generally, and it looks better across the international border, Canadian business should improve. J. B. Hassell, the St. Louis advertising executive who follows in Canada, with less severity as a rule. Latest Dominion Bureau of Statistics survey shows that conditions are averaging slightly higher, and the number on relief down 31% from a year ago, speaking well for employment. But three are definitely on for revival in the autumn.

Many Canadian advertising agencies announce the plans of their clients until the programs are on the air or a few days previous, believing it is the right time to inform their clients and whether or not they will use radio. But all station have numerous shows in the planning stage or have contracts about to be signed, or radio campaigns already signed.

What They Think

Opinions of agency executives include:

Don Henshaw of A. McKimm Ltd., Toronto office—"There is a definite trend to radio. We have a number of them, and we expect our radio placements will be close to 40 per cent ahead of last year.

C. W. McQuillan of Cockfield-Brown & Co., Toronto office—"Business prospects are very good. Time will be scarce on many stations."

T. J. Henry of N. W. Ayer & Son of Canada, Toronto office—"Radio is still doing well, but business prospects very good."

G. A. Phare of R. C. Smith & Son, Toronto—"There will be a big fall and winter in radio in Canada. 1938 has so far been better than last year, and we expect a bigger
Plans of Spot Advertisers for Autumn and Winter

Acme Feeds, Forest Park, Ill.
Will continue Sept. 1 with six weekly spot announcements varied in a series of six six-minute programs throughout September and October. Stations will be announced.

Acme White Lead & Color Works, Detroit
Will use spot to supplement its series featuring Ed McEwen on 28 NBC-Blue stations. Henri, H. & McDonal, Chicago, is agency.

Aero Industries Technical Institute, Glendale, Cal.
This aircraft school is planning a national campaign using spot announcements in selected territory. Agency is R. H. Alber Co., Los Angeles.

Albers Bros., Milling Co., Seattle
Will continue throughout the fall with Good Morning Totsie over six stations in the Pacific Coast. Contract was recently renewed without a change handled by Erwin, Wasey & Co., San Francisco.

Alkine Laboratories, New York
On Oct. 3 will start participation in Hollywood Sound Stage, five days a week, over WNY, New York. Agency is H. M. Kiesewetter, New York.

American-Chilton Co., Chicago
Now using spot test for silk hose in Chicago, St. Louis, Detroit, and Boston in a campaign for fall. First United Broadcasters, Chicago, is agency.

American Cranberry Exchange, New York
Confines its advertising of Eatmore cranberries to the late fall and early winter holiday season, and is expected to follow its habit of previous years and use spot announcements and participation in domestic spot campaigns on a number of stations in November and December, placed through BBDO, New York.

American Home Products Co., Newark
Using Easy Aces transmissions on all stations in addition to 15-minute Blue, for Anacin. Plans to continue this schedule without change. Agency is Blackett-Sample-Hummert, New York.

American Laundering Institute, New York
On Joliet, Ill.
This cooperative institute will soon start a test in the Cleveland area and plans to use spot on a probable national basis during the fall. BBDO, Chicago, is agency.

American Molasses Co., New York
Will use cooking school participation on one or two stations. Agency is CP&L Broadcasting Co., New York.

American Products Co., Cincinnati
For its household products will use 15-minute disc series four times weekly over 140 exclusive stations and time to be selected. Presser & Presby, Chicago, is agency.

American Tobacco Co., New York
Last winter used about 60 stations for its spot announcement campaign for Lucky Strike and may start similar schedules this fall. Agency is Loeb, Rhoades, New York.

Armstrong Cork Co., Lancaster
Has renewed The Heart of Julia Blake, WBSB transmission series for 20 stations, through BBDO, New York.

Anglo-California National Bank, San Francisco
Will carry a spot campaign beginning Oct. 20 and continuing throughout the fall. Agency is Lathrop, San Francisco.

Aracbe Inc., New York
Will start Your Escort & Mise, featuring Brick Holten and Al Lee Reiser, on WJZ, New York, Wednesdays and Fridays, 9:30-9:40 p.m., for tootleties. A spot schedule may be started later in the fall. Agency is White-Lowell, New York.

Bank of America, San Francisco
Recently renewed its live talent program House of Melody over 12 stations of the Mutual-Don Lee network in California. The agency is Charles R. Stuart, San Francisco.

Barney's Clothes, New York
Will continue programs and spot announcements on five local stations. Agency is Alvin Austin Co., New York.

Beatrice Creamery Co., Chicago
For its Meadow Gold ice cream and butter will start a half-hour daily program on WACR, Chicago, and KJZ featuring Frank X. Bushman in a series of new Meadow Gold campaign spots. Agency is Charles R. Stuart, San Francisco.

Bauer & Black, Chicago
Will use spot this fall on an undetermined number of stations. Agency is Blackett-Sample-Hummert, Chicago.

Bell & Co., Orangeburg, N. Y.
Will use one announcement five or six times weekly on a small list of stations in a test for Bell-Ams industrial campaign, led by Anderson, Davis & Piatte, N. Y.

Dr. Bell Wonder Medicine Co., Kingston, Ont.
Starts in October with three-weekly transmissions for 20 weeks on CBL, Toronto, CKY, Winnipeg, CFNB, Fredericton. Transmissions prepared by Dominion Broadcasting Co., Toronto.

Bell-Brook Dairy Co., San Francisco
Plans to continue throughout the fall season with its juvenile amateur show Uncle Harry's School Days on KFYA, San Francisco. The agency is Long Adv. Service, San Francisco.

Benrus Watch Co., New York
Using spot announcements, time signals and station breaks on 15 stations in the eastern states. May add to the list before the end of the year. Agency is Brown & Tarcher, New York.

Berry Bros., Montreal
To renew programs which ran this past season for from 6 to 13 weeks over CHSJ, St. John, CHNS, Halifax, CBC, CFAC, CHOT, CHСM, and CHVM. Agency is Ronalds Adv. Agency, Montreal.

Best Foods, New York
Will use five-minute news programs on a large list of stations for Nucoa, Hallman's mayonaise. Over 200 stations were used last year for one-minute transmissions. Agency is Benton & Bowles, New York.

Beverwyck Breweries, Albany
Considering a campaign of quarter or half-hour programs along the eastern coast, especially in New England and New York. Account is handled by Poel Adv. Agency, New York.

Blue Dew Corp., Buffalo
Plans to start advertising in Canada this autumn over a number of Ontario stations. Type of program or number of stations not yet decided. Agency is Ellis Adv. Co., Toronto.

Boerrie & Runyon, San Francisco
Will continue its transmitted musical program on KSFQ throughout the fall on behalf of Egan's products (medical), which is broadcast twice weekly. Howard E. Williams Agency, San Francisco, handles the account.
Low Cost Radio Advertising:

WFBR offers national advertisers the choice of several SUCCESSFUL PARTICIPATION PROGRAMS

Programs with a ready-built following and tested appeal offer a short cut to the national advertiser with a limited budget:

“Everywoman’s Hour”
Half Hour, Monday through Friday

Ralph Power’s “Morning in Maryland” Program
6:30 to 9 A.M. Monday through Saturday

“Dinner Rhythms, PART I”
6:30 to 6:45 P.M. Monday through Saturday

“Dinner Rhythms, PART II”
7:40 to 8 P.M. Monday through Saturday

George Van Dorn and his Red Network Broadcasting Orchestra

(Announcements on the two above programs interchangeable)

For rates and details, address WFBR, Baltimore or Edward Petry & Co.
Brown & Williamson Tobacco Corp., Louisville

For Avlon cigarettes is using Plantation Party, half-hour transcribed series which will probably expand nationally. Stations recently added are KFRC, WORI, WHP, WFBG, WHEE. Others carrying the series are KPO, KNX, KOMO, KQW, KHQ in Seattle. The program is broadcast live on WJW and WGN, Russell M. Seeds & Co., Chicago, is agency.

Will continue with no major change its schedule of news and sports programs on some 20 stations for Avlon cigarettes and Big Ben tobaccos, as well as its recently started variety show on WNEW, New York, from 11 to 12 nightly. Agency is BBBO, New York.

W. K. Buckley Ltd., Toronto

Will increase twice weekly live talent shows over CFRB, Toronto, which have been running all summer to five weekly in autumn, and use transcribed spots over 32 other Canadian stations during the autumn and winter months for proprietary products. Agency is Tandy Adv. Agency, Toronto.

Bulova Watch Co., New York

Now using time signals on 495 stations and wish to add to the list. Agency is the Bisw Co., N. Y.

Bunte Bros., Chicago

For its candies will use spot this fall, probably on a national basis with Erwin, Wasey, Chicago, is agency.

Calavo Growers of California, Los Angeles

Will use participation and home economics programs, supplementing this with day time spot announcements in selected markets. Campaign date has not been set, it depending upon maturity of the avocado crop. Agency is Lord & Thomas, Los Angeles.

Dr. W. B. Caldwell, Monticello, Ill.

Will host Monticello Party Line, five weekly transcriptions, Sept. 20 on about 45 stations in a national campaign. Agency is Edna Krauss & Co., Milwaukee, Wis.

California Fruit Growers Exchange, Los Angeles

With $1,000,000 to spend for exploitation of oranges and lemons, will present five weekly half hour transcribed Sunkist Time and weekly 30-minute recorded Boy Detective series on 18 stations in Canada and United States through fall. Spot announcements and office-working programs will probably be used for products division. Agency is Lord & Thomas, Los Angeles.

California Fruit Products, Hollywood

Will participate in home economic programs in selected markets in a fall and winter campaign, to start probably in September. Recently used five weekly transcribed commercials on KSCI, Sioux City and KGO, Fort Worth, in a test. Gerth-Knollin Adv. Agency, Los Angeles, has account.

California Pension Plan, Hollywood

Now using four-weekly half-hour talks on 5 California Broadcasting System stations (KFWB, KERN, KFRC, KPHK) and KMTR, Hollywood and KYA, San Fernando. Will continue through November with 8 new stations being added to the list. Cinema Adv. Agency, Los Angeles, has account.

California Walnut Growers Assn., Los Angeles

Will use a transcribed musical program in a special test campaign starting in early October. Baker's Bakeries markets will be used, with placement through Lord & Thomas, Los Angeles.

Dr. F. E. Campbell, Los Angeles

Using daily spot announcements and quarter-hour programs on six Southern California stations, has increased his radio appropriation by more than 20% for fall and winter. Will add more stations to list starting in September. Allied Adv. Agencies, Los Angeles, has account.

Canada Starch Co., Ltd., Montreal


Canada Dry Ginger Ale, New York

Will continue its widespread use of local programs, chiefly news, placed through J. M. Mathis, New York.

Canadian Fur Trappers Corp., New York

Will use about 30 stations in the east for programs and announcements. WNEW, New York, is now carrying five quarter-hour and 18 spot announcements a week. The business was placed direct by the company through Sam Borden.

Canadian National Carbon Co., Toronto

Continues till end of year with one minute dramatized spots over 15 western Canadian stations for Everread batteries. Adds 4 northern Ontario stations to list with one minute dramatized spots in September. Agency is Clark E. Locke, Toronto.

Cardinet Candy Co., Oakland, Calif.

Now using the NBC Red network in the west featuring Hal Buxdick in the Night Editor and plans to remain Wally St. John, in the remainder of the year. Because of time conflict may have to make a change, but that is indeterminate. Also will place spot business throughout various sections of the West, using transcribed versions of Night Editor --10 minute show. Account placed through Turner & Scott, Oakland.

Carter Medicine Co., New York

Will continue its one-minute announcements on a large number of stations in the east for its Carter's Little Liver Pills, through Street & Finney, New York, and Spot Broadcasting.

George W. Caswell & Co., San Francisco

The oldest continuous radio advertiser in the West is off the air for the time being. No definite plans for a return. The Agency is Low Adv. Service, San Francisco.

Chalybeate Mfg. Co., San Francisco

Plans to continue throughout autumn with its present series of spot announcements on KRFC end is continued. Account handled through Rufus Rhodes & Co., San Francisco.

Miss Charna Sales Co., New York

Has announced its new campaign plans for its reducing cream to start in September, using six announcements daily on small stations in New York state. Agency is Casper Pinkey, New York.


Has announced plans for its Musical Moments program on a one-week basis. Earlier this year around 350 stations were scheduled at one time, and expectations are that a rise may come after the present current summer schedule is completed at the end of this August. Expectations are also that the introduction of the 1350 models in the fall may bring the usual considerable number of spot announcements for its individual basis. Agency is Campbell-Ewald Co., Detroit.

Childs Restaurants, New York

Will continue three programs weekly on WOR. Agency is Blackett-Sample-Hummert, New York.

Chilean Nitrate of Soda, New York

Last year the company used quarter-hour transcriptions on about 10 southeastern stations; the same number will be used this fall for a half-hour program. Agency is Bea, Shain- den & Canaday, New York.

China Klin, Detroit


KVOO

"THE VOICE OF OKLAHOMA" - TULSA

Page 60 • August 15, 1938
Christian, American Crusade, Los Angeles
Will continue its present six-weekly quarter-hour talks on KFOX, Long Beach, Calif., and KRMV, Beverly Hills, Cal., and in mid-September add one more Southern California stations to the list, using transcription as well live talent programs. Agency is Uni Service Adv., Los Angeles.

Chrysler Corp., Detroit
Last year made available spot recordings for Chrysler dealer use at time of new car announcement, and likely will follow same procedure this fall, although definite decision has not yet been made. Spot program contemplated, Agency is Lee A. derson Adv. Co., Detroit.

Clorox Co., Oakland, Cal.
This company will continue using spot announcements throughout the fall on one Chicago station. It is problematical whether it will increase its time bought placed by Erwin, Wasey & Co., San Francisco.

Cluett Peabody & Co. of Canada Ltd., Kitchener, Ont.
Will start in fall quarter-hour program in key cities from coast to coast. Agency is Cockfield Browe & Co., Toronto.

Coast Federal Savings & Loan Assn., Los Angeles
Currently using spot and five-minute commercials in 20 cities. Ad plays on KNX, Hollywood, will continue present schedule through fall and in January increase its Southern California coverage with additional stations. Edward J. Robinson Adv. Agency, Los Angeles, has account.

Colgate-Palmolive-Peet Co., Jersey City
Quarter-hour, weekly musical show for Holland America Line on WPTM and WMAQ will expand in the fall on a possible national basis. Benton & Bowles-Chicago, is agency.

Plans to use some one-minute announcements for Palmolive Soap and dental cream. Mrt & Marpe for Supersuds and Hilltop House for the soap are heard on six stations by transcription in addition to CBS and the CBS Radio Network. Agency is Benton & Bowles, New York.

For Colgate powder, the quarterly tonnage series will continue on a CBS network throughout the summer. It is understood that the powder parade, a series on NBC-Red for Colgate shaving cream which this fall will return in the fall. Benton & Bowles, Chicago, is agency.

Coca-Cola Co., Atlanta
Sponsoring Snapc's Sam transcriptions on about 102 stations, will continue the program and add to the list. Agency is D'Arry Adv. Co., St. Louis.

Commercial Credit Co., Baltimore
Now using a dramatic program, It Happened So Quick, on WBAL, Baltimore, will expand to 500 stations via transcription. Agency is O'Dea, Sheldon & Casaday, N. Y.

Commercial Milling Co., Detroit
Inactive at this time and plans for future uncertain. Earlier this year used participating time in women's programs with Detroit's WJR, but not yet decided to KDEA. Agency is Karl G. Behr Adv. Agency, Detroit.

Consolidated Cigar Corp., New York
Will continueuse of announcements on four stations, and may add, through Erwin, Wasey & Co., New York.

Conti Products Co., New York
Planning a fall schedule of spot announcements on about six stations for soap and creams. Agency is Birmingham Castlemale & Pierce, New York.

PASSES AN EXAM
Mrs. Dalberg Wins Honors - On Quiz Program
MRS. TAMARA DALBERG, wife of Examiner Melvin Dalberg of the FCC, answering all but part of one question in the Umbrella Court quiz program on WRC, Washington, easily won top honors over five other contestants in the Aug. 9 program. Sponored by the Washington Post with questions based largely on news items appearing in that newspaper, the program has been a highly successful promotion feature for several months. It takes its name from the fact that the questions, prepared by members of the newspaper's staff, are taken from an inverted umbrella. An audience watches the program in the WRC-NBC Washington studios.

Consolidated Drug Trade Products, Chicago
Will use a big national spot campaign during the fall with its advertising appropriation about the same as 1937 when it is said to have spent $1,250,000, with radio getting four-fifths of the business. Benson & Doll, Chicago, is agency.

Continental Baking Co., New York
Will continue its Jean Abbey and Carolyn Price local live programs on 16 stations, through Geyer, Cornell & Newell, N. Y.

Currier's Tablets, Los Angeles
Used a weekly quarter-hour live talent program on 10 Pacific Coast Don Lee network stations during spring and early summer, and is now planning a fall campaign. The former series will be resumed and plans are underway to begin Oct. 1, and will use local women's programs. Agency is Norwich-Dowell, Chicago.

Crowell Publishing Co., New York
Will continue its Jean Abbey and Carolyn Price live local programs on 16 stations, through Geyer, Cornell & Newell, N. Y.

Josephine Culpertson Cosmetics, New York
Will use radio this fall, though plans are limited. Agency is Green- low, Kahn & Co., New York.

Cosray Cosmetics, Los Angeles
Used participating programs locally in spring as a test and is planning an extensive regional campaign to start in Sept. Stations and type of program to be used has not as yet been decided upon. Agency: Heintz, Pickering & Co., Los Angeles.

Foster Dack, Toronto
Now running weekly transcriptions for Neera Ointment for a spot on CFRB, Toronto, which may be extended as was the case last spring to over 10 other Canadian stations. Agency is A. J. Deene & Co., Toronto.

D'Arrigo Bros. Co., Boston
Will resume its participation in Al- by McCann's Florida Fish bowl on WOR, Newark, this fall for Andy Boy broccoli. placed through Neff-Rogov, New York.

Harry Davis & Associates, Los Angeles
With offices in several Southern California cities, for its optical department is using six-weekly 10-minute and quarter-hour news broadcasts on KFOX, Long Beach and RRKD, Los Angeles, in addition to a weekly half-hour studio program on KFSD, San Diego. Will increase schedule to begin Oct. 3, placed through J. M. Mathes, New York.

Will use cooking schools on 15 stations, through Chas. W. Hoyt Co., New York, for baking powder.

Day & Night Heater Co., Los Angeles
Has been using daily time signals and spot announcements on 7 Pacific Coast and midwest stations. Has not yet increased its activity during fall, adding stations to the list as new markets are opened. Agency is Hinson-O'Donnell Adv., Los Angeles.

Deisel-Wemmer-Gilbert Corp., Detroit
Now sponsoring News Comes to Life dramas for 30 minutes weekly over WJR and W_GRP. Spot plans for fall campaign completed. Agency is Brace Beezer, Detroit.

In addition to its network broadcast on MBS The Shadow will be heard via transcription on stations, through Ruthrauff & Ryan, New York.

He could only afford a rowboat before CKAC sent his company's sales skyrocketing!

CKAC, Montreal (Canada's Busiest Station)
Deve & Raymonds Co., New York
Wadsworth-Howlan & Co., Mal-
den, Mass., and Pennell-Gaultier Co.,
Louisville, paint-manufacturing sub-
sidaries, will add to their five-minute programs on a total list of
about 40 stations next spring. Agency is J. Stirling Getchell, New
York.

Dodge Clothes, New York
Now using 12 spot announcements weekly on KKBD, Los Angeles
and plans to add other Southern Cali-
ifornia stations this fall. Advertising
Arts Agency, Los Angeles, has ac-
count.

Peter Doelger Brewing Corp.,
Harrison, N. J.
Advertising its beer with a weekly
half-hour evening variety show, Mel-
low Melodies, on WMCA, New York,
does direct.

Durkee Famous Foods,
San Francisco
Dropped live talent show for the summer but plans to return with an-
other production either in September or October on one of the Pacific Coast
networks. Used 12 stations on CBS
Coast chain in May. May increase that number when they need to. In the
network not chosen yet, nor is type of any account placed through
Botsford-Constantine & Gardner, San
Francisco.

Eastern Nu-Enamel Co., New York
Will continue its participation in Marketing Research's program on WRK
Newark, and may use announcements on other stations in New York and New

Eastern Wine Corp., New York
Planning use of programs on a few
local stations. Alvin Austin Co., New
York.

Dr. Edwards' Olive Tablets,
Columbus
Will use spot announcements on 15
or 20 stations, starting early in the
fall, through Erwin, Wasey & Co.,
New York.

Electric Appliance Society
of Northern California, San
Francisco
Radio is an important factor in the periodic advertising campaign con-
ducted throughout the year by this organization. Approximately the same
amount of air time will be used this
fall as last, with the possibility of a slight increase. Account placed thru
Jean Scott Frichtel, San Fran-
cisco.

J. C. Eno (Canada) Ltd., Toronto
Will use daily five times weekly
transcribed spots throughout autumn
over 20 Canadian stations. Agency is

Esquire Inc., Los Angeles
Recently organized and will use radio
almost exclusively, utilizing a group of
Southern California stations to in-
roduce New Yorker brand of bever-
gages in that market. On Aug. 1 start-
ed their participation six times weekly in Housewives Protect-
ive League on KNX, Hollywood.
Hillman-Shane Adv. Agency, Los
Angeles, has account.

Euclid Candy Co., San Francisco
Recently renewed for its fourth 13-
week period over six stations of the
CBS on the Pacific coast, its live
talent show featuring Knox Manning,
commentator. Has found radio an
ex-
cellent medium for merchandising its products, account handled by
Royce Gardner Adv. Agency, San Fran-
cisco.

F & F Laboratories, Chicago
Will use spot only on a national basis this fall for its cough lozenges
on about 25 stations, time and pro-
goal not yet selected. Program ti-
tled Jason Peabody used last year
on 44 CBS stations will not be re-
novated this season. Blickett-Sample-
Hummert, Chicago, is agency.

F. & M. Schaefer Brewing Co.,
Brooklyn
On Sept. 14 will resume program on WEAF, New York, featuring Leo
Reiman's orchestra. No other radio
will be planned. Agency is BBDO, New
York.

Fellows Medical Mfg. Co.,
New York
Will use station break announce-
ments on some 30 or 40 stations, coast
to coast, to advertise its proprieta-
ries, through Nelson-Gilliam Asso-
ciates, New York.

Fels & Co., Philadelphia
Continues its use of foreign lan-
guage announcements for Fels-Nap-
tha soap, using announcements in Polish and Jewish on WEOR WGN
WPEN WBNN. Agency is Young &
Rubicam, New York.

Firestone Tire & Rubber Co.,
Akron
Will continue its Voice of the
Farm, quarter-hour WBS transcrip-
tions, over 40 stations in farm areas. Agency is Sweeney & James Co.,
Cleveland.

Fischer Baking Co., New York
Continues its seven-quarter-hourly weekly on WEAF, Newark, sponsoring
four morning broadcasts of Trans-
radio. Continues to build flyby night
broadcasts of Women in the News,
placed through Neff-Bogov, New
York.

Fitpatrick Bros., Chicago
Currently using Meet the Missus
on stations in Kenser, Dale and
Automatic Soap Flakes. May ex-
pand this fall with no network.
Neliss-Meyerhoff, Chicago, is agency.

Flexo Glass Co., Chicago
Will use a group of Midwestern
stations in a fall spot campaign con-
sisting of participations and trans-
criptions; number of stations unde-
termined. Presba, Fellers & Presba,
Chicago, is agency.

Florida Citrus Commission,
Orlando, Fla.
Will use spot announcements on 50
stations in August, through Ruthruff & Rynard, New York.

Foley & Co., Chicago
Fall spot campaign is planned for
Pine Tar & Honey cough remedy and for Vitaknit tobacco pipes in the
Midwest and East using announce-
ments, five-minute discs, five and
15-minute live shows. Presba & Salo-
mon, Chicago, is agency.

Ford Motor Co., Detroit
Has not completed new model in-
roduction campaign plans, but may
follow practice of earlier years in
scheduling large number of spot an-
nouncements in the week the notice-
ments are made. Agency is N. W.
Ayer & Co., Detroit.

Peter Fox Brewing Co., Chicago
Presently using 15-minute, seven-
weeky impersonation show featuring
Bill Anno following baseball on WGN, Chicago, and after the base-
ball season plans to start a half-hour
show featuring Anson on WGN and
two other stations to be chosen.
Schwimmer & Scott, Chicago, is agency.

Fox West Coast Theatres Corp.,
Los Angeles
A consistent user of spot announce-
ments and quarter-hour transcribed
programs, has increased its radio ap-
propriation 50% over that of last year
and on Sept. 1 will start its fall campaign using Los Angeles
stations. Hillman-Shane Adv. Agency,
Los Angeles, has account.

Frankenmuth Brewing Co.,
West Frankenmuth, Mich.
Sponsored Archie Hour over quar-
ter-hour periods on WXYZ earlier this
year, but has no radio plans at pre-
rent. Agency is Deray Adv. Agency,
Detroit.

Friars of St. Christopher's Inn,
Graymoor Monastery,
Garrison, N. Y.
Will continue the weekly Ave Maria Hour, dramatized lives of the saints,
on about 150 stations by transcrip-
tions in addition to the live program on Inter-Net work to aid in their
work in rehabilitating homeless men.
Placed direct.

Friskies Dog Food Co., Seattle
Off the air during the summer but will return in the fall with a trans-
scribed drama program over a num-
ber of stations in the West. There is
a possibility that radio time will be considerably increased. The agency is
Erwin, Wasey & Co., San Francisco.
Galenskamp Stores Co.,

San Francisco

Now in the second year of the NBC-Red network stations on the Pacific Coast, with its President Pres- scuit, has had such satisfactory "catch-in" results from radio that it will increase radio budget for the fall and winter. Account placed through Long Adv. Service, San Francisco.

Gas Appliance Society of Cali-

fornia, San Francisco

A periodic user of radio, this or-

ganization plans at least two ex-

tensive air campaigns in this fall. The first campaign will stress the modern gas ranges and the second gas appliances. Approximately 20 stations in California will be used in each campaign, which will include spot announcements and 5 and 10 minute transcribed announcements. The radio budget calls for approximately the same expenditure as last fall. Account placed through Grant adv. Service, San Francisco.

Gehart Chili Powder Co.,

San Antonio

Will continue daily spot announce-

ments on KWKX and will utilize a spot series on one Chicago station this fall. Grant Adv. Agency, Chicago, is handling.

Gemina Packing Co., New York

Using three-hourly weekly on WBL, New York, to run for 62 weeks, coast-direct.

General Baking Co., New York

Will use a few children's programs this fall for Bond bread. Agency is BBDO, New York.

General Brew Co., San Francisco

Will continue spot announcements and time signals on nine stations in the West and is at present considering an increase in its radio time. McCann-Ericsson, San Francisco is agency.

General Dry Batteries of Canada,

Toronto

Started in August with daily dramatized spot announcements in the western Canadian stations, to run for three months. Agency is A. McKinnon, Toronto.

General Electric Co., Schenectady

For its new radio touch touch which requires no aerial or ground connections, will use spot radio this fall. Plans and low in the works and no details are available. Agency is Maxon Inc., New York.

General Foods Corp., New York

Plans to use participating programs on two stations, through Young & Rubicam, New York, for Birdseye Frosted Foods.

Planning a schedule of one-minute spot announcements for Certo. The list is not complete. Agency is Benton & Bowles, New York.

General Mills, Minneapolis

Will continue sponsorship of Pac-

ific Coast League baseball games over a group of stations in California, Oregon and Washington until the conclusion of the season in the fall. Account placed through Wrigley Adv. Co., San Francisco.

Plans use of spot to supplement its one-hour weekly program on a split NBC-Red and Blue network now being handled by Ar- nold Grimm's Daughter, Valiant Lady, Hymns of All Churches. The quarter-

hourly feature will be a disc series, St. John's for a group of stations for Korn Kix bread and food, will be expanded in the fall. Korn Kix is also sponsored on WGN, Chi-

cago, in a midwestern network that may be extended nationally. Program is ti-

tled "Curiosity Hour," a mid-weekly radio dramatic series. The Jack Ar-

nstrom series for Wheaties will continue in the fall on about 20 NBC-

Red Coast stations.

New Home of KBE, Berkeley, Cal.

General Motors of Canada,

Toronto

Will renew its Summer national network commentator Beverly Cleaver by shortwave from Canada, England, which was discontinued during the summer. Agency is McCann-Ericsson Adv. Co., Toronto.

Gilion Mfg. Co., Guelph, Ont.

Starting with weekly Queen Quis telephone spots over CFRB, Toronto, for furnaces, washing machines, refrigerators, during the fall, agency is R. C. Smith & Son Ltd., Toronto.

Globe Investment Co., Los Angeles

With six offices in Southern California, is currently using 14 hour weekly on KBEH, that city and its suburbs, fall and will add other stations to the list in fall, having increased its advertising budget. Agency is Stodd Adv. Co., Los Angeles.

Goodyear Tire & Rubber Co.,

Akron

Will use spot radio in the fall, on a dealer-cooperative basis. The business is placed direct.

Gordon Allen Ltd., Oakland, Cal.

At present using spot announce-

ments and participating programs on various stations in the Pacific North-

west and in Southern California, the network program on the Pacific Coast during the fall. Agency is Tomaseich-Elliot, Oakland.

Gordon Baking Co., Detroit

Will sponsor live radio programs through Michigan's Silver cup bread. Agency is Young & Rubicam, New York.

Gospel Broadcasting Assn.,

Los Angeles

Has increased its radio activity, using transcribed programs on 15 stations nationally in addition to Old Time Revival Hour on 75 Mutual-Don Lee network stations. Will substantially increase cover-

age of live talent and transcribed programs, to include approximately 75 stations during fall. Agency is Young & Rubicam, New York.

Gray Remedy Co., Toronto

May extend in autumn news broad-

casts on several networks. The Stodd Adv. Co., Los Angeles, has account.

Griffin Mfg. Co., Brooklyn

At the conclusion of its summer CBS program for shoe polish, will be continued until late fall. Korn Kix live programs will be started on a few stations in Florida. In February it will substantially increase coverage for the country at large. Agency is Berman, Castellan & Co., New York.

Grocery Store Products Co.,

New York

Will start a midwestern spot cam-

paign for Fmda's macaroni this fall, using spot announcements and par-

ticipating in domestic science programs. Agency is Ruthrauff & Ryan, New York.

Gunther Brewing Co., Baltimore

Through Edwin Vasey & Co., New York, is using sports and news programs on WBAL, musical programs on WLS, and all announcements on WCAO. The list may be expanded.

Hampden Sales Corp., New York

Will use participation programs on WWJ, Boston, and WRIP, Philadelphia, for the early fall, and will change and expand its schedule as distribution of its Pope's-Ralston is widened. Agency is Hudson Adv. Co., New York.

Harvey-Whipple, Springfield, Mass.

Will resume its last year's schedule of a quarter-hour show live, on WJZ, New York, and on WWJ, Schenectady, and WBD-WZBA, Boston, for oil burners. Wilbur G. Myers Agency, New York, is in charge.

KGMB

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First in Listener Preference

First in Advertising Volume

FRED J. HART

President

San Francisco Office, California Hotel

Representatives

CONQUEST ALLIANCE COMPANY
New York, 11 Madison Ave., Brooklyn, 329 N. Walsh, C. P. MacGregor,

729 S. Western Ave., Hollywood

FERTILE FIELDS

There's gold in those long, fertile furrows. Nebraska farmers show marked preference for WOW in new Ross Federal survey.

* * *

WOW

590 K. C.

Omaha, Nebr.

5,000 Watts

On the N.B.C. Red Network

John Gillin, Jr., Mgr.

John Blair Co., Representatives

Owned and Operated by the Woodmen of the World Life Insurance Society

BROADCASTING • Broadcast Advertising

August 15, 1938 • Page 63

www.americanradiohistory.com
Hancock Oil Co., Los Angeles
Will continue its six-weekly 10-minute morning network broadcasts on KFOX, KSFD, KFAX and KERN through fall. Chair. H. Mayne Co., Los Angeles, has account.

Health Aids, Jersey City
Will continue its Health in the Headlines programs, live on WOR and Described on WPLJ/WABG and WPLJ and will possibly add other stations for V-Ber, Serutan and the Journal of Living. Agency is Franklin Bruck Adv., Corp., New York.

Health Products Co., Newark

Hecker Products Corp., New York
Used one-minute transcriptions on 15 stations in the spring for cereal and will return about the same time next year. Agency is Erwin, Wasey & Co., New York.

H. J. Heinz Co., Pittsburgh
Has been using transcribed programs for strained baby foods featuring the baby food specialist, since the first of the year; will greatly increase the list in the fall. Agency is Mason Inc. New York.

H. J. Heinz Co., Toronto
Starting new live talent show over CKLW, Windsor, which is to be recorded and used on transcriptions over a large number of Canadian stations this autumn and winter. Agency is J. J. Gibbons, Toronto.

H & H Cleaner Co., Des Moines
Will use spot this fall on an underwriting number of stations. John H. Dumbar Co., Chicago, is agency.

Hemphill Diesel Engineering Schools, Glenview, Ill.
Used spot and five-minute dramatized transcribed announcements on approximately 15 stations nationally and will substantially increase the list of stations during fall and winter. H. H. Alber Co., Los Angeles, has account. New Hickock Oil Co., Toledo
Will resume its five-weekly quarter-hour transcribed children's adventure series Black Plume of the Amazon, on 10 midwestern stations in October, after a summer lay-off. Agency is TransAir Inc., Chicago.

Hirsh & Kaye, San Francisco
Optical firm currently not using radio time, but plans for a spot announcement campaign over a San Francisco station this fall. Has used radio in the past. Account handled by Loug Adv. Service, San Francisco.

Hoffman Beverage Co., Newark
Will continue its early evening quarter-hour news broadcasts on WOR. New York, in its sparkling series of other beverages throughout the fall and winter, dropping its announce- ment campaign on a number of New York stations at the end of the summer. Agency is HBIBD, New York.

George A. Hormel Co., Austin, Minn.
Will continue to advertise its canned foods with a daily quarter-hour news spot on WOR, Minneapolis, and placed through BBDO, Minneapolis.

Hydrox Corp. of Chicago
Used spot announcements in behalf of Hydrox Cola over WJR placed by Drumm Agency, Detroit. Present plans unavailable.

Household Finance Co., Chicago
Using quarter-hour five weekly live spot announcements. Originally, the CBS network show It Can Be Done featuring Eddie Guest. Spot announcements may expand during the fall. BBDO, Chicago, is agency.

Hudson Motor Car Co., Detroit
An indefinite number of dealers and distributors to appear on spot advertising in promotion of factory-sponsored brake tests in their cities during this period but no factory-sponsored tests are appearing nor is any contemplated for the immediate future. Agency is Brooke, Smith & French, Detroit.

Imperial Oil Ltd., Toronto
Will carry coast-to-coast network broadasts of all major Canadian hockey games for the first time this fall. Agency: MacLaren Adv. Co., Toronto.

Industrial Training Corp., Chicago
Is using five and 15-minute discs titled The Camera Speaks on 50 to 100 stations and plans to expand the list of stations with the fall with a new program to be used. James R. Lanke & Associates, Chicago, is agency.

International Harvester Co., Chicago
Using one-minute live announcements thrice weekly on KDKA WTAM WGY KOA, Aubrey, & WRFN, Pittsburgh, and Chicago stations.

International Silver Co., Toronto
Will carry CBS show over 30 Canadian stations starting Sundays in October. Agency is Young & Rubi

Jadwiga Remedies, Brooklyn

Jell-Welt Dessert Co., Ltd., Los Angeles
Used participation programs and spot announcements in test campaign and is extending. New 12 week series is a twice-weekly quarter-hour adventure serial, The Green Hornet, on three California Don Lee network stations (KJH, KGB, KFXM), adding WFCR, San Francisco, to the list on Oct. 31. Agency is Lord & Thomas, Los Angeles.

Johns-Manville Corp., New York
Will continue its present schedule of five-minute transcribed announcements featuring Gabriel Heather on about 30 stations. Agency is J. Walter Thompson Co., New York.

Jones Grain Mills, Los Angeles
A seasonal user of radio, in October will start a three-month campaign on 10 California and West coast stations, using five-minute transcribed commercials Lisle Sheldon Adv. Agency, Los Angeles, has the account.

Jules Chain Stores Corp., New York
Will continue its present schedule of five-minute transcribed announcements featuring Gabriel Heather on about 30 stations. Agency is J. Walter Thompson Co., New York.

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Klix Inc., Los Angeles
To introduce Klix Kernels, a toasted soybean appetizer, is planning an extensive fall regional campaign. Has a test on 5 Southern California stations, the first two weeks with promotion in Women's Forum on KNX; Ann Warner's Chats With Her Neighborhood on KFI, and Norma Young's Happy Homes on KJH. In addition is using 18 spot announce- ments weekly on KEHE and 6 weekly on KTM. Agency is Theodore B. Cramer Adv., Hollywood.

Kellogg Co., Battle Creek, Mich.
Plans to expand spot campaign in the fall with new flexible digital network program for Corn Flakes. Currently, using five-minute transcribed announcement in series of sports interviews on WOR, WABC and WOR.

WICHITA KANSAS
Basic Supplementary, CBS
National Representatives, Edward Petry & Co., Inc.
List of Autumn Accounts on Texas Quality Group

A U T U M N accounts signed by Texas Quality Network as of Aug. 15 follow:


BERRY MILLS, Fort Worth: continued Chuck Wagon Gaug on 3 stations. Mon., thru Mon. 7:30-12:15 a.m. Agency: Cy Leland, Fort Worth.

BURBIS MILL & ELEVATOR Co., Fort Worth, continues Lightweight Dough- boys on 3 stations, Mon. thru Fri., 12:30-12:45 p.m. Agency: J. Walter Thompson, Dallas.

CRUZY MINERAL WATER Co., Min- neapolis, continues Premium Editions on 2 orchestras on 3 stations, Mon. thru Fri., 12:45-1 p.m. Direct.

DR. PEPPER Co., Dallas, continues The Pepper Uppers on 3 TGN stations, plus 20 stations of the special Pepper- Dixie Network, Sun., 5:30-6 p.m. Agency: Tracy-Locke-Dawson, Dallas.


HAWK & BUCK Co., Fort Worth, con- tinues Kingfishers on 3 stations, Mon., thru Thurs., 8-8:45 p.m. Sat., 12:30-12:45 a.m. Direct.


TEXAS TEXTILE MILLS, Dallas, con- tinues Texas Mill Wheel on 3 stations, Tues., Thurs., Sat., 9-9:15 a.m. Direct.

Lindsay Ripe Olive Co., Lindsay, Cal.

Recently concluded a spot camp- aign on 14 stations of the Yankee Network and WEEL Boston. Home economics participation programs were used. Gretchen Ydall on Yankee and Marjory Mills on WEEL may renew its radio advertising in the fall. Account placed through Lord & Thomas, San Fran- cisco.

THOMAS J. Lipton, Hoboken, N. J.

Advertising Lipton’s Tea with an announce- ment campaign on WJHB, Utica, N. Y., placed through Young & Rubicam, New York.

Local Loan Co., San Francisco

Pulled off its air the last winter when the recession set in, but with the present upturn in trade and economic conditions in all probability will return this fall, either using direct or network. Agency is Long Adv. Service, San Francisco.

Longines-Wittnauer Co., New York

Will continue its use of time sig- nal and announcements on about 58 stations throughout the fall and its quarter-hour Donald Novis program three times weekly on the Michigan Network. In September company will start Dr. Preston Bradley, Chicago clergyman, in a daily series of commentary on WBBM, Chicago. Advertising is handled by Arthur Rosen- berg Co., New York.

P. Lorillard Co., New York

For Muriel cigares and Sensation cigarettes, now on the Mutual and Don Lee networks, transmitted ver- sions of the program will be added on three stations. For the company’s own cigars, Bob Ekelman’s review on WGN, Chicago, will be used. Agency is Leenen & Mitchell, New York.

Joe Lowe Corp., New York

Using transcriptions of Popeye the Sailor for Popsicle on 88 stations in addition to 28 Don Lee; will con- tinue to the end of the summer. Agency is Blackett-Sample-Hummett, New York.

Frederick F. Lowenfels & Son, New York

Will continue its participation in Martin Block’s program on WNEX, New York, and its announcements on WOR, New York, for Hotel Bar Butte, placed through Neff-Rogow, New York.

Walter M. Lowney Co., Montreal

Starts on Sept. 12 a weekly one-hour live talent French show over CKAC, Montreal, for chocolates. A. McKim, Montreal, is agency.

Ludens Inc., Reading, Pa.

Will sponsor news, announcements and chain-breaks on about 50 sta- tions for Luden’s cough drops for winter, beginning in October. Agency is J. M. Mothes, New York.

Lyons Van & Storage Co., Los Angeles

Using a weekly quarter- hour transcribed program on five California sta- tions and will continue on the same schedule through the fall and winter.

W. C. Macdonald, Montreal

Started test program Minute Myste- ries for cigarettes on Aug. 15 to run five times a week over CKCL, Toronto with monetary prizes for correct solutions. Agency is Tandy Adv. Agen- cy, Toronto.

Madison Personal Loan Co., New York

Continues its use of quarter-hour news broadcasts twice daily on WXYZ, four times daily on WHK and three times a day on WMCA, with a half- hour night club show broadcast from a different night club every night, also on WMCA, but may add other broad- casts. Agency is Kliger Adv. Agency, New York.

Maidenform Brassiere Co., New York

During the spring used a weekly musical-program on WOR, Newark, and announcements on several other stations; will definitely return to WOR in the fall but otherwise has not determined its radio plans, according to Charles Silver, time buyer of Arthur Rosen- berg Co., New York, agency in charge of the account.

Man O’War Publishing Co., New York

Now using announcements and programs on three stations, will con- tinue, but may drop. Agency is Metropolitan Adv. Co., New York.

Martinson Coffee Co., New York

Will use spot announcements on three stations, through Albert Franken- Guenther Law, New York.

National Representatives

JOHN BLAIR & CO.

NEW YORK ... CHICAGO ... DETROIT ... SAN FRANCISCO

Benamor Station

5000 WATTS

WWVA

On the dial in Wheeling and Clarksburg

Michigan’s First Test Market

Representative: HOWARD H. WILSON CO.

CHICAGO • NEW YORK • KANSAS CITY

Broadcasting • Broadcast Advertising

August 15, 1938 • Page 65

www.americanradiohistory.com
Manhattan Soap Co., New York
Will advertise its Sweetheart Soap with quarter-hour transcriptions in selected eastern seaboard towns outside of network areas and one-minute transcribed announcements in 125 cities, covering a territory extending north from New York as far as Portland, Me., as far west as St. Louis, and as far south as Memphis. Agency is Beeck Adv. Agency, New York.

Mantle Lamp, Co., Chicago
Will start a national spot campaign in the fall on about 90 American and Canadian stations for its kerosen mantle lamps consisting of 15-minute and half-hour live and transcription shows. Pressa, Fellers & Preba, Chicago, is agency.

Maple Leaf Milling Co., Toronto
Starts a women’s morning transcription series over a coast-to-coast line up of stations in September, and a children’s evening transcription show over a smaller number of stations throughout Canada in October. Agency is Cockfield, Brown & Co., Toronto.

Marney Food Co., Los Angeles
Will continue throughout the fall with its participating program Marco Spellings Res, featuring Tom Brene on WMCA. Account placed by Long Adv. Service, San Francisco.

Mayflower Service Stations, White Plains, N. Y.
Will sponsor broadcasts of local high-school football games this fall on WFAS, White Plains Agency is J. Stirling Getchell, New York.

Milk Foundation of Toronto
Extending dramatic spot series now on CFRC Toronto 6 weeks to cover all Southern Ontario. Agency is J. J. Gibbons, Toronto.

McCoy’s Products, New York
Will advertise its cod liver oil tablets with participation programs and announcements on a selected list of Canadian stations, slightly larger than last winter’s list. Agency is Neff-Rogow, New York.

McWins Mattress Co., San Francisco
Has recently renewed its Sleep Serenade for another 13 weeks on KPO, San Francisco. Account placed through Emil Brisacher & Staff, San Francisco.

Miles Laboratories, Elkhart, Ind.
Will use considerable spot to supplement its Alka Setter National Barn Dance on NBC-Blue network and its Uncle Ezra on NBC-Red network, The Uncle Ezra series which has been broadcast three times weekly on NBC-Red will be discontinued until Oct. 15, Wade Adv. Agency, Chicago, is agency.

Miller Brewing Co., Milwaukee
Using German band program over WMJ and sports review over WCEC, Agency is Rickerd, Mulberger & Hicks, Milwaukee.

Mitchell Finance Corp., Los Angeles
Currently using 12 hours weekly on KEVV, and spot announcements daily on KFVY, Los Angeles. Will continue same and add other southern California stations to the list by Sept. 1 using quarter-and half-hour live talent programs, as well as spot announcements. Agency is Alvin Winder Adv., Los Angeles.

Modern Living Institute, New York
Using programs on WMCA and WOR, will continue and may add others, through Metropolitan Adv. Co.

Modern Packing Co., New York
Using a half-hour transcribed variety program of chiefly Italian music with announcements in both English and Italian, three stations on the eastern seaboard will be incorporated in the campaign for its olive oil, beginning Sunday mornings on WICC West Hartford, Conn., WFBR Buffalo, N. Y. and WPMN. Agency is Commercial Radio Service Adv. Agency, N. Y.

Morey Co., Los Angeles
Advertising plans as favorably as possible, but contemplates using minute live spot and time signal announcements on Pacific stations as radio stations are established for Vita-Foot. Stellar-Miller Agency, Los Angeles, has account.

John Morrell & Co., Ottumwa, Ia.
Will supplement its Bob Bobker series on NBC-Red for Red Heart Food and its New York Spot and the Southwest. For its bams, will use spot announcements, quarter-hour discs in New York State and Pennsylvania beginning Aug. 16, Henri, Huret & McDonal, Chicago, is agency.

Mountain Copper Co., San Francisco
Has already started its fall spot announcement campaign over 10 stations in the West, using for the most part program announcements with spot announcements on rural stations. The present campaign calls for a 10% increase in participating over the fall of 1938. Allied Adv. Agencies, San Francisco, is placing this campaign.

Is participating in household program over CKLW and will continue it indefinitely. Agency is Charles A. Mason Adv. Agency, Detroit.

Murphy Products Co., Burlington, Wis.
Will use considerable spot this fall on an undetermined number of stations for its livestock and poultry feed in advance of its season. Agency, Chicago, handles the account.

Musebeck Shoe Co., Danville, Ill.
Has renewed Quin Ryan’s Sunday night spot program over WHN, Chicago, for 52 weeks and will use Standard Radio’s Donald Norris Speaks, a quarter-hour transcription. Also, programs over WLV, KEHE and WTMJ. Plans include expansion of the series to markets in the West and the southeast. Shil Adv. Agency, Chicago, is agency.

Mutual Citrus Products Co., Anaheim, Cal.
Has been using an average of three five-minute transcribed commercials a week on six stations nationally, supplemented by spot announcements. Will continue this schedule to September. Agency is Chase H. Mayne Co., Los Angeles.

Nash-Kelvinator Corp., Detroit
Made available to dealers records containing 16 one-minute Kelvinator announcements during the year just past; the cost for which were included in factory cooperative funds where dealers chose to use them. Although it is a definite figure, it is not a figure that is readily available, understanding that it is a large number of walls of records used than the number of records. Indications are that similar policy will be continued during coming season. Agencies will be able to do any direct placing of time. Agency is Geyer, Cornell & Newell, Detroit.

Plans for new Nash model introduction are not completely formulated, but it is probable that dealers will have a program in spot announcements for the fall. Spot announcements of Boge Carter were used over large station list. Agency is Geyer, Cornell & Newell.

Leonard Division has made announcements available to dealers on factory cooperative plan; will probably continue to do so next winter. No time signal announcements are planned. Agency is Geyer, Cornell & Newell.

Nassour Bros., Los Angeles
Will continue present weekly participation in the quarter-hour Woman’s Forum on KNX, Hollywood and is planning an extensive fall campaign for its oil shampoo and other products. Distribution of various women’s programs will be used with concentration on California stations. Agency: Alvin Wilder, Los Angeles.

National Biscuit Co., New York
Now sponsoring Dan Hardin’s Wife for Shredded Wheat on 32 stations by transcription, and on six NBC-Red stations, through Federal Adv. Agency, New York. The program aims to use large spots for Premium Soda crackers, through McCall-Erikson, and will probably switch to the fall schedule after a 13-week run. Stations carrying the transcriptions are WWLL, WOR, WWB, WSDG, WBAE, WINS and WBAA and WOR.

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National Porcelain Co., Trenton, N. J.
Will participate in Martha Deane’s women’s program on WOR, Newark, as planned, its extensive fall campaign placed direct. No other radio is planned this fall.

National Lead Co., San Francisco
Recently completed spot announcement campaign over Kinky, Juneau, Alaska on behalf of its paints. Plans to remain off the air for a while, possibly into late December. Accounts handled by Erwin, Wasey & Co., San Francisco.

National Transportation Co., Chicago

Natone, Los Angeles
Advertising plans not completed, but contemplates using live spot announcement in a fall campaign as new markets are established for Sava-Nal, a manicure wax. Agency is Jannes-Morton, Los Angeles.

Natural Chemicals, New York City
Continues using radio through Atherton & Carrier, New York, for its tonic.

Has made no definite spot plans for the fall, but may use a 13-week announcement campaign on 10 to 20 stations for quart brakes. Lord & Thomas, New York, is the agency.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal BUFFALO BROADCASTING CORPORATION RARD BUILDING, BUFFALO Represented by FREE & PETERS
KMA's Summer Mail increases 425%

5000 Watts — 930 Kcs.
N.B.C. BLUE

Representatives
Howard H. Wilson Co.

An increase of 425 percent in advertisers mail response is KMA's good deed for its summer clients. It is graphic proof that KMA can stimulate and sell during the hottest months of the year. Blue network programs plus live talent shows are daily increasing KMA's already high popularity. Advertisers who use KMA's facilities will reap consistent results from the four state area that it serves. KMA is the only station that can fully cover its market. Write us direct for station and market data.

KMA Shenandoah, Iowa
J. Cy Rapp—Manager
Earl E. May—President

NEW YORK STATE MILK PUBLICITY BUREAU, ALBANY, N. Y.
Continues its one-minute daytime announcements on 18 stations within the state to advertise milk, placed through J. M. Mathes, New York.

NEW YORK TELEPHONE CO., NEW YORK
Continues its participating sponsorship of Martha Deane five days a week on WOR, Newark, handled by BBDO, New York.

NORTH AMERICAN ACCIDENT INSURANCE CO., NEWARK
Will continue its use of spot programs, chiefly news, on WLW, WMCA and KFI and will add other stations, beginning in October. Franklin Brock Adv. Corp., New York, is agency.

OAKITE PRODUCTS, NEW YORK
Will continue its present schedule of participation in home economics programs on about a dozen stations, through Calkins & Holden, New York.

O-CEDAR CORP., CHICAGO
Plans a national spot campaign on 22 stations for fall. John H. Danham Co., Chicago, is agency.

OLGIVIE FLOUR MILLS LTD., MONTREAL
Renewing with extensions number of morning and evening transcription programs over Canada-wide number of stations. Extending weekly vox pop shows which proved highly successful over CFRB Toronto, CKSO, Sudbury, CKGB Timmins. Will renew for this winter Sunday afternoon program in which no commercials are used, only a "sponsored by" credit. Agency is J. J. Gibbons Ltd., Toronto.

OSHKOSH OVERALL CO., OSHKOSH, WIS.
Will use Len's Martha, quarter-hour transcriptions five weekly on 13 stations in the East and Midwest. Rathrauff & Ryan, Chicago, is agency.

BEFORE the monitor panel at a demonstration by Midland Television Inc. at KMBC, Kansas City, Arthur B. Church (left), president of KMBC and a principal stockholder of Midland, J. E. Duncan, chief television engineer, and G. L. Taylor, president of the company, study the 441-line television image of Caroline Ellis, who begins Caroline's Golden Store for General Mills, Minneapolis, on WHO, Des Moines, Aug. 15.

OLD'S MOTOR WORKS, LANSING, MICH.
Used spot announcements at new car time last year over around 125 stations. No announcement plans completed yet, but outlook is for some radio time when 1939 models are announced. Agency is D. P. Brother & Co., Detroit.

OMAR MILLS, OMAHA
Using 15-minute transcriptions titled Mother Randell's Blue Ribbon Melodies beginning Aug. 15 for 39 weeks on WHO KOB KMJ WNW KDAM WOC ROA. Lyle T. Johnston Co., Chicago, is agency.

ONEIDA LTD., ONEIDA, N. Y.
Is expected to use another series of Peggy Tudor programs, quarter-hour transcriptions, again this fall for Tudor Plate table silver, similar to those used a year ago and last spring, running 13 weeks on about 35 stations, through BBDO, New York.

PACIFIC-GILLESPIE CO., SAN FRANCISCO
Recently concluded a spot announcement campaign on two San Francisco stations, KFIP and KFPO, and may return to the air this autumn. The agency is Rufus Rhodes & Co., San Francisco.

PAN-AMERICAN COFFEE BUREAU, NEW YORK
May use radio in its fall campaign through Arthur Kuhner, New York. No definite plans have been made.

PELICAN LAKE PACKING CO., BOUMA, LA.
Using WWF and WEXL, for spots and short programs. Possibility of extension of this list in the fall. Agency is Whipple & Black Adv. Co., Detroit.

PENICK & FORD LTD., NEW YORK
Will use 11 eastern stations for a quarter-hour program, The Mighty Shoe, starting in mid-September, for Myx-Fine dessert, through BBDO, New York. The discs will be heard five days weekly at 5:45 p.m. on WLNZ WMRA WPRO WORC WMAS WNBX WDRC WABC WOKO WBWK.

PEOPLES CREDIT JEWELLERS, TORONTO
Plan to operate similar community sings and time broadcasts over Ontario stations as last winter. Definite programs have not yet been lined up, nor number of stations. Agency is MacLaren Adv. Co., Toronto.

PETER'S SHOE CO., ST. LOUIS
Will continue It's a Fact on NBC-Red network in California during the fall. Agency is Long Adv. Service, San Francisco.

PFEIFFER BREWING CO., DETROIT
Sponsoring man-in-the-street program over WXYZ, and is expected to continue through the baseball season. Agency is Martin, Frank & Atherton, Detroit.

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N.B.C. BLUE

Representatives
Howard H. Wilson Co.

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KMA Shenandoah, Iowa
J. Cy Rapp—Manager
Earl E. May—President

BROADCASTING • Broadcast Advertising
August 15, 1938 • Page 67
Philo Products, Toronto

Plan to promote dramatized spot announcement campaign in certain sections of Canada for Philco radio. Unanimous approval of the company's Spot Program, if developed, may be piped to Canada. Agency is Hutchings Adv. Co., of Canada, Toronto.

Dr. Philips Canning Co.,
Orlando, Fla.

Plans to continue throughout the fall, using a home economics participating program on KFRO, San Francisco, to advertise canned grapefruit and grapefruit juice. Local Adv. Service, San Francisco, handles the account.

Piel Bros.,
Brooklyn

Last year used a few spots in the South and program on KVCX, and may return this fall. Agency is Res- ton & Eckhardt, New York.

CKY Winnipeg

is western Canada's Most
Powerful Station

and

CKX Brandon

completes the Manitoba
radio coverage.

CKY Winnipeg

is western Canada's Most
Powerful Station

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In

British Columbia

Canadian Representatives

ALL-CANADA RADIO FACILITIES
TORONTO—MONTREAL—WINNIPEG—CALGARY—VANCOUVER
U. S. Representatives
WEED & CO.
NEW YORK—DETROIT
CHICAGO—SAN FRANCISCO

RADIOTONE PR-40 is vibration-free and "wood-free" because of heavy construction, specially balanced synchronous motor and line-rubber drive. PR-40 is not high-priced in spite of its massiveness.

Radiotone, Inc.

7355 McRose Ave., Hollywood, Calif.
602 N. Michigan Blvd., Chicago, Ill.

A NEW STUDIO RECORDER—RADIOTONE PR-20

As streamlined in action as appearances the RA-
DIOTONE PR-20 allows every changeover at the flick of a finger—inside-out or outside-in, change from 78 to 33 1/3 RPM, lines-per-inch from 90 to 125. Micrometer ad-
justment of cutting head gives close control. This 16-inch Studio Recorder offers the maximum of operating-ease plus unbe-
lievable fidelity. Write for information.

Pop O' Products, Chicago

Will start a fall campaign for its Fruity Maid dried peaches consisting of spot announcements or participating programs in New England and only. W. K. Cochrane Adv. Agency, Chicago, in agency.

Postal Telegraph-Cable Co.,
New York

Continues its announcement sched-
ules on KFRC WMC WMPS WFAA WCPO WKY KRN
Marsech & Pratt, New York, places the business which continues throughout the year.

Producers Distributing Agency,
New York

Will again advertise Norbest tur-
keys with 2 weekly Cuts on broadcasts on WOR, Newark, before Thanksgiving and Christmas. Inviting advertisers about their favorite turkey recipes and offering turkeys to listeners sending in the best recipes of their own. Similar plans have proved unusually successful in both 1936 and 1937, according to J. Williams, account executive at El-
vin M. Phillips Co., New York, agen-
ty in charge.

Proven Loan Society of New York,
New York

Will continue to sponsor The An-
swer Man three-quarter hours weekly on WOR. New York, through agency in Mc-
Canu-Erickson, New York.

Pure Oil Co., Chicago

Plans a field spot campaign on a re-
gional basis using an underdetermined number of stations. Thorley & Jones Inc., Chicago, is agency for the Pure Oil account.

Quaker Oats Co., Chicago

Using participation on WJR, quar-
ter-hour three-weekly series on WBT, 100-word announcements are made on WPBC, WYAR, WRTA to continue through fall. Plans for expansion are indefinite. Mitchell-Faust Adv. Co., Chicago, is agency.

Reefer and Cabin Co.,
Cincinnati

Through Pedlar & Ryan, New York, is planning the use of French-
language programs on a Montreal sta-
tion for The Goldbergs. For Puffed Wheat, Aunt Jemima, Quaker Oats, and the Montreux station. Agency is Chicago.

Lydia E. Pinkham Medicine Co.,
Chicag0

In addition to sponsoring Voice of Experience on Mutual network, will use transcriptions of that program on about 15 stations. Agency is Er-

Edison offers to renew two transcription series which were used this past sea-
son over 33 and 23 Canadian stations respectively. Agency is Ronalds Adv. Agency, Montreal.

Plymouth Motor Corp.,
Detroit

Expected to duplicate last year's program in scheduling spot announ-
cements over stations in major market areas as announced in new Mutual radio plans manifested. Agency is J. StirrIng, Detroit.

Pontiac Motor Co.,
Pontiac, Mich.

Plans for extension of present modi-
fied advertising program contingent this fall on general business condi-
tions. The Variety Show and Krafty Krauses over national net-
works last winter, but now inactive. Plans for new model introductions not yet completed. Agency is McManus, John & Adams, Detroit.

Procter & Gamble Co.,
Cincinnati

This fall campaign will continue on about 20 stations for Ivory soap. On Aug. 1 used KFRU, WFAA, WOW, WNEW to spot live broadcast of The Golden Age for Oxydol and KTUL to the CBS network carrying the program. Spot campaign for The Graduate will be expanded in the fall in yet undeter-
mined markets. Blackett-Sample-Hum-
mer, Chicago, is agency.

The only ivory soap spot for the fall is the expansion of locally controlled foreign language programs. Agency is Compum Adv., New York.

Will continue transcriptions of Carson Robison & His Buccaneers on Radio Luxembourg for its Oxydol ex-
port. Agency is Erwin, Wasey & Co.

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

1938 SURVEY FIGURES

Page 68 • August 15, 1938

BROADCASTING • Broadcast Advertising
Quality Bakers of America
New York

Will continue its advertising campaign with the three-weekly transcribed program, “Speed Gibson,” on more than 40 stations nationally, having renewed the series for 26 weeks, effective Sept. 20. Organization sponsored the series on the same list of stations last fall. Placement is direct, with cooperation of National Radio Advertising Agency, Hollywood, producers of the program.

Railway Express Co., New York

Has reduced the station list carrying spot announcements to 10. Future plans are indefinite. Capiels Co., New York, is agency.

Ready Foods Co., Chicago

Using spot for Perk dog food on a few Midwestern stations and the list may be slightly expanded in the fall. Mason Warner Co., Chicago, is agency.

Riverbank Canning Co., Chicago

Plans to continue through fall and winter with audience-participating show, “Riverbank Canning’s Program,” with titles in Washington, Janesville, Janesville, Janesville, and Milwaukee.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.


Rit Products Corp., Chicago

Has started a fall spot campaign of one-minute announcements on 19 stations: ten in the South and 10 in New England. Earle Lodgin, Chicago, is agency.

Rival Packing Co., Chicago

Will use spot this fall, but plans are indefinite. Charles Silver Co., Chicago, is agency.

Riverbank Canning Co., New York


Roaman’s Dept. Store, New York

Considering use of participation programs on four or five stations, through Albert Frank-Quintus Law, New York, for its mail order business.

Roos Bros., San Francisco

Recently renewed its Sports Talk, featuring Ernie Smith, three nights weekly on KFY, San Francisco, and plans to continue through the rest of the year. Account placed through Emil Brischler & Staff, San Francisco.

Dr. Ross Dog & Cat Food Co., Los Alamitos, Cal.

Currently using three weekly spot and time signal announcements and five-minute live programs on a group of Pacific Coast stations. Will substantially add to list regionally with an early fall campaign. Howard Ray Adv. Agency, Los Angeles, has account.

Royal Typewriter Co., New York

Planning a test campaign this fall in about ten cities, using station-tested programs. Agency is Buchanan Co., N. Y.

Royal Lace Paper Works, Brooklyn


Ruppert Brewery, New York

Will start a five-minute musical program two evenings weekly on WEAF, New York, in September, through Lusen & Mitchell, New York.

Rolex Watch Co., Toronto

Continues with minute dramatized spots through end of year on 20 Canadian stations. Agency is E. W. Reynolds & Co., Toronto.

Rumford Chemical Works, Providence, R. I.

Will continue spot announcements on about 15 stations for baking powder. Agency is Atherton & Currier, New York.

St. Germaine Press, Chicago

Using quarter and half-hour live and transcription talks on 50 stations nationally, will increase the list to 45 by mid-September. Allied Adv. Agencies, Los Angeles, has account.

St. Lawrence Starch Co., Port Credit, Ont.

Continues in fall sports broadcasts originating at CFRB, Toronto, to Ontario network six times weekly, and at CFRP, Montreal, to Maritime network three times weekly with extension to six weekly when hockey season starts. Continues live talent show originating at CKOC, Hamilton, to Ontario and Quebec network, and transcriptions now over CKY, Winnipeg, which may be extended. Agency is McConnell, Baxter & Eastman, Toronto.

Ross Federal Research Corp. Survey, Reveals—Janesville, Wisconsin

1st for TESTS

How Come?

Ross Federal Research Corporation asked 207 agency and manufacturer executives to pick test cities and best media for a hypothetical 25 cent mass item to be distributed through drug, variety and department stores: 237 cities are mentioned. See August 1st issue of SALES MANAGEMENT.

Janesville has been picked as the best market for radio tests of all cities under 100,000 population in the East North Central States comprising Ohio, Indiana, Illinois, Michigan and Wisconsin.

This same survey (see August 1st issue of Sales Management) reveals that Janesville has been picked as the BEST MARKET FOR RADIO TESTS OF ALL CITIES IN THE UNITED STATES under 30,000 POPULATION.

WCLO is the only station in Janesville and the only station in the center of the Nation’s Dairy and Swiss Cheese Industry.

During the past 12 months 167 local and national WCLO clients cashed in on this rich market where retail store sales totaled $5,200,000 last year.

Potential audience, our primary area, 253,500 people.

Make your product as popular as WCLO in the Southern Wisconsin region with a WCLO schedule. If you need station and market data, write at once.

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Salerno-Megowan Biscuit Co., Chi.
Sponsors Question-Air half-hour series on WMAQ, Chicago, with plans to expand to split NBC-Red network in the fall with outlets in Milwaukee, Des Moines and Minneapolis. Schimm & Scott, Chicago, is agency.

S. A. Scherer Corp., Los Angeles
Covers California with branch offices, and devotes approximately 95% of its advertising appropriation to radio. Firm has increased its appropriation 20% over that of last year; now using 7 stations consistently and will add to the list, increasing its spot announcement and time signal usage during fall and winter. Agency is Smith & Bull Adv., Los Angeles.

Schutter Candy Co., Chicago
Will use spot on a regional basis during the fall on an undetermined list of stations. Oscar L. Coe & Associates, Chicago, is agency.

S. A. Schonbrunn Co., New York (coffee)
Is using a quarter-hour weekly program in Boston on WOR, WJZ, WJFY, and five quarter-hours weekly on WIBL, New York, through Publishers' Agency, New York.

Scott Powders, Chicago
Has discontinued quarter-hour live talent shows on four stations, but ex-
with the aim of reducing spot campaign in the fall. First United Broadcasters, Chi-
icago, is agency.

S. M. Serecan & Co., Toronto
Following successful testings women's chatter program over CFBF, To-
ronto, for Hershey chocolates, the program is to be enlarged this fall to cover more Canadian stations. Agency is Tandy Adv. Agency, Toronto.

Scudder Food Products Inc.,
Monterey Park, Cal.
Will continue using participation six times weekly in the combined Housewives Protective League and Sunrise Salute programs on KNX, Hollywood, and add other California stations to its list during fall. Emil Brandacher & Staff, Los Angeles, has account.

Seaboard Finance Co., Los Angeles
Will offer in several California cities, has been using five stations consistently during the past year and will substantially increase its number during fall and winter, using spot announcements and time signals. Com-
partments increased its radio appropriation 20% over last year. Smith & Bull Adv., Los Angeles, has account.

Sears, Roebuck & Co., Chicago
By mid-August, 23 stations were broadcasting Grandma Travels, a quarter-hour transcription series (each half-hour, Monday, August 19). The campaign is streaming markets in Missouri and Texas. Blackett-See-Ham-Hum-
mer, Chicago, is agency.

Here's Your Fall Show Ready to GO!!

“Night Court”

Human prey, caught in the trap of circumstance, set free!

act. A show any child can listen to, like every Mertens and Price production.

“Your Family Counselor!!”

Heart throbs of a nation, with a kindly specialist diagnosing and prescribing.

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Frankly, fastest drama of modern life ever produced. Night Court, a new ac-
tionized by Kurt Forman, veteran police reporter. All the thrills, romance, and heart interest of the legal world, with each new case becoming your desk. Chicago Plain Dealer, Chicago, is agency.

Si-Noze Co., Chicago
Will use some spot this fall for its hay-fever remedy on a number of sta-
tions yet to be chosen. Frankel-Hoke Co., Chicago, is agency.

Sittorax Co., New York
Will advertise its cleansing tissues through participation in women's programs in New York, Chicago and Pittsburgh during the fall, placed through Franklin bruk Adv. Corp., New York.

Sutton's 12 Marlin

FISHING out of Ocean City, Md., now the leading port in the world for white marlin fishing, George Sutton, W. J. radio attorney, since July 4 has landed 12 of the fighting monsters, largest weight of 80 lbs. is believed to be the record in-
dividual take of this season. Mr. Sutton has his new yacht Happy Days moored at Ocean City.

Semes-Solvay Co., Detroit

Expects to continue radio activity in fall, although for the present has discontinued its weekly Sunday night news sponsorship over WWJ. Agency is Charles A. Mason Adv. Agency, Detroit.

Martin Senour Paint Co., Chicago
Plans to use some spot during the fall. MacDonald-Potter, Chicago, is agency.

7-Up Bottling Co. of San Franc-
isco
At present using spot announcements on KQW, SF, KJZ, and KRON, Monterey, Calif. but will in-
crease its advertising appropriation on stations in Northern California this fall. It is planned to use audience participat-
ing shows in fall. Account placed through Allied Adv. Agencies, San Francisco.

7-Up Ontario Ltd., Toronto
Continues with spot announcements on KQW. SF, KJZ, and KRON, Toronto. Has used more Ontario sta-
tions in past. Agency is Vickers & Benson, Toronto.

W. A. Scheaffer Pen Co.,
Will use a spot campaign on a na-
tional basis during the fall. Russell M. Seiss & Co., Chicago, is agency.

Sinclair Mfg. Co., Toledo
For H & H cleaner will use spot this fall on an undetermined number of stations. John H. Dunham Co., Chicago, is agency.

Si-Noze Co., Chicago
Will use some spot this fall for its hay-fever remedy on a number of sta-
tions yet to be chosen. Frankel-Hoke Co., Chicago, is agency.

Stirox Co., New York
Will advertise its cleansing tissues through participation in women's programs in New York, Chicago and Pittsburgh during the fall, placed through Franklin bruk Adv. Corp., New York.

Skelly Oil Co., Kansas City
Undecided as to program, time and network, but will use spot on 5 sta-
tions in Springfield, Mo., Kansas City,特别是 in Midwest. Blackett-
Sample-Hummer, Chicago, is agency.

Skinner Mfg. Co., Omaha
For its raisin brand is using Rare Bites of News, a quarter-hour six-
weekly live show on KGNL WHO WOC with the possibility that other stations may be added. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

Smith Bros. Co., Poughkeepsie,
N. Y.
Will use spot announcements, weather report and public service, on about 100 stations, running from October 1 to December 31. Brown & Taber, New York, is the agency.

In December will start a 25-week schedule of five-minute spots, six days a week, on WPPT, Raleigh, for to-

Sonocy-Vacuum Oil Corp.,
New York
Sports and news programs on five stations will be continued; may add others. Agency is J. Stirling Getchell, New York.

Seif-Off Co., Glendale, Cal.
With radio appropriation having been increased, on Sept. 8 will start for 13 weeks a weekly quarter-hour program featuring Fletcher Wiley, commentator, on 7 CBS Pacific coast stations. Commercial is using trans-
scribed announcements on KDVL, Salt Lake City; KISN, San Diego; KGO, San Francisco and other west coast stations which will continue. Advertising is placed through Westco. Thompson Co., Chicago, is agency.

Sperry Flour Co., San Francisco
Will continue through the fall its schedule of five-minute spots, six days a week through Friday on NBC-Red network on the Pacific Coast. Account placed through Ad agency San Francisco.

Stag Beer, St. Louis
Plans to continue buying in packages, 6 to 44 weekly periods, five to 15 minutes each. Now on seven stations in Missouri, Southern Illi-
nois, Arkansas and Oklahoma. J. Walter Thompson Co., Chicago, is agency.

Standard Air Conditioning, New York
Will continue its evening announcement campaign on KDKA, Pitts-
burgh, through BDID, New York.

Standard Brands, New York
Will use a quarter-hour, five-week, daytime serial transmitted program, “Spinnaker Royal Baking Powder,” on WFAA and WPXI, Kansas City, and WTAG, through McCann-Erickson, New York.

Standard Brands, New York

Brand New...Scintillating...All America and Canada Open. 15-minute Audition Episodes Expected Prepaid on Request to Any Agency or Advertiser.

MERTENS and PRICE, Inc.
RADIO CLASSICS
1240 South Main Street, Los Angeles, California
MAKE US YOUR HOLLYWOOD PRODUCERS

Page 70 • August 15, 1938

Broadcasting • Broadcast Advertising

www.americanradiohistory.com
Sterling Coal Co., Detroit
Will use radio spot time this winter in Detroit, where Agency is Charles A. Mason Adv. Agency, Detroit.

Sterling Furniture Co., San Francisco
Off the air at present, they may return with spot announcements or a transcribed show this fall. Account handled by Long Adv. Service, San Francisco.

Stewart-Warner Sales Co., Toronto
Continues dramatic spot transcription campaign to end of November over 20 Canadian stations for radio division. Agency is E. W. Reynolds & Co., Toronto.

Sucher Bros., Detroit
Using Detroit stations to promote its oil, fuel oil and gasoline business, Agency is Simons-Michelson Co., Detroit.

Superior Pail Mfg. Co., Toronto
Plans using a spot campaign in Toronto, Hamilton and Ottawa this autumn and winter. Agency is Ellis Adv. Co., Toronto.

Superior Sea Foods Co., Los Angeles
Used participation in KNX, Hollywood, programs during March and April, is planning a nine-month campaign to start in early September for its Sea Fresh Seafoods. Campaign will be concentrated in Southern California. Type of program and stations to be used has not been announced. Agency is Hillman-Shane Adv. Agency, Los Angeles.

Sur-Way Sales Co., Los Angeles
Currently using 18 transcribed announcements on KGER, Long Beach, Cal., for its electric hairbrush, and will increase its Southern California coverage with additional stations starting in September, placing direct. Live talent and spot announcements will be used.

Sussman, Wormser & Co., San Francisco
Currently sponsoring the quarter-hour dramatic show, I Want a Divorce on NBC-Red network on the Pacific Coast. Plans to continue through the autumn. Agency in charge is Emil Brancher & Staff, San Francisco.

Swift & Co., Chicago
Plans fall spot campaign in South, West Coast and New England for Allensure margarine. Will use fall spot announcements campaign in South for Jewel shortening. May expand present test campaign for general meet, now on WHB, WDAB, KMBC, Kansas City, transcribed and live announcements in dealer campaign with names of local dealers broadcast. Agency is J. Walter Thompson Co., Chicago.

Sweets Co. of America, New York
Will start a radio test for Tootsie Rolls this fall through Franklin Bruck Adv. Corp., New York, although plans have not been completed yet.

Tabex Corp., Chicago
For its facial pads and nail polish has started a quarter-hour time daily disc series on WHIP and WAAF and expects to expand the account nationally contingent on the test. MacDonald-Potter, Chicago, is agency.

Teegarden Products Corp., San Francisco
Plans to return to the air this fall after a summer lay-off following a nine week series on the CBS Pacific Coast network. In all probability will increase its radio time and may use a script show on one of the coast networks. The agency is Botsford, Constantine & Gardner, San Francisco.

Terminus Co., of So. California, Los Angeles
Radio is being considered in a regional fall campaign for its termite control. Agency is W. Austin Campbell Co., Los Angeles.

Texas Co., New York
Will start its dealer cooperative campaign in September, using a 15-minute transcription series, Texaco Circle Service Boys, once, twice or three times weekly as the dealer prefers. Agency is Buchanan Co., New York.

Tillamook County Creamery Assn., Tillamook, Oregon
Off for the summer months but will return to both NBC and CBS Pacific Coast networks in the fall season. It is possible that more radio time than heretofore used will be contracted. Last season used quarter-hour participation in some economics program. Account placed by Botsford, Constantine & Gardner, San Francisco.

AN ARDENT angler is Maj. Gladstone Murray, general manager of the Canadian Broadcasting Corp., who last year landed a 153 lb. tuna off Liverpool, Nova Scotia, and has been named an alternate member of the Canadian team in the International Tuna Tournament at Liverpool Aug. 27-29. He was scheduled for a business tour of the Maritime Provinces in mid-August.

Standard Oil Co. of Cal., San Francisco
Will continue throughout the Fall and Winter season its Standard Symphony Hour over NBC-Red network on the Pacific Coast, on the air without a break for 11 years. The Standard School Broadcasts, sponsored on NBC-Red on the Coast since 1928, will be resumed in September. Recently renewed time signals on 16 Coast stations three times a day, 7 days a week. McCann-Erickson, San Francisco, handles the account.

Standard Oil of New Jersey, New York
Will continue its Esso News Reporters on 15 stations indefinitely without change, through Marschak & Pratt, New York.

Star Outfitting Co., Los Angeles and San Francisco
A consistent user of spot and live talent programs for the last seven years, will increase its radio activity during fall. Sponsor has been using an average of 12 stations during the past season, with quarter to one-hour daily programs, and will add to the list of California stations, having increased its advertising appropriation. Allied Adv. Agencies, Los Angeles, has account.

Stanfields, Truro, Nova Scotia
Starts September commercial announcement campaign for under several times daily for 13 weeks over Canada-wide list of stations. Agency is Richardson & MacDonald Adv. Service, Toronto.

THAT Plus Coverage
THOSE "D" Markets
THEM Farm Audience
339,500 of 'em
(See CBS evening map, Primary and Secondary)

MISSOULA
KGVO NOW 5000
MONTANA
1250 kW
Covering that rich area between Billies and Bozeman

MISSISSIPPI
W.JDX THE VOICE OF MISSISSIPPI
WJDX 5000 Watts MISSISSIPPI MARCHES ON!
Affiliate of WJDX, Chicago
CASH INCOME RISES
Cash income of Mississippi farms totaled $177,810,000 in 1937 — a five-year gain of 156%.

BANK DEPOSITS UP
Deposits in Mississippi's insured banks increased $19,000,000 in 1937 according to F.D.I.C. reports.

WJDX gives dominant coverage in Mississippi. Schedule WJDX and reach the active Mississippi Market!
Tidewater Associated Oil Co., will use sports and news broadcast on Yankee Network and eight other stations. Agency, Leven & Mitchell, New York.

Tivoli Brewing Co., Detroit. Now sponsoring a sports review over WJW and has just concluded a variety program over WNBC. Plans for fall will not yet completed, but indications are that radio will continue to play a part in them. Agency is McMenemy, John & Adams, Detroit.


Dr. Townsend Plan, Chicago. Using quarter-hour series, transcription and music sections for WHLO, WLW, WQ, WGL with plans for expansion during the fall. Morton-Kreith, Chicago, is agency.

Now sponsoring the weekly quarter-hour Townsend Rick show on 11 California Don Lee network stations. will continue the series having received Aug. 8 and 20, 1937. An addition on Aug. 30 started for 52 weeks. The program has won alyrid version of the Don Lee Network and is distributed over ABC, WJZ, NBC, WJZ, KYW, WOR, WOR, and WCCO.

John F. Trometer, Brooklyn. Using daily spot announcements on WNBY for its beer. Has no plans for fall, agency is Cecil, Warwick & Negley, N. Y.

Underwood-Elliot-Finher, Toronto. Extending autumn and winter Sunday afternoon piano recitals by Ernest Seitz, son of president of J. S. Seitz, which have been running in Toronto for several years, over CFR, Montreal, and CBI, Toronto. Agency is J. J. Gibbons, Toronto.

Union Oil Co., Los Angeles. On Sept. 8 will begin a series of weekly quarter-hour programs in Women’s Magazine of the Air on the NBC network on the West Coast, advertising its fly spray and glass cleaner. Agency handling the account is Lord & Thomas, San Francisco.

Union Pacific Railroad Co., Omaha. A consistent user of radio time is, using a weekly quarter-hour transmission, Strange As It Seems, on 15 stations nationally which will continue through fall and early winter. Agency is Caples Co., Chicago.

Union Air Lines, Chicago. No plans for fall spot, but planning a spot campaign for next spring and summer. J. Walter Thompson Co., Chicago, is agency.

United Biscuit Co., Chicago. Using quarter-hour man-on-the-street five weekly series on WBB and WREB with fall and winter expansion. Neiser-Meyerhoff, Chicago, is agency.

United Biscuit Co., Chicago. Beginning Sept. 29 will start the Lone Ranger on WTMJ and a program on WMAQ, Chicago, yet to be chosen. Agency is Ken K. Ellis & Co., Chicago, is agency.

United Drug Co., Boston. Expected to conduct its usual semi-annual one cent sale of Recall drug products in October and November. Advertising the sale with five quarter-hour transmissions, played once daily for the week of Oct. 20 on about 200 stations. Street & Finney, New York, is the agency for the month; the time is bought through Spot Broadcasting, New York.

U. S. Industrial Alcohol Co., New York. Will use some radio this coming winter for Super Pyro anti-freeze, but no plans will be made until late in August, according to B. M. Neussbaum, account executive at Lambert & Fenley, New York, agency in charge.


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Utilities Engineering Institute, Chicago. Using five and 15-minute transmissions on KEHE KFEL, WBNX LWL CKC KLKD WWVA WSRH and will expand in the fall to 50 stations. First United Broadcasters, Chicago, is agency.

Utica Knitting Mills, Utica, N. Y. Will use spot announcements on about six stations, through John Thomas Miller, New York.


U. S. Rubber Co., New York. Has no radio plans at present, but may use an announcement schedule. Agency is Campbell-Ewald Co. of New York.

Vadsco Sales Corp., New York. In addition to its Mutual and Yankee network program, the company will use, for Quinilax cough remedy, a few stations for transcription of the program. Western network program will have fall, and spot stations will total 25. Lawrence C. Gumbiner Adv. Agency is in charge.

Vick Chemical Co., Greensboro, N. C. For its cough-drops, the company will use spot announcements on about 50 stations, through Xfamc Internationale, New York.

Vocal Service, Glendale, Cal. Used spot announcements and quarter-hour programs on a group of stations nationally and will increase its use of the same in the coming fall. Agency is A. R. H. Alber Co., Los Angeles.


Wander Co., Chicago. Will use spot on 14 stations as it did last year to supplement its Little Orphan Annie program on NBC-Blue network. A few stations will carry transmissions of the program. Agency is Swor & Ellis, New York.

Weco Products Co., Chicago. Tentative plans include fall spot. J. Walter Thompson Co., Chicago, is agency.


Western Broadcasting Co., For its Sanger’s Martha Deane program five days weekly; will continue without change. Agency is Calahan & Hohn, New York.


White King Soap Co., Los Angeles. Will continue its three-weekly transcribed programs Coverage on 10 stations nationally, having renewed the series for the fall. Effective Jan. 1, it adds an additional 13 weeks option. Agency is Barnes-Cox Co., Los Angeles.

Willard Tablet Co., Chicago. Plans fall spot campaign on 48 stations in South and Midwest using five or 15-minute transmissions. First United Broadcasters, Chicago, agency.

Williamson Candy Co., Chicago. For Oh Henry candy, now using 100-word transcribed spot announcements on seven stations recently adding WTMJ and KJKA with fall plans for spot on 30 stations on a national basis. John H. Dunham Co., Chicago, is agency.

Windsor House Ltd., Hollywood. Will use participating and women’s programs in a regional campaign for its cosmetics and starting date of fall activities has not been decided. Alvin Adler Adv., Los Angeles, has account.

Workman Packing Corp., San Francisco. Using spot announcements over stations in the West but plans to increase its radio expenditure in the fall and may use a network program on the Pacific Coast. Agency: Tomasmack-Elliott, Oakland.

Rudolph Wurlitzer Mfg. Co., N. Tonawanda, N. Y. For its musical instruments and couring, its fall spot campaign will start three-weekly quarter-hour discs played through WSGX- 15 with possibilities of expansion. Schimme & Scott, Chicago, is agency.

**WATAN**

**IN WASHINGTON**

Environment
Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into a composition that parallels the tastes of discriminating travelers. Hay-Adams rates make any other choice a poor economy.

**THEM THEY’RE TUNING IN WATL IN ATLANTA**

**ITAL’S A HABIT!**

Atlanta listens to WATL, NewsCast, broadcast every hour on the hour Available for sponsor

**IN WASHINGTON**

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KVOO and WAPI
Now on Full-Time Directive Service

Special Programs Mark Event
In Tulsa and Birmingham

INAUGURATING a new experiment with directive antenna arrays, designed to suppress mutual interference, KVOO, Tulsa, and WAPI, Birmingham, on Aug. 9, began full-time operation on the 1140 kc. channel, under special FCC authority. The event occasioned elaborate dedicatory programs in both cities.

The Tulsa event proved the occasion for a celebration attended by Oklahoma celebrities and famous figures in broadcasting. Striking tribute was paid to William G. Skelly, Tulsa oil magnate and philanthropist, who owns the station, and to William B. Way, its general manager. KVOO, 25,000 watt NBC outlet, will operate a 18-hour per day operation after a number of years of part-time performances, and an advantageous daytime operation with WAPI, CBS 5000 watt outlet.

Lauded by Sykes

In a letter of congratulation to Mr. Way, E. O. Sykes, FCC acting chairman, said: "I very well remember in the early days of the Radio Commission we authorized synchronous operation of some of these two stations (KVOO and WAPI). Had we known then what we do now through directional antennas, I am sure that experiment could have been a success. I am delighted that the listening audience of these two stations will now have the benefit of continuous programmes by the two stations.

In a one-hour dedicatory program over the NBC-Blue network, NBC President Leo R. Hurwitz, praised the service of KVOO and also used the occasion to reiterate the right of "freedom of the air." He said, "It is only we who would disregard these rights that advances such as KVOO celebrates tonight are made possible," he said. "And we must continue to guard them if our form of government is to survive." "Radio in America is not a channel for propaganda. The American audience is not composed to listen to one program, dictated by a Government agency. The listener has the right to select any of the wealth of programs offered by the keenly competitive system of American broadcasting. The thumb and forefinger on the dial become a censor that, under our commercial system of broadcasting, cannot be disregarded. We could not long remain a free people if these fundamental rights were nullified. Our form of government demands freedom of expression for survival."

A message of congratulation from NBC President W. A. Miller was read over the network by Ed Kirby, NAB public relations director. "Mr. Miller's representa- tion of NAB was Philip G. Louches, Washington attorney and reorganization counsel." During the evening's ceremony brief addresses were made by a score of radio executives. Among those present were NAB President and William S. Hedges, NBC vice-presidents; Edgar T. Bell and Gayle Grubb, WKY, Oklahoma City: Harold V. Hough, WAP-KGK, Fort Worth; James Moroney and Martin Campbell, WFFA, Dallas; Arthur B. Church, KMBC, Kansas City; Edward Petry, Edward Petry & Co., station representatives; Herb Hollister, KANS, Wichita; Marcellus Murdock, publisher, Wichita Eagle and general manager, KFH; Ed Zimmerman, KLRA, Little Rock; Executives of KTUL, Tulsa, including William T. Gillespie, general manager, also were present.

Mr. Skelly, in his address over the network, inadvertently alluded to "KVOO" (Colorado Springs station owned by the Oklahoma Publishing Co. interests operating WKOY, Oklahoma City). Afterward he told his "live" audience that the "sleep" was intentional, since he desired to show proper affection for the station. He also mentioned to the audience that he was a person searching for sneakers jokingly alluded to the incident.

The Tulsa Tribune published a special edition Aug. 9 devoted to the KVOO dedication.

NBC-AFRA Sign

AN OVERALL 10% salary increase was granted to announcers employed by NBC in New York for sustaining programs under the terms of an agreement signed Aug. 12 by NBC and American Federation of Radio Artists. The contract calls for a 40-hour five-day week, with minimum salary of $250 monthly for senior announcers and a graduated scale of from $110 to $175 monthly for junior announcers, network to make pro-rata deductions for dues taken within this period taken for commercial work. The contract calls for sick leave and vacations in line with regular network policy; arbitration of disputes, although NBC reserves the right to live and fire as it sees fit, subject only to state and national laws, and contains a no-strike clause. Signing of this contract, which does not touch on commercial fees, and which affects only announcers at NBC in New York, permitted the four-city singer-actor contract signed by NBC and CBS with AFRA last month [Broadcasting, July 15] to go into effect Aug. 14.

"KVOOPEE" was the by-word at the celebration of the Tulsa station's inaugural of full-time operation Aug. 9. Shown here are a group of "Kvoopers" at the home of William G. Skelly, station owner and oil man, preparatory to the banquet. Left to right: William S. Hedges, NBC station relations vice-president; William B. Way, KVOO general manager; W. G. Skelly, KVOO owner; Niles Trammell, NBC Chicago vice-president, and Edward Petry, president of Edward Petry & Co.

Radio Service Stations

THE AUTO radio listener is now receiving service from gasoline stations along his route. Joseph J. Wells, operator of WAPI, general station representatives, has discovered through a recent survey of the motoring audience. Along with waltz and polka, daytime and evening newscasts now tell tourists which stations can be heard best in the areas they are in. The company is publishing station logs on their sectional road maps.

NBC to Resume Video

NBC reports that work on W2XBS, its experimental television transmitter atop the Empire State Building in New York, is progressing satisfactorily and that the network, whose studio and control facilities are housed in the 128-story building, will probably be resumed before Sept. 1.

HARRY G. KOSCH, general counsel for Allied Theatres of New York, is overseeing the construction of a similar station to that of the State of Washington, for introduction before the New York State Legislature next January. Theaters pay ASCAP a per seat fee for the right to perform copyright music, Mr. Kosch says.

KTFI, Twin Falls, Idaho, is expected to be linked to NBC by Oct. 1 when line to owners of the station is completed. The NBC network will be installed in the Idaho station.

Gala Inauguration Staged by WAPI

WAPI, Birmingham, celebrated both the inauguration of full-time operation and its 16th anniversary Aug. 9 with a special program from the stage of the Alabama Theatre before a packed audience. A half-hour of the show was relayed to CBS, including an address by Republic film star Ann Blyth, speaker of the House of Representa- tives, who read a passage from "Jim to My Daughter," which her daughter Tallulah was not the only talented member of the family.

Three thousand persons in the audience joined with Stanleigh MacQuarrie and others in the singing of favorite songs of the South. Speaker Bankhead was introduced by his daughter, speaking from CBS studios in Hollywood. Oliver Naylor's band provided the music.

WAPI, using directional antennas under special FCC grant now operates full time on 1140 kc., which it formerly shared nights with KVOO, Tulsa.

Signs 1939 Baseball

KELLOGG Co., Battle Creek, Mich., will sponsor baseball games on WBEB, Chicago, during the 1939 season. John Themerson Co., Chicago, is agency, the games, which were jointly sponsored this season by Boeing and General Mills (Wheaties), will include the home games of the Cuba and Sox and broadcasts from the wires of game away.

New San Antonio Plant

Is Dedicated by WOAI

COMPLETION of the new $50,000 studios and 425-foot vertical radiator of WOAI, San Antonio, was celebrated Aug. 6 in an all-day dedicatory program in which prominent radio and advertising notables took part. Specially prepared programs went on the air from the new studios, including broadcasts to NBC and Texas Quality Network. On the NBC program, Texas Governor, James V. Allred, cited WOAI's contribu- tion to radio progress in the Southwest.

Improvements in WOAI facili-


ties include three entirely new studios, a new control room utilizing a three-panel console and new speech input equipment, revamped


ing the auxiliary 5,000-watt transmitter located in the studio prope


er, a new rehearsal and aud


tion room and an entirely new pro


rivate and general office setup.

The new auditorium accommodates 200. The auditorium, known as Studio A, Studio B and Studio C are grouped around the control room so engineers can watch from one point. During the dedication day some 4,000 visitors inspected the new facilities of WOAI.
The Joy of Pets

SNAKES dominated a program Aug. 4 on WICA, Ashton, O., when representatives of the Cleveland Reptile Society broadcast on the station. Robert T. Jones, president of the group, along with his wife and son, told about the fun folks can have with cuddly little crawlers.

For specialized
and intimate approach to
the FOREIGN RESIDENTS
69%
OF METROPOLITAN
NEW YORK

The answer is WBNX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

BUILT TO BUILD GOOD WILL
LEHIGH VERTICAL RADIATORS

Lehigh Vertical Radiators in question throw out the world have proved their durability. Whatever your requirements and efficiency Lehigh's years of experience in designing and fabricating can be of valuable assistance when contemplating a new antenna.

Lehigh Structural Steel Co.
17 Battery Place, Plant at Pelham, N.Y.
Illustrated: 300 ft. Standard Lehigh antenna at 90 ft. Lawrence, Mass.

Malone's Epic

WITH LISTENERS submitting verses, an epic poem based on the history of the United States is taking shape under the guidance of Ted Malone as a feature of his Between the Bandstands program on WOR-Mutual. Mr. Malone, who suggests subjects to his listeners, is shaping the work to follow the course of American history. Employing a simple meter, easy to follow, he hopes to build the epic at the rate of about four stanzas a week into the world's longest poem.

On the Range

SHOOTING MATCH, with a dozen semi-pro riflemen competing, is sponsored each Sunday by KYOS, Merced, Calif., and described by Manager Johnnie Crews. Riflemen, sponsored by merchants in each community at a cost of $5 per broadcast, compete for prizes offered by KYOS.

Reports From Resorts

BIDDING FOR tourist business, a vacation-bound young couple motor up Minnesota's North Shore, discussing scenic beauties and advantages of sponsoring resorts en route on the weekly quarter-hour, North Shore Travelogue, of KDAL, Duluth.

Kiwanis Leisure

DOWNTOWN Kiwanis Club of St. Paul recently took over in Duluth, KMOX program devoted to spare time hobbies of St. Louis people. Kiwanians now dig up scripts and speakers for the feature.

Rural Quiz

AGRICULTURAL quiz, A Case of Questions, on KMOX, St. Louis, Saturdays, brings together teams from Missouri and Illinois rural communities to compete for cash prizes. Charley Stookey, KMOX farm editor, conducts the program. Prizes are also given for questions.

For the Blind

BLIND artists are featured on The Seeing Blind, an hour-long daily program on WHIP, Hammond, Ind. The series is a variety show produced and given by blind artists under the direction of Milt Baker. It has created a strong listener following, according to WHIP.

UPS AND DOWNS of this broadcast business came out recently when KDIY, Salt Lake City, originated a coast-to-coast NBC broadcast, with shortwave pickup by Myron Fox direct from the highway on which Billy Crawford balanced and played an organ 200 feet above Main Street during “Covered Wagon Days,” July 22-25, AND when WHS, Bluefield, W. Va., remoted from a Pocahontas coal mine an interview between Announcer Ed Kitter and John to Lincoln, president of the Pocahontas Operators Assn., with Chief Engineer Pat Flanagan handling the pick-up.

BROADCASTING - Broadcast Advertising
Tips on Perishables
INTERESTING notes on fruits and vegetables and tips to the housewife obtaining them at their best are the substance of The Hoxie Fruit Reporter on WHO, Des Moines, Iowa, Monday morning. With Ernie Sanders at the mike, the program outlines menus and canning programs for each "green grocery" product as its season comes. Hoxie Fruit Co., wholesale distributors, is sponsor.

Program That Draws
TEACHING cartooning by radio is the latest in the line of novelty broadcasts coming out of San Francisco. Tony D'Orazio, cartoonist, is teaching his art by air, calling the series Tony D'Oare the Cartoonist of the Air. He broadcasts a quarter hour lesson in cartooning for children Tuesdays and Fridays from 5:15 to 5:30 p.m. (PST) on KGO, with another spot on the Woman's Magazine of the Air, at 2:30 p.m. Thursdays.

Programs On Trial
PROGRAMS go on trial before a real judge, with the listening audience as jury, in Court of Public Opinion, heard weekly on WJNO, West Palm Beach. Conducted throughout in strict accordance with judicial procedure, orchestras, soloists, newsmen and comedians are presented in evidence to prove the merit of challenged programs.

Who Wrote It?
LISTENERS try to spot famous quotations on William Winter's Quotation-Location on WBT, Charlotte, N. C. The audience identifies by chart quotes posed by Mr. Winter and his answers. Perfect scores are announced on the following week's program.

Ask WBT Another
RADIO bureau of information, answering listeners' questions on any subject except law, medicine and religion, is the idea of the weekly half-hour What Would You Like To Know? carried on WBT, Charlotte, N. C., under the direction of William Winter.

Never the Same
SHOWCASE of the various acts, soloists, teams and groups identified with Good Time Revue, recently started at KDKA, Pittsburgh, and fed to NBC-Blue on Thursdays, presents a different set of entertainers each week, with the studio orchestra, directed by Maurice Spitalny.

KGFV Dedicates Studio
KGFV, Kearney, Neb., recently transferred to new ownership and management, on Aug. 9 dedicated its new studios in Kearney and on Aug. 10 opened its new remote studios in Grand Island. Studios are equipped with RCA apparatus and new transmitter is a Collins 3000F. William Baker is now manager of KGFV, having succeeded Clark Standiford, former half owner who sold his interest to K. H. Dryden. The other half is owned by Mrs. Hugh Brown, wife of the publisher of the Kearney Daily Hub. The station staff includes Emma Baker, program and continuity director; Walter Ely and Lee Gustafon, engineers; Al Brown, Gray Sterling, Harley Hubbard, Ray Harrison, B. Bone, J. Kahn and Bob Minnick, announcers.

Studio Notes
WGVQ, the Eugene V. Debs Memorial Station in New York City, moved into new modernistic studios at 117 W. 40th St., in early August, occupying four studios, one of which will accommodate an audience of 100. At the same time it announced plans for its University of the Air program this fall, to include debates, forums, symposiums, interviews, musicals and dramatics of an educational character. WOR joins the farm parade Aug. 17 with the inaugural of Voices of the Farm, a new Monday and Friday 12:15 p.m. series to be handled by Everett Mitchell as m.c., with authorities on farming as guests.

KOIN, Portland, Ore., announces a new rate card (No. 6) with several adjustments effective Sept. 1. New rates quote evening quarter hours at $20, evening five-minute spots at $20, daytime quarter hours at $32.50 and daytime five-minutes at $37.50. KOIN quotes overtime rates only and does not offer frequency discounts.

WROK, Rockford, Ill., has established a remote studio in the Smith Bldg, Freeport, Ill., a community of 25,000 just 20 miles away. Full time lines were installed and WROK is now carrying about three hours a day from Freeport, according to Lloyd Thomas. WROK manager, Mrs. Renu Staas, formerly with WLS, Chicago, is in charge of the Freeport studio.

COOPERATING with the Washington Police Department, WRC, Washington, carries a daily Missing Persons Bureau at midnight, listing names and descriptions of persons reported as missing to the police. The new service supplements the previous arrangement under which WRC made the announcements upon request of the police department.

CALL letters CFOS have been assigned to Howard Fleming of the Owen Sound Times, Owen Sound, Ont., for a 100-watt station to operate on 1370 kc.

KSFQ, San Francisco, has signed with International News Service for its releases for news periods. A series of new broadcasts will be launched on the station before the end of the current month, it was stated.

WQHP, Rock Island, Ill., holds its third annual soft ball tournament Aug. 21, 22 and Sept. 4 under the direction of Al Arrow. Seven teams, selected by the tourney has attracted 28 teams and the winning team will be given an all-expense trip to Chicago to see a major league game.

KATE, Albert Lea, Minn., has established its own Twin City offices in the Rand Tower, Minneapolis, with Ardea R. Grimes in charge.

"Any mortgages you say? -what's them?"
Here in this fertile Red River Valley, our average farmer is too prosperous to know much about mortgages and such. His farm lands and buildings are worth 33% more, on the average, than those in the rest of the West North Central area [$927.18 as against $695.62]! And he's got cash to pay for anything he wants!

WDAY is the ONE station that serves the entire, rich Red River Valley—and the only chain station within 190 miles! . Why don't you send for the whole WDAY story?
Corrigan's Return
Is Vividly Covered

Networks Pick Up Aviator on
Boat and Follow Closely

NEW YORK'S reception to Doug-
las Corrigan on his return to
America from his famous "wrong
way" flight to Ireland was thor-
oughly covered by the national net-
works and a number of local sta-
tions.

Beginning July 31 with a conver-
sation between Corrigan at sea on
the Manhattan and George Hicks in
New York, broadcast on NBC-
Blue, every move of the "wrong-
way" flyer was relayed to the ra-
dio audience.

On Aug. 2, NBC broadcast a de-
scription of Corrigan by a fellow
passenger on the Manhattan and a
two-way conversation between the
flyer and his brother Harry, in
New York. Aug. 3 CBS put an-
other ship-to-shore conversation on
the air. The next day Hicks and
John Wolf of CBS boarded the
ship off the Massachusetts coast
and each put on several broadcasts
describing the boat's progress and
its entrance into New York harbor.
Mutual joined in on Aug. 3 with
Al Joseph's description of the of-
ficial reception committee's prepa-
ations and a conversation, ship-
to-shore, between Corrigan and
the Mayor's aides, and also cov-
ered the arrival on Aug. 4.

Scops and More Scops

On Friday, MBS scooped the other
two networks with a pre-parade
interview with Corrigan, after
which it joined NBC in describing
the flyer's triumphal progress up
Broadway and the New York Cor-
ner, which was also broadcast by
WNYC. All

Moody MBS Series

MOODY BIBLE INSTITUTE, Chi-
go (religious), will start a half-
hour Sunday afternoon series
Sept. 25, 2-2:30 (EST), on seven
 Networks inURNGB with the pro-
gram originating at WMBI, Chicago, by
the Institute. The series will fea-
ture lectures given by William C.
Lytle, president of the Institute, and
music of student chorus. Stations
covered the program at WMBI;
WNYC; KLRX; WAAB, WFUL, WOC
and WOAC. Station list may be ex-
danded during the fall. Agency is
Crilchfield & Co., Chicago.

Farnsworth Shows
Visual Equipment

Demonstration in Los Angeles
Shows Company's Progress

THE LATEST advancement in tele-
vision equipment made by Farns-
worth Television, was demonstrated
in Los Angeles Aug. 3 to scientists,
capitalists and the press. George
Farnsworth, secretary, and for 12
years active in the firm's progress,
paid the demonstration at 214 S.
Vermont Ave., home of the com-
pany, in the studio of Television Inc. It
was similar to that staged by Farns-
worth in Philadelphia some months
ago.

The Farnsworth equipment, man-
ufactured in San Diego and brought
to Los Angeles for the demonstration,
made pickups from both live and
inanimate subjects. The first casting
of 441 lines, were transmitted at the
rate of 30 per second. Direct trans-
misions of the first extensive defined
reproduction to the receiver's 9x12-
inch screen. Pictures were clear,
sharp and comparable in motion
picture projection. Sound too was
clear. They reproduced in black
and white with a greyish tone back-
covering. George Hicks was tele-
vised explaining the progress made
by Farnsworth since the first ex-
ceptions in November 1945.

Says 50 Miles Is Possible

While the Los Angeles demon-
stration was around 75 feet, Ever-
son declared that similar quality
and definition could be obtained over
distances of 50 miles from a trans-
mitter. He said that Ger-
man scientists are utilizing Farns-
worth patents and are making
remarkable progress in quality. He
pointed out that German engineers
have achieved a 700-line image
broadcast on a screen 6x6 feet
square and that their progress is
far ahead of that in America.

Mr. Everson indicated that com-
tercial television in the United
States only awaited authorization
by the government. He also
claimed that scientific television is
sound and practical so far as broad-
casting is concerned. Everson ex-
tressed the belief that "the next
nine months will see very definite
action in the commercialization of
television".

"I believe that in five years tele-
vision receivers will be as common
as radio receivers are now," he
added. Everson expressed the op-
inion that the first receivers, with a
9x12-inch screen, will retail for
from $350 to $450. Smaller models,
with a 6x6-inch screen, will cost
about $200.

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Ultra-High Bands
Granted Extension

FCC Order Covers Services in 30,000-300,000 kc. Class

ALLOCATIONS in the ultra-high frequencies from 30,000 to 300,000 kc., to specific services, including the various broadcast services, were extended by the FCC to April 18 by the FCC on Aug. 2.

Exempted from the extension were non-commercial educational broadcast stations which already have received allocations as of Oct. 15, and emergency services, including federal and state police, fire, and forestry.

Insofar as allocations to broadcast services in the bands below 60,000 kc. are concerned, such as two television channels, relay broadcast stations facsimile and high-frequency broadcast stations, the six-month postponement order not to be extended to these allocations to these services will not be affected prior to the new date.

The Commission is advisory in these extensions, and any extensions will be ready if those services but it has until the new April date to do so if it requires the time.

Dispute Over Ultra-Highs

Virtually all of the present broadcast services, such as relay, facsimile and high-frequency broadcast stations, which are in the band below 60,000 kc., along with the non-commercial educational stations, have been extended, as they are in the above mentioned television bands of 6000 kc. width, relay channels for pack relay transmission, and other such experimental broadcast services. These are in the band from 60,000 to 200,000 kc. and 144,400 to 300,000 kc., where a number of experimental television services were tentatively included by the Federal government to be used by the development of television bands of 6000 kc. width, relay channels for pack relay transmission, and other such experimental broadcast services. These are in the band from 60,000 to 200,000 kc. and 144,400 to 300,000 kc., where a number of experimental television services were tentatively included in the latter type. This extension was largely because of developments in the June 20 ultra-highs, which are the result of the government's action to combat these frequencies that the six-month postponement was deemed necessary.

It was pointed out the action will permit more time to consider the record of these recent hearings and to work out locations in a more orderly basis.

Insofar as the order relates to services other than the emergency service and non-commercial educational broadcast stations, which are allocated by the Commission Oct. 15, the order will provide: 1. Extension of existing licenses of all general experimental stations which authorize the use of frequencies above 30,000 kc. until 5 a.m. EST, April 15, 1939, permitting operation in accordance with the existing Rules and Regulations governing the general experimental services in the experimental service.

2. Requirement that all stations operating within the frequency bands of 30,000 to 60,000 kc., and 144,400 to 300,000 kc. on the additional and express condition that no interference shall be caused to stations of the government's services or commercial educational broadcast bands.

The Commission explained that its policy is to meet the emergency service and non-commercial educational broadcast stations by the rule that the Commission hearing stipulated that they had no objection to allocations by the Commission Oct. 15, that the order shall not be extended to services or frequencies above 30,000 and 60,000 kc.

THE LATEST IN TRANSMITTERS

New KNX Plant Includes Innovations; Building Has Expansion Joint for Quakes

WITH formal dedication of the new $350,000 KNX, Hollywood, transmitter in Columbia Park, Torrance, Cal., tentatively set for Sept. 10, CBS West Coast headquarters will be the most modern and complete radio plant in the world, according to Donald W. Thornburgh, vice-president in charge of the network’s Pacific Coast operations.

"The new CBS facilities in Southern California represent an investment of approximately $800,000 and incorporate all the most recent radio discoveries," Mr. Thornburgh said. "We are elated to be able to place the new transmitter in operation so soon after dedication of our new Hollywood studios at Columbia Square. They give us now the only complete new broadcasting station throughout the world."

Located four miles from the Pacific, on land which the King of Spain granted in 1785 to Juan Jose Dominguez, one of the early California Dones, in 1785, the Torrance City Council designated the 37-acre transmitter site as Columbia Park. The white and red concrete building resembling in exterior design a swank country club, sits back from the highway approximately 500 yards, facing a lawn landscaped with trees and flowers. Some hundred yards to the rear of the building is the 400-foot Ideclo vertical radiator, built by International Derrick & Equipment Co.

Quake Resistant

The transmitter structure is built in two sections, separated by a six-inch expansion joint, and will withstand a far more violent shock than has ever been recorded, according to James Middlebrooks, CBS engineer in charge of construction. He declared it is practically disaster-proof, and in case of emergency insures Los Angeles County of communication with the outside world. The transmitter can be operated independent of owners, and it will sit on a concrete foundation. A copper mat of 130,000 feet of wire at the foot of the mast aids the conductivity of the radio waves. At the top of the tower is a beacon which flashes 20 times per minute, and the radio beacon, a fixed beam 20 to 30 miles. Other safety lights are located on the six guys which support the tower, and the lights are automatically illuminated by a photoelectric cell when visibility becomes poor. The entire tower plant is entirely RCA equipped.

THOS. LEEMING & Co., New York, has announces that the new \("\) restaurants, located in the latest test for the Co., is a large power station for Quakes. It was also announced that Paramount is extremely interested in the possibilities of sight broadcasting for television, with paid audiences viewing televised plays or sports events in the theater.

The only other film producing company to have a television affiliation is RKO Radio Pictures, a subsidiary of RCA, announced agreements with the experimental company and NBC in the manufacture and use of television broadcasting equipment. Warner Brothers Pictures is a major stockholder in Transamerican Broadcasting & Television Co., but this organization so far has devoted its attention to sound broadcasting without much thought to the sight transmission field.

DuMont Video Interest

Acquired by Paramount For Movie Experiments

INTEREST in motion picture producers have consistently shown in the development of television. Several firms have long been interested in the possibility of using television as a means of exhibiting motion pictures. Paramount Pictures, announced that this company had arranged to purchase an interest in Allen B. DuMont Laboratories and to advance funds to this company for further experiments in video broadcasting.

The DuMont organization, which has been manufacturing cathode ray tubes for use in scientific instruments and especially in television cameras and receivers, last May demonstrated model video receiving sets to the public in a New York department store, picking up one of NBC's experimental television broadcasts. DuMont also has an application before the FCC for a television transmitter for experimental use in the New York metropolitan area.

Details of the arrangement between Paramount and DuMont were not available. All requests for information at DuMont were referred to Paramount, which refused to augment its official announcement. In answer to direct questioning, however, a Paramount official told Broadcasting that the step was made "to allow Paramount's picture and theatrical technique to be applied to television whenever and however this new entertainment medium develops." It was also disclosed that Paramount is extremely interested in the possibilities of sight broadcasting for television, with paid audiences viewing televised plays or sports events in the theater.
Help Wanted

First class experienced announcer with experience for major networks and stations. Write Box A76, BROADCASTING.

Combination man, salesman-announcer, with experience in sales, sales promotion, advertising and radio, all areas. Write Box A77, BROADCASTING.

Situations Wanted

First class experienced engineer, operator. Emphasize radio experience. Write Box A82, BROADCASTING.

WANTED-Announcer, continuity and "make-good" bonus. Box A83, BROADCASTING.

Listener will be asked to fill in questionnaires giving their opinions and reasons for their votes. The Chautauqua audience is generally interested and positive toward the music. These listeners, average, similar tests will be made at the Trenton State Fair, among the Atlantic City crowds and, next winter, in New Orleans. Test the first work of the kind the organization has done, and these early tests are preliminary to the big job at the World's Fair, where vast halls will be equipped to canvass the public's tastes in radio.

Situations Wanted (Cont'd.)

Engineer, considering change, desires opportunity to develop new station anywhere. Box A84, BROADCASTING.

Continuity manager desires change, 12 years' experience in radio advertising. Script writing departments of high power network station in million population metropolitan. Owner of most comprehensive catalog. Owner of New York. References, Box A85, BROADCASTING.

A go-getting Sports announcer, specializing in Hockey and Baseball broadcasts where you can see, in big city, with plenty of plus commission to right man. Native of south preferred. Station has no house accounts. You can reply in absolutely complete confidence. Box A86, BROADCASTING.

Situations Wanted

First class experienced engineer, operator. Emphasize radio experience. Write Box A86, BROADCASTING.

Licensed, experienced engineer. Now employed as assistant program director and announcer, 23 years old, married. Desires change. Box A87, BROADCASTING.

Employed all around announcer. News specialty. 26, Single, 5 years experience including 1 year as home. Good reasons, wants change to eastern or southern station. Box A88, BROADCASTING.

Versatile university trained lady. Good broadcasting voice for singing or announcing. Continuity, production, publicity. Box A89, BROADCASTING.

Continuity, production, publicity. Box A90, BROADCASTING.

ANNOUNCER, continuity and copy writer, fine tenor voice. Broad knowledge of merchandising, advertising and sales promotion. Desires position in New York City area. Box A91, BROADCASTING.

Broadcast Operator-4 years experience operating engineering degree low power radio manufacturing company, desires change to progressive station. Box A92, BROADCASTING.

Successful local station sales executive desires move to major city. Five years experience. Can invest up to thousand dollars. Interested in ordinary sales position. Box A93, BROADCASTING.

Engineer, First Class Radiotelephone license. College, CREI graduate. Has designed and built radio equipment. Will work for any progressive station. C. C. Parnell, BROADCASTING.

COMMERCIAL MANAGER—Age 35, sober. Excellent record speaks for itself. Best replies to be submitted in writing. All replies answered. Box A95, BROADCASTING.

Station manager or sales manager. Excellent 10-year record. Local and national sales experience. Desires promotion. Successfully built two stations to highly profitable bases. Family man. Splendid references. Western Station. Available September first. Box A96, BROADCASTING.

Struck Twice

ABOUT a month ago lighting struck and destroyed antenna meters and tuning device of the directional antennas of WFLA. Tamp. Fla. Secure in the belief that lightning never strikes twice in the same place, new equipment was immediately installed in the same location. Two days later lightning struck again—and destroyed the new layout. Once again WFLA replaced this equipment and now waits to prove the adage, "the third time is a charm!"

WNYC Probe Delayed

LEGAL complications arose to postpone the questioning of Morris Novik, director of WNYC, New York, by the City Council, following charges that the station has broadcast "Communist propaganda" [BROADCASTING, March 15].

Mr. Novik was served with a summons to appear before the Council's special committee on Aug. 10, but counsel for the city contends that the committee can do nothing without the approval of the Mayor and, pending settlement of this question and of the Mayor's approval, the hearing has been postponed. When Mr. Novik appears, other witnesses called will include James R. Angell of NBC; Alfred J. McCosker, WOR; William S. Welty, CBS; F. A. Willis, CBS; Walter Neff of Neff-Rogow, and other radio executives.

CONSENT DECISION ON WMCA REACHED

IN A CONSENT decision made public Aug. 2, the National Labor Relations Board issued an order against the Knickerbocker Broadcasting Co., (WMCA) New York, pursuant to a stipulation entered into April 21 by counsel for the company, the NLRB, and American Guild of Radio Announcers and Producers.

The agreement, which settles charges of unfair labor practices filed by the union several months ago, provides that Knickerbocker Broadcasting Co.:

Case discouraging membership in the Guild or any other labor organization and in other manner interfering with, restraining, or coercing its employees in the exercise of their rights under the National Labor Relations Act.

Offer reinstatement with pay to three employees, as follows: James F. Clementson, $216; Richard Blayney, $888; and Anton Leader, $258.

Upon request, bargain collectively with American Guild of Radio Announcers and Producers as the exclusive representative of all announcers, production employees, and assistant directors in respect to rates of pay, wages, hours of employment, and other conditions of employment.

Post copies of the Board's order in common places throughout its plant for 30 days.

AS THEY did at their last two conventions, officers and spokesmen of the National Association of Music Merchants and the National Piano Manufacturers Association, meeting in Chicago the first week in August, again reported that the music business is good and that radio has proved a spur to appreciation of music and is helping sell instruments.

WANTED

5 Kw. or 1 Kw. Transmitter, not more than 3 years old. Send full particulars to Box A62, BROADCASTING Magazine.

FOR SALE

10 Kilowatt Broadcast Transmitter. In good condition, complete with all power equipment. RCA Model A-10-A. For information apply Box No. A74, BROADCASTING.
Popele Describes Mike With Versatile Qualities

A MICROPHONE that can be made either directional or semi-directional or multi-directional at the flick of a switch was described by J. R. Popele, engineering director of WON, Newark, during an address to the Radio Workshop of New York University on July 26. This new microphone is not yet on the market, however, but is now being tested by WON-Mutual engineers in broadcasting the summer symphony concerts from Robin Hood Dell in Philadelphia.

Especially designed for musical programs, the instrument can be adjusted to pick up sound from all directions or from the front and back with the sides dead, or from the front only. Mr. Popele also gave the students a brief history of the engineering side of broadcasting from the early days to the present, explaining why the K and W call letters came to be assigned to all U. S. stations, how the directional antenna was developed to avoid interference of high-powered stations and to lay down a strong signal in a station's major market area, and glimpsing into the future of such recent developments as facsimile television.

Bert Kalmar and Harry Ruby, Hollywood song writers, have been signed to do a series of tabled musical productions for the Burns & Allen Radio Workshop to start Sept. 90 on 97 CBS stations under sponsorship of Liggett & Myers Tobacco Co. (Chesapeake). John P. Meilburg, Harvey Hein and William Burns, writers on previous Burns & Allen sponsored programs, have been signed for the new series.

WHBC, Canton, O., applied to the FCC Aug. 6 for modification of its CP to replace present composite equipment with RCA 250-watt equipment throughout, including new transmitter and a 492-foot vertical antenna, and to move the transmitter to hills & Dales Road, just outside Canton.

RETURNING from his vacation in Alabama and Georgia, Melvin Myer, assistant station manager of WFLA, Tampa, was traveling within 50 miles of Tampa when the rear door of his car came open and his 6-year-old son Marshall fell out, tumbled over the embankment and was severely bruised.

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Quality Programs for Commercial and Sustaining Uses.
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**FREQUENCY MEASURING SERVICE**

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

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
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A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET
NEW YORK, N. Y.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 30 TO AUGUST 12, INCLUSIVE

Decisions...

AUG. 2

MISCELLANEOUS--WCAI, Baltimore, granted CP change equip.: KYTI, Sioux DP, was mod. by A. K. Becker. NEW, 1200 kc, was granted a type D sta- tion; WSAU, Wausau, Wis., granted ll- ence for WSAU-FM, with KDKA, Pittsburgh, PA., for WSAU office. NEW, 1370 kc, was granted a type D station; WJNO, Charleston, SC., granted mod. CP; WCOU, Lewiston, Me., granted for WCOU-WLW, mod. CP; WMSD, Sheffiel., was granted a type D station; WSHT, Washington, D. C., granted for station. WISE, Richmond, Va., was granted for WISE-WHRD, mod. CP.


AUG. 3

NEW, Martin R. O'Brien, Aurora, Ill. --- Granted CP 1350 kc 250 w D. NEW, Philadelphia, Pa., was granted a type D station; KWHJ, Jersey City, N. J., 10-140; WNEW, New York, N. Y., 10-136; WRGB, Rochester, N. Y., 10-136.

Editorial Note: The above are decisions of the Federal Communications Commission in matters before it involving application for licenses, renewals of licenses, change in operation, license to broadcast, change in technical arrangement, change in technical equipment, and other matters. The decisions, which may be found in the Federal Register, are also available in the official record in the Commission's files.

Flight Is Futile

DESCRIPTION of a hit-run motorist broadcast by KFAM, Minneapolis, Minn., was reported by another driver as he passed the sought-after car on the road, brought apprehension of the driver to the county jail at Bend, Minn., when the vigil- ant listener reported seeing the hit-and-run driver ever since he had found without KFAM's help.

AUSTRIAN GROUP ORGANIZE NETWORK

AUSTRIA's second national chain system came into being this month with the organization of the Vienna Broadcast Network, composed of 15 outlets in the six states, operating on an initial capital of $1,000,000. The project is headed by Sir Hugh Denison, pub- lisher of the Sydney Sun, who is also CP, Radio, N. C., granted with the Cincinnat, Studio, the Antipode's only reg- lar film producing company.

American transmissions will be handled by American Transcription Agency, Savoy House, Syne- ny, and this business was formerly conducted in Australia by 2GB, key station of the new network. Miss Grace Gibson, former Los An- geles radio figure, recently returned from a trip in the States, will be associated with transcription sales. Dr. Ralph L. Power, 2GB's repre- sentative in the United States for the last four years, has been re- placed by another source.

World Broadcasting System of Australia, agent for the American program, announce the formation of Macquarie. Featureaudio Radio Productions (N. S. W.) Pty. Ltd., of Sydney, a record processing and program transmitting company. is operated in the Macquarie company as the Australian Radio Co.

HOT FROM THE BALLOT FRONT

Stations Use Unique Picks to Bring Returns

In Brisk Kentucky Gubernatorial Race

TO BRING Washingtonians a first- hand account of Kentucky's hot-red primary fight between Senator John T. Johnson and Governor Charles L. Faubus, a special hour-long program was produced and carried live in Washington, D. C., Saturday, to the WCKY Louisville station, with interview both candi- dates on election night. With the cooperation of WHAS, Louisville, over WCKY, election returns were sponsored all evening by a local brew- her, Interviewer Porter handled two half-hour and one quarter-hour broadcasts for the Washington station on election day, including dispatches from the homes of the candidates.

WCKY, Cincinnati, also gave special coverage of the Ohio primary, and voting on its five-hour Great Watch Election Party, sponsored by Great Watch Co., Cincinnati. Startling at 8 p.m. EST, the broad- gram remained on WCKY until 1 a.m., carrying returns compiled by staff members, along with commen- tary by Porter. In addition to the campaign headquarters. Lines were also installed to the home of Sen- ator Barkley in Paducah and the ex-headquarters of Governor Charles Chandler in Frankfort.

In addition to returns gathered by its own staff, WCKY carried Transradio Press summaries from time to time, as well as individual reports from the 120 county chair- men of each of the two senatorial candidates, and reports from Northern Kentucky were sl- ed from the Ilexington station. The WCKY Louisville crew in- cluded Menzel Jones, production manager; Rev. Dean, Joe Graham and Ralph Sanders. The Harding headquarters were in charge of Elmer H. Dressman, continuity di- rector, Elmer Baughman and Jack Foster.

During the Ohio primaries Aug. 9, WCKY, cooperating with the Cincinnati post, broadcast returns from a special studio set up in the editorial room of the Post. Menzel Jones and Frank Koester, Post promotion manager, were in charge of these broadcasts of results gath- ered for the war-time Cincinnati Post, in Hamilton county and through Ohio.

WREC, Memphis, claimed a big scoop on the Aug. 4 Tennessee pri- maries with on-the-spot broadcasts, arranged by Hoyt B. Wooten, presi- dent and owner of WREC, in cooperation with WLAC, Nashville; WMC, Memphis, and the WNOX station. Knoxville. Special too l's were WREC's first listeners ac- counts of the trend of voting in the four large cities of the State. In ad- dition to the full-time operations of its own United Press bureau and an- other in the office of the Chief of Police in Memphis for city and county returns.

APPLICATIONS...

AUG. 9

WPTC, Klnia, Minn.--CP new antenna.

KRCO, Bennington, Tex.--License for CP as mod. new station.

WBRE, Wilkes-Barre, Pa.--License for CP new station.

APPLICATIONS...

AUG. 10

NEW, Mountain Top Trans Radio Corp., Denver--Examiner Hill recommended (1-361) that they be refused. WIP, Philadelphia, Pa.-- ordered CP 1000 kc 250 w D be granted.

NEW, Inland Empire Broadcast Corp., Pas- sou--Examiner Hill recommended (1-361) that they be refused. KEEN, Seattle--Examiner Hyde recom- mended (1-361) that they be refused. KKXX, 1000 kc 250 w D be granted.

KEEN, Seattle--Examiner Hyde recom- mended (1-361) that they be refused. KTRK, Houston--Examiner Arnold recommended (1-361) that they be refused.

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Applications...
NEW YORK--The 20th Century Fox Film Corp. has renewed British radio talent for another year. Readers have asked Mr. Klein how long he plans to stay in the industry. "The answer," Mr. Klein says, "is that I plan to stay as long as I can make a decent living."

"I have been in this business for over 20 years and I have been lucky enough to work with some of the best talent in the world. I am grateful for the opportunities that I have had and I look forward to many more years of work.

"My advice to young people entering the industry is to work hard, stay focused, and always be ready to learn. The industry is constantly changing and you need to stay ahead of the curve.

"I am also grateful to my colleagues at 20th Century Fox for giving me the opportunity to work with such talented people. It is a privilege to be a part of such a great company."
KQV's Broadcasts Of Pirates Games Enjoined by Court

General Mills, Socony Secure Injunction Pending Suit

A PRELIMINARY injunction to stop a group of baseball broadcasts by KQV, Pittsburgh, pending action in a $100,000 damage suit, was issued Aug. 8 by Federal Judge F. P. Schoonmaker, of the U. S. District Court. The injunction was asked jointly by General Mills, Socony-Vacuum Oil Co. and NBC, suing KQV Broadcast- ing, alleging violation by the station of its "unauthorized" play-by-play broadcasts of Pittsburgh Pirates games, both at home and base-

[BROADCASTING, July 15, Aug. 15.]

Judge Schoonmaker, in view of KQV's stipulation July 15 that it had discontinued and would not resume broadcasts of out-town games, did not extend the injunction to those made at away games, since "there appears to be no danger of imminent injury to the complaining parties in this respect by the playing of the Pirates away from the city." By the ruling, KQV is enjoined from broadcasting play-by-play accounts of games taking place in a Field before "official termination" of the contests; inducing any such subscribers to send money to the station to receive such games; interfering with the "exclusive rights" of General Mills' and Socony-Vacuum's broadcast privileges; or interfering with the distribution of descriptions of the games; and advertising such broadcasts, among other regulations. The injunction order also called for posting of a $10,000 bond by KQV.

Property Right

In his opinion, Judge Schoonmaker declared that, since General Mills now claims to have contracted with Pittsburgh Athletic Co., owner of the Pirates, for cooperation in exclusive play-by-play broadcasts, they have a property right with which KQV is inter-
fering. Judge Schoonmaker based his con-
tention upon the following: "The station is entitled to broadcast those games to which it has assigned, and it has made an investment in securing the rights in the games. The plaintiffs, on the other hand, have inter-
fered with the exclusive right of General Mills and Socony-Vacuum in the broadcast privilege, by distributing the broadcast to the public, and by advertising the same. As against the plaintiffs, the station has been enjoined from continuing such interference with the exclusive right of General Mills and Socony-Vacuum in said privilege.

WALTER R. BISHOP, public relations
director of WTV, Richmond, on Aug. 15 served as a judge in the court which issued the injunction. He will go to Atlantic City to enter a suit to secure for the title "Miss America".

Wilders Shifts Personnel

CHANGES and additions to the personnel of "170-foothall" Pirates baseball games in New York state stations and one in Vermont have been announced by Lampert & Wilder Broadcasting Corp., headed by Harry C. Wild-
er. Charles Denny, formerly com-
commercial manager of WSYR, Syra-
keet, N. Y., has been named to the ge-
eral manager of WJTN, Jamestown,
who is general manager of WJTN, Jame-

Sinko Baker, W. Va. Network

C. ALLEN BAKER, formerly of the old WPHR, Petersburg, Va., and recently with the same station now operating in Richmond and serving the entire area, has joined the West Virginia Network as national commercial manager. Mr. Baker is also host to "Peggy Chalk's Night on WJTN, Jamestown, who is the general manager of WJTN, Jamestown, N. Y. He is in charge of all sales promotions for the station and has the responsibility of supervising all commercial activity over the network.

Changes at KOY

KOY, Oklahoma City, recently purchased by new interests, will begin operation with entirely new equipment about Sept. 1. Manager W. T. Carney announced Aug. 11. A Collins 250 100-watt trans-
mitter is being installed, together with a 150-foot self-supporting radio tower, a steel Trusson radiator, atop the Plaza Court Bldg. Studios are be-
ing put in and problems of the $50,-

Ken Douglas Heads KTOK

KEN DOUGLAS, formerly of WBAP, Fort Worth, has been ap-
opinted program director of KTOK, O k l a h o m a City, by Harold V. Housh, owner. He succeeds Joseph W. deBoisne, who resigned to accept a position with NBC. Douglas, who will take his position Aug. 22, succeeds Charles Penman, for the last eight years program director of WAP, Fort Worth, and is in charge of the KJH production department on that date. He succeeds Ted Bliss resigned, James Penman, assistant to the general manager, takes on additional duties of studio opera-
der. Wayne Griffin, continuity editor, will handle the production of all programs.

Radio Industry Leaders Aid N. Y. College Course

A 16-WEEK survey course in the theory and practice of radio broadcast-
ing, to be offered at New York College, 28 Ivy Pl., and the College of the City of New York, conducted by Seymour N. Abramson, station manager of WNYC, New York's municipally owned station. Designed as a practical program for women intending to make a career of radio, the curriculum will cover the entire field of program building and production, along with the various phases of broadcasting who will appear as guest lecturers. Trips to the broadcasting stations will supplement the classroom sessions.

Guest lecturers include: Isaac Birnberg, chief, KJH, WNYC; Orrin E. Dunlap Jr., radio editor, New York Times; Homer Fickett, director, March of Time, BBDO; Benjamin Schenck, secretary to Alfred McCosker, presiding, VOR; Felix Greene, foreign representative, British Broadcasting Corp.; Harrison Hartley, assistant direc-
tor of special events, NBC; John R. Kellogg, assistant director, MBS; Stockel Helfrich, assistant manager, station de-
partment, WABC; Charles T. Young, professor of marketing, Wharton School, U. of Pennsyl-

Radio Attractions Inc. New York City production company, which produces transcribed radio programs, has been appointed exclusive distributor for Advertising Research Foundation shows in the eastern states. John McCozer, formerly with WOR, Newark, has joined the organization and will cover Virginia, West Virginia, Delaware, Maryland and the District of Columbia.
the story of

"MID-STREAM"

WLW has available for sponsorship the new listener-tested show "Mid-Stream", the powerful day-time serial written up to night-time standards. In "Mid-Stream" we have developed a pace-making spirit and tempo; a successful treatment that makes it a top feature. It is the story of the dramatic struggles and family problems facing a husband and wife who are at the mid-stream of their lives. In it is the thoughtful, careful writing and production that have made WLW's great creative reputation. "Mid-Stream" has been listener-tested during the past three months on both WLW and the Mutual network—a proven program. Won't you let us show you how you can really stretch your budget by producing daytime serials in Cincinnati with the facilities of

WLW - THE NATION'S STATION
CINCINNATI

www.americanradiohistory.com
The highest efficiency circuit of any commercial 5 kw. transmitter—plus successful air-cooled tubes.

-and the RCA 5-D proves it in actual service!

No idle claims are these—every one of them is a fact—a fact proved by actual service! That's why if you're thinking of getting a new 5 kw. transmitter, the RCA 5-D is your wisest choice. It will do for you all it has done for the 9 stations now using it. And that means the finest in performance—plus great savings in operating costs!

And these features are valuable to you
- Simple to adjust
- No complicated circuits
- Long tube life
- Low operating costs
- Full power in the antenna
- No water cooling
- Lower installation costs
- Vertical chassis construction.

Ask for full data on the RCA 5-D, the first all air-cooled 5 kw. transmitter.

Use RCA Tubes in your station—for finer performance.

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue
Chicago: 589 E. Illinois Street
San Francisco: 170 Ninth Street
Atlanta: 490 Peachtree Street, N. E.
Hollywood: 1016 N. Sycamore Avenue

www.americanradiohistory.com
Some of you city slickers sometimes accuse us rustics of being asleep after 7:30 P M!
But listen to this! Every night at 11:55 — MIDNIGHT! — Station WHO puts out a short call for “Missing Persons”. It’s a simple little job of announcing — no drama. Yet during the first 6 months of 1938, we have received 286 requests for assistance, from listeners in 40 States and Canada — have actually located 27 missing people! . . . Nothing sensational — but further proof that at 11:55 P M, at 6 A M, or at any other time, you can locate missing sales, too, via WHO.

WHO for IOWA PLUS

Des Moines . . . 50,000 Watts

J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives
This significant statement, which could easily be that of any one of a score of current KLZ advertisers, was made by shrewd manager William D. Powell of Denver's million-dollar super-market, the Home Public Market. Starting from scratch five months ago, the "Dime Man" program over KLZ, the super-market's first effort in radio, has proved a profitable, effective business-builder.

What Denver's Home Public Market has learned, other KLZ advertisers have long known: KLZ is the liveliest, most interesting station to listeners in the Denver-Rocky Mountain region; the most effective, economical medium for advertisers.

KLZ covers the entire Denver-Rocky Mountain Region

For advertisers who require broad coverage in the Denver-Rocky Mountain region and the enthusiastic cooperation of dealers in this area, KLZ supplies both. Concerning KLZ coverage, Mr. Powell writes: "We have received orders, comments and letters from points as far distant as the Wyoming-Montana border, Eastern Nebraska, Kansas and New Mexico ... and the entire state of Colorado."

KLZ Denver

Under Affiliated Management With WKY - Oklahoma City and The Oklahoma Publishing Co. - Represented By The Katz Agency, Inc.
CATAPULT...

Your sales campaign into the New England territory

IMPETUS, from the initial moment of activity, may be given to your sales campaign in New England by using the extensive facilities of The Colonial Network.

Sixteen stations comprise The Colonial Network, each station enjoying a popular local following in one of New England's large and active market regions. These regions, situated from southern Connecticut to northern Maine, together comprise the major New England market—a unit that is of tremendous importance in all national sales programs.

For comprehensive New England coverage, reaching effectively the largest markets, yet within the means of even a nominal advertising budget—use The Colonial Network for your campaign.
WGBI—a regular station with plenty of regular listeners

An impartial, authentic Starch personal-interview survey of the Scranton and Lackawanna County radio audience, late last Spring, confirmed the fact the regular WGBI audience is practically all of Scranton and Lackawanna County—as the results above show.

All of which proves that—"If you lived in Northeastern Pennsylvania, you, too, would listen to WGBI . . . because it is the ONLY station which delivers a satisfactory signal throughout this rich area (175,000 radio homes).

WGBI, Scranton, is in Pennsylvania's third largest city and centrally located in the 17th largest metropolitan area in the United States. This metropolitan area includes Wilkes-Barre and 37 other important towns in Luzerne County as well as 32 important towns in Lackawanna, Susquehanna and Wyoming counties. And this is only part of WGBI's primary coverage.

If the acceptance of your product or service is to grow in Northeastern Pennsylvania, WGBI and WGBI exclusively can do the job quickly, effectively and economically. Make WGBI a MUST on your list.

WGBI—Scranton, a CBS affiliate

1000 watts, day • 500 watts, night • 880 kilocycles • Represented by John Blair & Co.

Reprinted from BROADCASTING, August 15, 1938 issue
Columbia sets the stage—
... and action is the cue!

Whether it be the first poetic drama written for radio, Archibald MacLeish's *Fall of the City*; or a glowing re-creation of *Hamlet* by “Buzz” Meredith; or the brilliant adaptation of *The Red Badge of Courage* by the Columbia Workshop, the CBS curtain rises on a living, on an active theater. This summer, CBS tops its playbill with the brightest sensation of the drama season—Orson Welles and his Mercury Theater. But the distinguished CBS summer guest is only one of eight dramatic programs heard each week; ranging from the new *Four Corners Theater* to the eight-year-old program for children of all ages, *Let’s Pretend*. To these, the nation is now listening, eight times a week, in millions of the most comfortable, intimate theaters of the land.
SINGULAR FIRST PERSON

Orson Welles and his Mercury company are the theater’s reigning First Persons. Their first venture, “Julius Caesar”, which opened as recently as last November, rocketed them to immediate success; was bulwarked by three consecutive hits, “Shoemaker’s Holiday”, “The Cradle Will Rock” and “Heartbreak House”. At Columbia’s invitation, Welles and his troupe bring their vivid originality and imagination to radio. In First Person Singular, Orson Welles writes, adapts, casts, directs and acts in the stories of literature for radio. Old and new, from “The Tale of Two Cities” to “The Thirty-nine Steps”, they are taken out, brushed off and broadcast to the nation in all their original excitement and newness.

BRAVOS FROM THE NATION’S PRESS

SUPERB Welles chose Bram Stoker’s “Dracula”...The offering was superb...It was a happy meeting between an expert cast and satisfactory material.

New York Daily News

CONSUMMATE The work was consummately eerie and effective in the narrative form, punctuated by dramatizations, that Welles used.

Memphis (Tenn.) Press-Scimitar

ELECTRIC It seemed as if the “mike” was actually being held to the lips of the marooned pirate Ben Gunn, as it is in this day and age to victorious prize-fighters and round-the-world fliers...So it was with “Treasure Island”...The characters lived electrically.

New York Times

VIVID Welles’ use of the first person makes radio drama...as vivid as the stage...Before we know what is happening, the story has come to life.

Stockton (Cal.) Record

GRATIFYING The gratifying thing about the hour was that no illusions were destroyed.

New York Journal

PERFECT Everything was well nigh perfect...Institutionally, it is a feather in the cap of CBS.

Radio Daily

STIMULATING CORNER Orson Welles launched his new WABC series of Monday evening drama...Last night made it clear this is to be one of the most stimulating corners of radio all summer.

New York World-Telegram

NEW HIGH If you enjoy drama, try Welles. He’s hit a new radio high.

Cleveland Plain Dealer
## THE CURRENT CBS PLAYBILL

| GUEST | FIRST PERSON SINGULAR | Otroon Welles — now making radio history as sensationally as he made theatrical history — summarizes his new technique. When a person comes on the air and says, "This happened to me," you've got to listen. Listening each week on Monday night are millions of CBS radio families, to whom the great stories of classic and contemporary literature become the exciting experiences of real individuals. MONDAYS, 9:00-10:00 p.m. |
| EXPERIMENTAL | THE COLUMBIA WORKSHOP | Established by CBS three years ago to experiment with techniques of radio production, the Workshop has already made many contributions to the art of broadcasting. New ways of serving the old wine of a Swift or a Poe, the current vintage of a Hemingway or a T. S. Eliot, and the provocative brew of celebrated newcomers have been created by the Workshop, applauded by the nation. SATURDAYS, 7:30-8:00 p.m. |
| RURAL | FOUR CORNERS THEATER | Aaron Slick's triumphs, the Village School Ma'am's romance, and Aunt Jerushy on the Warpath have played to American audiences in thousands more performances than the greatest Broadway hits. Millions more people now have a chance to enjoy these dramas on the stage of Columbia's "Four Corners Theater." TUESDAYS, 8:00-8:30 p.m. |
| EPIC | MEN AGAINST DEATH | The almost legendary heroes of Paul de Kruif's books — Pasteur, Koch, Northrop — are brought to life and their historic significance translated into vivid drama, presented by CBS in association with the Federal Theater's Radio Division. THURSDAYS, 8:00-8:30 p.m. |
| EDUCATION | AMERICANS AT WORK | Portrayals of many of the varied jobs that make up the intricate web of American industrial life; with the voices of workers brought by CBS directly from tunnels, laboratories, ranches, filling-stations and other workshops throughout the land. Presented by the CBS Adult Education Board. THURSDAYS, 10:30-11:00 p.m. |
| STOCK | BUFFALO PLAYERS | One of the oldest dramatic groups in the country, the Buffalo Players bring to their productions the expertise of veteran stock players. Their repertory includes hits of today and yesterday and original radio drama as well. FRIDAYS, 3:30-3:30 p.m. |
| CHILDREN'S | LET'S PRETEND | The great and beloved prototypes of childhood ambitions — Aladdin, Ali Baba, Dick Whittington — are re-created by children themselves; enacted twice each week for the delight of everyone who remembers, or is just discovering, the golden thoughts of youth. TUESDAYS and THURSDAYS, 5:30-6:00 p.m. |

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www.americanradiohistory.com
MORE PEOPLE RECEIVE THE NEWS OF THE HOUR "BY UNITED PRESS" THAN THROUGH ANY OTHER MEDIUM IN THE WORLD!

UNITED PRESS offers a COMPLETE service to your radio station, tailored to your territory, by LEASED WIRE.

UNITED PRESS maintains its OWN staff men in all the strategic news centers of the world. It is the ONLY COMPLETE news service available to radio.

"To be COMPLETE, your news service must assure REGIONAL as well as NATIONAL and INTERNATIONAL coverage.

"By United Press"
THE MOST FAMOUS BY-LINE IN THE WORLD
Radio's Number-One News Service
Now Available on Southern New England's
Number-One Radio Station

Available September 1
Transradio News on WTIC
15 minute periods
Daily 8 A.M. • 1 P.M. • 6 P.M. • 11 P.M.
RATES AND FURTHER INFORMATION WILL BE SUPPLIED ON REQUEST

50,000 WATTS WTIC HARTFORD, CONN.

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

• Member NBC Red Network and Yankee Network
• James F. Clancy, Business Manager
• New York    Detroit    Chicago    San Francisco
HITTING A NEW HIGH!

KNX is the only wholly new 50,000 watt station in the U. S.!

The new KNX transmitter and vertical radiator—the most advanced in design and construction in the world—stands completed.

Located in the center of 37-acre “Columbia Park,” 18 miles from the heart of Hollywood, the new equipment makes KNX the only wholly new 50,000 watt station in the nation!

Only yesterday KNX dedicated its magnificent new studios, “Columbia Square,” Hollywood. Today KNX is new—from the copper ground system under the studios to the beacon atop the 490-foot transmitter.

The result—the most popular station in Southern California offers, day and night, far more primary listening area at no increase in cost.

50,000 WATTS, LOS ANGELES. OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM. Represented by radio sales: NEW YORK · CHICAGO · DETROIT · MILWAUKEE · BIRMINGHAM · LOS ANGELES · SAN FRANCISCO
Don't ever think that the Free & Peters man who calls on you is merely working a "peddler's beat". Follow him for a few days and you'd find that for every hour he puts in as a salesman, he spends about five hours as a combination market analyst, detective, research man, and program director! Because look:

We're in the business of selling time for our list of stations, of course. But the best way we know to sell radio time is to help make radio time SELL MERCHANDISE.

Next time one of us drops in, give us some dope about any job that's bothering you. Ten to one you'll get some worthwhile suggestions.

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

Pioneer Radio Station Representatives

Page 12 • August 15, 1938
The Spot Picture Is Bright for Autumn
And Only a Business Upset Can Spoil a Fine Season;
September to Be a Stirring Month of Time Buying

SPOT broadcasting will enjoy a good autumn—better than anyone would have believed possible three months ago.

If general business conditions hold up, new records for spot marketing may be set.

In the planning stage right now are more spot campaigns than last year at this period. A slump in business, however, would mean the waste-basket for a lot of them because advertisers are still jittery from the effects of the late 1937 and early 1938 depression.

Definite prophecies are difficult at the moment because of the prevalence of sponsor and time-buyer vacations, many of which were deferred to late summer because of intense activity during the slow early summer.

The result is that September is going to see a wild scramble for choice station time, with an unusually high percentage of campaigns being placed during the month. Ordinarily many of these lists would have been drawn up in August, which actually has been uncharacteristically dull as a time-buying month.

They Expect Big Things
A careful check of agency and advertiser ranks in the important time-buying centers reveals a general note of optimism, often tempered with an if but. Most cheerful is the ever-optimistic Los Angeles. Most cautious is Detroit, where the collapse of auto production has discouraged those who spend money for advertising. Detroit, however, is hoping for better days and plans are being made for autumn introduction of new models and autos. And even in this blackest part of the spot picture it is stated that 1938 auto time buying will at least equal that of 1937.

In Canada the business slump has not been so severe. Younger in radio advertising experience, it has not met the time-saturation problem. A definitely improved autumn is indicated in all quarters.

These views of spot prospects in the United States and Canada were obtained by BROADCASTING's correspondents, who have been taking the ranks of agency, sponsor, transcription, representative and station executives for more than a month. Intensive effort was made to get definite information on new campaigns, either scheduled or in the works. Some agencies refuse to give out such data; others readily supply it. A few typical quotations are given.

A DETAILED list of spot accounts placed and contemplated for the fall and winter, based on a survey by correspondents of BROADCASTING in principal time buying centers, will be found on pages 58 to 72 inclusive.

NEW YORK

Outlook for spot broadcasting this coming fall and winter is the best in radio history, according to New York agency radio directors and time buyers, transcription manufacturers, station representatives and station sales managers. Unanimously they point to inquiries from hordes of national and regional advertisers regarding programs and times available, to the congestion of the networks who have little to offer during the more desirable periods, to the improvement in business conditions which should make for increased purchasing power and increased advertising appropriations.

But when they are asked about business actually signed, it's another story. Advertisers are asking for plans for spot campaigns, agencies are querying stations regarding audience tested programs and available time; hundreds of campaigns are being shaped up on paper, but only a few new spot appropriations have been authorized by advertisers and fewer still have been contracted for time. As one agency executive phrased it: "Right now in August we're making our plans, but September will be the ordering signing month."

A BANG-UP fall for spot radio is the consensus of 50 Chicago advertising agencies and station representatives surveyed by Broadcasting. Of particular significance to Chicago radio is the number of new accounts using spot and extended use of spot by old accounts. F. Hugh Raeger, president of Kellogg, which was recently shifted from an Eastern agency to J. Walter Thompson Co. and Hays MacFarland & Co., spot radio is the Corn-Kix account of General Mills placed through Blackett-Sample-Hummert, and that agency is using spot instead of network for F & F Laboratories this fall, a reversal of last year's placements.

Still more impetus is given Chicago spot placements by the addition of Skinner Mfg. Co. (raisin bran) and the new liquid dentifrice of Proctor & Gamble, both accounts being handled by H. W. Kastor & Sons Adv. Co. Another new account is Lasto Products (permanent wave) with spot being placed by First United Broadcasters Inc., which will also place considerable spot for Williard Tablet Co., returning to spot this fall after using none last year.

Another new Chicago account is Free Cosmetics (Gibbs & Co.) handled by Ruthrauff & Ryan Inc. The O'Cedar spot list will be considerably expanded over last year, according to John H. Dunham Co., agency in charge.

Time buyers for large Chicago agencies state that billings for this fall will greatly exceed those of last year. According to Gene Fromherz, time buyer of J. Walter Thompson Co., agency's Chicago billings were up 125% as of June 1 and billings for fall indicate a gain of 150% over the fall of 1937 without the Kellogg account. However, the staff of First United Broadcasters Inc., states that "business is definitely up with billings 30% higher than last fall and winter."

In looking back over a success (Continued on page 56)
Sawyer Leads Ohio Governorship Vote; Other Radio Men in Political Races

A NEW FIGURE prominently identified with radio won high political honors in the early August primaries when Charles Sawyer, vice-president of Crosley Radio Corp., operating WLW, won the Democratic nomination for Governor Aug. 9 by defeating Gov. Martin Davey by about 30,000 votes. Mr. Sawyer will face John W. Bricker, Republican nominee, in the November elections. With endorsements by both AFL and CIO and in view of the large vote he polled, political observers give him a good chance to win.

Mr. Sawyer is Democratic National Committeeman from Ohio and was formerly Lieutenant Governor. He has long been counsel for and a member of the board of directors of the Crosley company.

In Nebraska, Karl Stefan, Republican member of Congress from Norfolk and formerly with WJAI there, was renominated without opposition, but Foster May, news editor of WOW, Omaha, seeking the Democratic nomination for Congress with CIO endorsement, was defeated by Congressman Charles McLaughlin by slightly over 2,000 votes. Mr. May conducted a “front porch” campaign via radio, chiefly using the facilities of WAAA, Omaha.

Election of W. Lee O’Daniel, the Texas flour salesman who introduced himself as a candidate for governor during his sponsored broadcasts on WABP and the Texas Quality Network, is assured next November due to the overwhelming Democratic vote in that state. (BROADCASTING, Aug. 1.) A runoff will be required in latter August in the Wichita Falls district where Congressman McPharlane was topped for the Democratic nomination by Edward Gosett, young Wichita Falls attorney, but Gosett’s nomination and election seems assured in view of his wide margin of votes and the report that K. C. Whitley, third, is throwing his support to Gosett.

In South Dakota, Chandler Gur-nye, onetime manager of WNAX, Yankton, still owned and operated by his family, is the Republican nominee for U. S. Senator and will be pitted against Tom Berry, Demo- cratic nominee, in the November elections. Having come within a few votes of defeating Senator Bultov in 1936 for the Senatorship, young Mr. Gurney is also given a good chance by political prognosticators to win the office this year.

Fruit Cake Lists 10 JONES GRAIN MILLS, Los An- geles (fruit cake), a seasonal user of radio time, has reappointed List Sheldon Adv. Agency, that city, to direct its advertising, and in Octo- ber starts a three-month campaign, using five-minute trans- cribed commercials on 10 California and Arizona stations. List now is being made up.

KNX GELATINE Co., Johnstown, N. Y., on Sept. 16 starts participation in Women’s Magazine of the Air on NBC-Pac- ific Pacific Telvision Friday, 5:30-6:45 p.m. Agency is Kenyon & Eckhardt, New York.

Alleged Radio Prejudice In Tennessee Is Probed ACTION by the Senate Campaign Expenditures Committee on a complaint charging denial of radio time “to Senatorial candidates and others”, filed July 29 by John R. Neal, will be withheld pending a recommendation by the FCC. According to Senator Sheppard (D.-Tex.), chairman of the Senate committee, in the first recrimination report- ed during the current political season, Mr. Neal, one of the defeated candidates for U. S. Senator in the Aug. 4 Tennessee primaries, de- clared in his complaint that “a ranking Tennessee Federal office holder has endeavored to close various radio stations to Senatorial candidates and others with whom the suspects would criticize the Mem- phis situation over radio stations.” Although no names were mentioned in his first communication with the special Senate committee, the com- plaint arose from the refusal of radio time to W. M. Fuqua, Nash- ville attorney directing a Shelby county vote probe, according to Tennessee newspapers.

The Senate committee imme- diately turned over the complaint to the FCC, which asked for a recommendation. The FCC is studying the situation and intends to make a report to the Senate committee. Acting Chairman Sykes told BROADCAST- ing Aug. 12, although it is not yet known how soon the study will be finished.

Jessel May Return PLANS for returning the Sunday evening program featuring George Jessel to the MBS again this winter are under way, according to E. L. Rottenberg, vice-president of Redstone, New York agency which last winter successfully presented the program under the sponsorship of a number of in- dividual advertisers, each of whom inserted his own commercials locally. Mr. Rottenberg said that the Jessel agency was also planning a weekly musical program to be called Show of the Week and to feature a different program each week, one of which would also be broadcast over MBS under the local sponsorship system.

No Academy Sponsor NO “BIG MONEY” sponsor will be permitted to have a hand in the proposed radio series of the Academy of Motion Picture Arts and Sciences, the membership of the organization in Hollywood voted on Aug. 8. It was pointed out that the program idea was originated in order that the picture industry might be presented to the public in the best light. It was felt a sponsor’s name would tend to give the campaign a commercial value. If the Academy does not get an exclusive sponsor, it will make no attempts to get one. The program will represent the entire industry, will carry on its proposed series without a sponsor. The pro- gram is scheduled to begin in CBS’ time slot, 5:30-6:30 p.m., preceding its Grafton’s program on CBS. Agency is Benton & Bowles, New York.

Sawyer Leads Ohio Governorship Vote; Other Radio Men in Political Races

Charles Sawyer, onetime manager of WNAX, Yankton, South Dakota, still owned and operated by his family, is the Republican nominee for U.S. Senator and will be pitted against Tom Berry, Democratic nominee, in the November elections. Having come within a few votes of defeating Senator Bultov in 1936 for the Senatorship, young Mr. Gurney is also given a good chance by political prognosticators to win the office this year.

Fruit Cake Lists 10 JONES GRAIN MILLS, Los Angeles (fruit cake), a seasonal user of radio time, has reappointed List Sheldon Adv. Agency, that city, to direct its advertising, and in October starts a three-month campaign, using five-minute transcribed commercials on 10 California and Arizona stations. List now is being made up.

KNX GELATINE Co., Johnstown, N.Y., on Sept. 16 starts participation in Women’s Magazine of the Air on NBC-Pacific Pacific Television Friday, 5:30-6:45 p.m. Agency is Kenyon & Eckhardt, New York.

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Page 14 • August 15, 1938 BROADCASTING • Broadcast Advertising
New NAB President in Action

Miller Moulds NAB Districts In Active National Campaign

Swing Around Nation Includes Meetings With Groups in Syracuse, Kansas City, Wichita

MILLER MOODS might describe the sequence of candid camera studies of NAB President Neville Miller, as he discussed radio in general with a group of broadcasters at the 12th NAB district meeting in Wichita, Kan., Aug. 8. Photographs (except center shot) are by Herb Hollister, KANS, Wichita, general manager, and NAB director who presided at the meeting. Mr. Hollister is one of the industry's best known candid cameramen, having won first place in Broadcasting's camera competition last year.

1 in Syracuse by Col. Harry C. Wilder, president of WSYR, NAB director and district chairman. In attendance were 26 representatives of 14 stations, NBC and CBS, as well as the NAB headquarters executives.

Sydney Kaye, New York attorney, told the New York State meeting of the status of national and state radio legislation, and N. 1, subscribing to sound accounting executive discussed uniform accounting reports. Other matters included the musicians' union, labor problems, FCC trends and regulations, sales contracts, Congressional contacts, and educational and financial obligations of the NAB. Resolutions were passed urging discontinuance of push button tuned receivers without manual control and lauding Harold E. Smith and DuBil Richardson, of WOKO, Albany, for their services on behalf of New York broadcasters on legislative matters.

At the Kansas City meeting of broadcasters from the Tenth District (Missouri, Iowa and Nebraska) some 50 broadcasters were in attendance. The meeting on Aug. 6 was presided over by John J. Gillin Jr., manager of WOW, Omaha, and Tenth District director. It was at this session that a formal resolution on copyright was adopted, along with a motion on political broadcasting, the latter instructing the NAB board to make a study of the whole subject to ascertain whether the organization should recommend changes in the law, the regulations adopted by the FCC in pursuance of the law, or both.

The copyright resolution, offered by Arthur B. Church, president of KMBC, Kansas City, and seconded by Rev. W. A. Burk, S. J., director of WEW, St. Louis, reads: "Resolved: That the Tenth District of the NAB petition the board of directors of the Association to take positive action to develop the program of the Bureau of Copyrights in conformity with the original plan of organization at the membership meeting held during February, 1938; and, that the members of the Tenth District express their complete confidence in the future of the Bureau of Copyrights and urge each member of the District as well as each member of the Association, to subscribe for the Bureau's library of recorded music."

The Reservoir Plan

The "original plan" on the copyright bureau specified in the resolution is that designed to build up a reservoir of public domain music, and possibly other program material, so that broadcasters would own full rights, and thereby have a reservoir of performing material available in the event of a hiatus under which ASCAP or some other performing society might withdraw performing rights.

The 15 stations subscribing to the NAB transcription library service, 20 hours of which are recorded, at $10 per hour, were: WMT, Cedar Rapids; KMA, Shenandoah; WAKO-KGBX, Springfield, Mo.; WTMV, East St. Louis; WMBH, Joliet; WHB, Kansas City; WBEW, St. Louis; KANS, Kansas City; KFAB, Lincoln; KCMO, Kansas City; WDAF, Kansas City; WAAX, Omaha; KWOS, Poplar Bluffs, Mo.

The NAB transcription library heretofore has had 105 subscribers for the 20 hours already recorded. The separate corporation controlling the service is 100% owned by NAB. The original plan contemplates a 100-hour library.

At the Twelfth District (Kansas- Oklahoma) meeting held in Wichita Aug. 8, discussion again centered on copyright and political broadcasting, though a wide range of subjects was discussed. Herb Hollister, general manager of KANS and NAB director and executive committee man, presided.

Mr. Miller delivered an address before the Kansas City Rotary Club at a luncheon meeting, which was broadcast over KANS—his first radio speech since becoming the NAB chief executive. His subject was the Louisville flood and he (Continued on Page 16)
Hearst Southwest Stations Near Sale

KOMA, KTSA, WACO and KNOW Sought for $750,000

SALE of the four Southwest stations of Hearst Radio Inc. for a total of $750,000 was nearing consummation, subject to FCC approval, as BROADCASTING went to press Aug. 12.

Disposal of the stations as part of the Hearst Radio liquidation plan required only the signing of formal contracts, with Hearst representatives present in Texas to handle arrangements. The lineup was understood to be as follows:

KOMA, Oklahoma City—To be sold to a syndicate of independent oil operators in Oklahoma City for $350,000 cash.

KOMA cost Hearst about $220,000 when purchased three years ago.

KTSA, San Antonio—In negotiation, to be sold to Gene Howe and O. L. (Ted) Taylor for a reported figure of $300,000. Mr. Howe is publisher of a group of newspapers in Texas and with Mr. Taylor operates KONG, Amarillo, KFYO, Lubbock, and KGUV, Weslaco. KTSA was purchased by Hearst for approximately $200,000 under the Southwest Broadcasting System.

WACO, Waco, and KNOW—To be sold to S. W. Richardson and M. J. Roerer, wealthy Fort Worth oil operators, for $50,000 each.

These men, it is understood, are backing the new Texas State Network headed by Elliott Roosevelt, president of Hearst Radio Inc., and Neal Barrett, Hearst Radio vice-president.

It appears a certainty that upon acquisition of WACO and KNOW by the Richardson-Roerer group, Mr. Roosevelt will operate them in conjunction with KFJZ, his Fort Worth station. Mr. Barrett is joining Mr. Roosevelt in the Texas Network project, and will resign from Hearst Radio.

The identity of the syndicate of oil men negotiating for KOMA could not be ascertained, but it is understood they are independent operators, and publisher reports that Jesse Jones is interested. The Phillips oil interests were active in the bidding several weeks ago, but they are said to have dropped out.

Active bidding is in progress, it is learned, for the four remaining Hearst stations—WBAL, Baltimore; WINS, Milwaukee, and KYA, San Francisco, but the identity of the bidders is not disclosed.

Emile Gough, former general manager of Hearst Radio, sought last month to buy WINS and WINS together with WCAE, Pittsburgh, in a block for $2,100,000 on behalf of unnamed backers, but the deal could not be completed due to the fact that WCAE is not for sale.

WCAE, most successful of the Hearst stations, is owned by Hearst Consolidated Newspapers and is the only Hearst station not part of the liquidation project.

An offer of $150,000 has been entered for KYA by a syndicate of former broadcasters, whose name was withheld, but no action of this was in immediate sight as BROADCASTING went to press.

Only Hearst station under definite sales contract to date is KTVQ, Los Angeles, sold to Earl Anthony for $400,000, subject to FCC approval. A deal has been made with Col. Arthur O'Brien, legal counsel for Hearst, and with Mr. Anthony's attorney, for the purchase of WINS, New York, for $250,000, but contracts have not yet been signed.

FCC Authorizes Daytime Stations

Aurora, Ill., Anniston, Ala., Fayetteville, N. C., Grants

THREE new local daytime outlets will be authorized as follows:

- The FCC, in decisions dated Aug. 2 and 3, bringing to 37 the total number of construction permits issued for new stations so far this year. They will be located in Aurora, Ill., Fayette, N. C., and Anniston, Ala.

The grant of the new Aurora station comes as follows: The Commission, on June 28 denied a similar application by Jules J. Roben, theatre man, who sought 250 watts daytime on 1048 kc. Its operator will be Martin R. O'Brien, public administrator of Kane County, Ill., and a member of the county board of supervisors. It will operate with 250 watts daytime on 1320 kc. In its application the Commission sustained Examiner Irwin, and it was scheduled to be effective Aug. 12.

Carolina Station

In a recent decision [BROADCASTING, Aug. 1] the Commission denied an application by G. Frank W urz, prime, seeking 1,000 watts daytime on 1340 kc. in Fayetteville. On Aug. 2, however, it decided in favor of the application of W. C. Ewing, wholesale fertilizer merchant, and Harry Layman, chief engineer of WPTC, Kinston, N. C., partners, asking for 250 watts daytime on 1340 kc. in that community. This station will be known as WFCN. Examiner Seward's recommendation was sustained in making the grant, dated to become effective Aug. 12.

In Anniston the new station (WHNA) will be constructed and operated by Harry M. Ayers, publisher of the Anniston Star. It will operate with 100 watts daytime on 1420 kc. The Commission sustained Examiner Hill in making the grant, effective Aug. 13.

Goodyear Tire Acquires Farm and Home Segment

GOODYEAR TIRE & Rubber Co., Akron, O., has signed for the final quarter-hour period of NBC Farm Days for the next four days weekly, starting Sept. 20 [BROADCASTING, Aug. 1]. Militantly sustaining since its inception ten years ago this fall, Farm & Home Hour will have its final quarter-hour revamped into a regional news service, with local experts giving weather, shipping, market prices and crop conditions. The program will be called Goodyear Farm Service.

Five regional offices, set up to clear this information, will be established in the East, Midwest, South and West. Of these, Goodyear's sponsorship will cover 20 Blue stations out of Chicago, 14 out of New York, and 13 out of Kansas City. The remaining two divisions will be handled by NBC. Agency for Goodyear is Arthur Kodner, New York.

Chevrolet Stops Discs

CHEVROLET MOTOR Co., Detroit, will not renew its Mutual Moments transcription programs after the expiration of the present series on Aug. 31. Recorded by Wurl, the programs have been broadcast two or three times weekly on from 200 to 400 stations, the timing varying with the season, for the past several years. Chevrolet agency is Campbell-Ewald Co., Detroit.

KDAL Transfer Sought

TRANSFER of the license of KDAL, Duluth, to Dalton A. LeMasurier, manager of the University of North Dakota's station KFJM at Grand Forks, and his father, Charles LeMasurier, is sought in an application disclosed by the FCC Aug. 10. The station was purchased from Earl C. Reineke, operator of WDAY, Fargo, and the publishers of the Fargo Forum, who still hold control in 1934 while it was operating at Moorhead, Minn. The purchase price was approximately $50,000.

Roosevelt Forms Network in Texas With 23 Stations

Barrett, Hutchinson Named; To Link With Mutual

FORMATION of Texas State Network Inc. to comprise 23 stations and to be headed by Elliott Roosevelt, second son of the President, was disclosed Aug. 10 coincidence with the signing of a charter of incorporation at Austin, Tex. In addition to Mr. Roosevelt, the incorporators include W. M. Justice, controller of KGJZ, Fort Worth, owned by Mrs. Roosevelt, and Raymond Pruett, Fort Worth attorney who owns KTAT.

The stations constituting the network are expected to be tied into the Mutual Broadcasting System whose general manager, Fred Weber, was due in Fort Worth in mid-August for conferences.

Key stations will be WRR, Dallas, and KGJO, KFJZ in Fort Worth. Dallas civic authorities Aug. 10 approved a one-year contract whereby the network, which is municipally owned but commercially operated, would affiliate. Under the plans stations in Welsaco, Corpus Christi, San Antonio, Austin, Houston, Galveston, Beaumont, New Orleans, Abilene, Corpus Christi, San Angelo, Oklahoma City, Lubbock, Ft. Worth and Dallas would join. The newest station to be authorized in Wichita Falls [BROADCASTING, Aug. 1] also may be added.

Neal Barrett V-P.

Neal Barrett, Hearst Radio vice-president and general manager of KOMA, Oklahoma City, will become vice-president and general manager of the new network, according to Mr. Roosevelt, and will headquarter at Fort Worth. Mr. Barrett formerly managed KOMA from that city. He is expected to leave the Hearst organization, however, according to Mr. Roosevelt. Manager of KFJZ, will become the general manager of the network, which is scheduled to begin operations Sept. 15. Mr. Roosevelt said the network will furnish 17 hours per day of live talent, over Class A AT&T lines, with the arrangement similar to standard network contracts. There will be a cash sustaining program charge as well as free commercial time, varying with each station and market. Sales offices will be maintained in Fort Worth headquarters with national business offices in New York, Chicago and Detroit.

By Sept. 1 the network will occupy 14 sales offices and 18 offices in the building. Official headquarters are at the old News building where "The Stevedore" radio team, under Steve Wilson, formerly in advertising agency work in San Antonio, is to be located.

Roy Duffy, formerly of KVVR, Tulsa, production manager.
Lips That Lisp and Slip in the Mike

“Tongue Twitters Amuse Audiences, But Bring Agony to Announcers

The little thunders of bedtime stories, giving radio audiences a sense how glad you anticipated when Friedrichs, secretary of the San Francisco SPCA, participated on a recent Uncle Charley Pet Club broadcast on KYA. While he was extolling the virtues of a brave puppy, Announcer Richard Wynne was all set with a sound-effects record to imitate a dog's bark. The KYA audience heard Mr. Friedrichs: "And now, Rover, tell the audience how glad we are to receive this honor . . ."

At this cue, Announcer Wynne started his record—but instead of a bark, out came an infant's cry.

Similar announcers' nightmares have dogged radio from its first days, giving radio audiences their best belly laughs and loudest squawks. Stemming from the classic, first publicly attributed to Norman Brekenridge, later to scores of bedtime story narrators, in which a wan announcer unwittingly thunders into a still Mike, "Well, I hope that puts the little—slept to sleep!" these slips still confound listeners and radio men [Broadcasting, Sept. 15, 1936].

A lieutenant commander in the British Navy, announcing a fleet maneuver off the British Coast in honor of King George VI, visited several vessels in line of duty. At each stop several bumpers of wine were lifted to honor His Majesty. Describing the review, the officer commented enthusiastically, "The whole fleet's lit up. It's a wonderful sight with little fairy lights all about them. The big boats are lit up with fairy lights. It's a minute or two before they're going to fire some rockets. I will tell you how it reacts on me." Then came a sound like the popping of a cork, and exclaim: "The whole fleet's gone. In fact, it's vanished! It's absolutely fantastic the way the trickery, just vanished—the whole fleet of 200 ships—gone. All around me minutes ago—there they were, all lit up. In seconds, their doom was lit up. Now they're gone!"

British listeners sat aghast. Un-

The opening of the Olympic Games in 1932. He had 17 words to speak. They were mailed to him for "rehearsal" a month in advance. He rode with them across the continent. He was checked and double-checked when he arrived in Los Angeles. The final standing between 100,000 solemn spectators and athletes, the Vice-President with great deliberation uttered for history: "As Vice-President of the United States I hereby open the 11th Olympic of the Modern Era."

Heavvly Flannery, news director of KMOX, St. Louis, tells, among others, the one on Elsie Hitz, who, at a critical moment when she was supposed to suggest, "Give the bell a pull!", astonished herself and demoralized the cast with "Give the bell a puff!" Another time, according to Mr. Flannery, Mr. Herman Bundenes, broadcasting over a Chicago station, picked up his script with the last page first and began a radio chat with "And so ladies and gentlemen, good night!" And then there's the one about Ed Allen, when he was with WIND in Gary, announcing that a clothing store sponsor was presenting its "greatest closing sale in history!"

Lee Little, now with CBS in New York, back in St. Louis once was to follow a sound record of machine gun fire with the announcement: "Machine gun fire, cannons, the roar of bombing ships—no, in the story about 'My Days in the War', by Sergeant York in the Sunday Globe-Democrat." But the operator put the transcription, recorded at 7:8 p.m. on a 33 r.p.m. turntable, and Mr. Little made his thrilling announcement after a putt-putt that sounded like a motorboat.

BROADCASTING • Broadcast Advertising August 15, 1936 • Page 17

www.americanradiohistory.com
LATE placement of spot broad-
casting for next fall was es-
specially acute in the case of foot-
ball, with both college and profes-
sional sponsorship in an uncertain state during August. Last year's foot-
ball contracts had been in a more advanced state at the same point.

As in 1937, Atlantic Refining Co., Philadelphia, will be an active sponsor of college football games. Although the complete Atlantic schedule could not be obtained from N. W. Ayer & Son, Philadelphia, it has been announced that the company will sponsor the entire 1938 Yale schedule of home games on 11 Yankee stations, as well as the out-

Only one network broadcast with a football slant has been signed to date, the Liggett & Myers Tobacco Co. football forecast, and scores, on NBC Thursday and Saturday respectively. The networks them-

In addition Wadhams will sponsor games of the Green Bay Packers, professional team, probably on a group of Wisconsin stations. WTMJ, Milwaukee, is understood to have the Packers' option.

In Cleveland the Rams games will be carried on WJW, it is re-

Chimes Over Broadway

Following its policy for the past 12 years, Tidewater-Associated Oil Co. of California, with headquar-
ters in San Francisco, will sponsor all the major intracollegiate foot-
ball games and a number of the more prominent high school con-
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Although the broadcast sched-
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All major networks and some regional stations will be used again this year, it was said by the oil company, in bringing to the air audi-

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The plans for the conference were completed under the auspices of the Advertising Club of Chicago, with representatives from some of the leading advertisers in the field.

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All major networks and some regional stations will be used again this year, it was said by the oil company, in bringing to the air audi-

e a. m. hearings and private conferences this season.

The plans for the conference were completed under the auspices of the Advertising Club of Chicago, with representatives from some of the leading advertisers in the field.

Following its policy for the past 12 years, Tidewater-Associated Oil Co. of California, with headquar-
ters in San Francisco, will sponsor all the major intracollegiate foot-
ball games and a number of the more prominent high school con-
ests during the 1938-39 season.

Although the broadcast sched-
ules and stations to be used are not yet announced, the Associated stations are only in the tentative stages. Harold Deal, advertising manager of Associated, stated that last year's record schedule of stations and games will in all probability be duplicated this year.
In one hot (July) week, five quarter-hour programs, during the early morning hours, brought 13,689 letters from WXS listeners, in twelve states. The occasion was a minor contest introducing a new song by a new unknown cowboy singer. The proof is that WXS personalities, put on in the WXS way, have a loyal, responsive audience, any season, any time of day. In other words "WXS Gets Results." Full details on request.
FCC Authority in Lottery Complaint

**Challenged by WMIN and WMBC**

**Jurisdiction of the FCC**

The actions of the FCC in this case were challenged by WMIN and WMBC. The FCC has jurisdiction over programs that appear on television and radio, and over complaints related to these programs. The FCC can investigate complaints and take action if it determines that a violation of the Communications Act has occurred.

**Proper Hearing**

The FCC hearing was held in accordance with the Communications Act of 1934. The hearing was open to the public, and the FCC made its decision based on the evidence presented during the hearing. The FCC hearing was held in accordance with the Communications Act of 1934.

**Jurisdictional Dispute**

The attorneys claimed in their brief that the FCC had jurisdiction over the programs in question and that the FCC hearing was proceeding fairly and without prejudice. The attorneys also claimed that the FCC had failed to provide adequate notice of the hearing and that the FCC had failed to provide a fair hearing.

**FCC Decision**

The FCC issued a decision in the case, which was published in the Federal Register. The FCC found that the program in question was in violation of the Communications Act and that the program was being broadcast in a manner that was misleading to the public. The FCC ordered the station to cease broadcasting the program and to take steps to ensure that similar programs would not be broadcast in the future.

**Other Stations**

The FCC also issued orders to other stations that were broadcasting similar programs, and the FCC ordered these stations to cease broadcasting these programs and to take steps to ensure that similar programs would not be broadcast in the future.

**Conclusion**

The FCC decision in this case was a significant one, as it established the FCC's jurisdiction over programs that are broadcast on television and radio. The FCC's decision also served as a reminder to broadcasters that they must comply with the Communications Act and that they must take steps to ensure that their programming is not misleading to the public.
WMT Gives Complete, Profitable Coverage of 22,000,000 Acres of America’s Richest Farm Land

TO reach the prosperous farmers living on 22¾% of all the Grade “A” land in the United States with profitable consistency and at lowest cost, your radio campaign should include WMT. Figures recently received from Iowa State College show that 22¾% of the Nation’s Grade “A” land lies within WMT’s ½ millivolt line.

This station... Iowa’s largest in daytime coverage... covers a larger section of the Nation’s richest farm area than any other station and at the lowest cost. Included in WMT’s ½ millivolt line are 747,569 Radio Homes and a total population of 3,151,776.

Here’s why many alert advertisers and agency men consider WMT an outstanding radio value...

Iowa is one of the most important agricultural states in the Union. The total annual farm income regularly exceeds one-half billion dollars.

But that’s not all—Above the tall corn of Iowa rise thousands of factory smokestacks, for Iowa is rich in industries. Her total industrial volume is richer by approximately 100 million dollars than her great agricultural total.

Add to this the fact that WMT’s ½ millivolt line also includes portions of Missouri, Illinois, Wisconsin and Minnesota. Truly a huge potential market!

Cash in on this profitable market. Avail yourself of the few choice Fall spots still open. Write today for full details.

WMT-Cedar Rapids-Waterloo
600 on the Dial

NBC Basic Blue
Mutual Network
Iowa Network

The KATZ Agency, Inc.
Representatives
RCA Institutes is America’s only school that is exclusively devoted to courses of instruction of collegiate standing in the science of electrical communication.

Organized in 1909, RCA Institutes has constantly kept itself attuned to the needs of the industry. It has progressed with the industry, and has added instruction in new developments sufficiently in advance of their commercial application to insure an adequate supply of trained personnel. Television is one example of this.

The student body of RCA Institutes is drawn from the entire United States. It is usually possible to place employers in touch with RCA Institutes graduates from their own States.

Because its Board of Technical Advisors are key men in various phases of the radio industry, the school has access to sources of information which insure an up-to-date and accurate curriculum.

The faculty of RCA Institutes has had broad experience in the commercial field. The student receives a type of intensely practical training not generally afforded in institutions of higher education. For full details and particulars, address RCA Institutes, Inc., 75 Varick Street, New York, or 1154 Merchandise Mart, Chicago.
SERVICES OF RCA

RCA REVIEW
Creates a Permanent Record of Radio Science

The RCA Review is a quarterly journal dedicated to a current and permanent record of radio science and research. It is published by the RCA Institutes Technical Press.

The editorial contents of RCA Review consist of articles written by some of radio's leading technicians and engineers. In its pages have appeared the first public accounts of many of the most important advances of various phases of electronics.

To every new paid subscriber of RCA Review there is sent without charge a copy of "Television" Volume II, a 435-page volume with over 250 illustrations. In October, another important and timely book, "Radio Facsimile" will be ready for free distribution to paid subscribers on record who have not received "Television" in respect to the same subscription year. A two-year subscription carries assurance of the receipt of both "Television" and "Radio Facsimile." Subscription rates—United States and Canada: 1 year, $1.50; 2 years, $2.50; 3 years, $3.50. To other countries: 1 year, $1.85; 2 years, $3.20; 3 years, $4.55.

The only Book of its Kind
"RADIO FACSIMILE"
(Ready about October 15th)

A complete volume on a subject of great general interest in the field of radio at this time—the transmission and reception of recorded images. New original technical articles—RCA laboratory bulletins not previously released—history of radio facsimile in photographs—facsimile programs analyzed for the first time—reprinted articles from technical publications—profusely illustrated.

This volume will be of first importance to engineers because of its comprehensive treatment of a subject on which there is at present very little technical literature.

This new book will be distributed without cost with all new paid subscriptions where preference to "Radio Facsimile" is indicated, and with a second or third year subscription with which "Television" was not included. Address subscriptions to RCA Institutes Technical Press, 75 Varick Street, N.Y.

RADIO CORPORATION OF AMERICA
RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc. · Radiomarine Corporation of America · National Broadcasting Company · RCA Institutes, Inc. · RCA Communications, Inc.
Signed AFM Contracts Asked from Independents by NCIB

Deadline Delayed by Musicians, Committee Adds

Two Members In Personal Drive on Stations

WITI the deadline laid down by the American Federation of Musicians for the completion of contracts for nonnetwork stations and other fees might be extended a month, from Aug. 1 to Sept. 1, the National Committee of Independent Broadcasters has emphasized on a nationwide basis to insure the readiness of these independent stations to meet the new deadline without further postponement. This nine-man committee, which negotiated the standard agreement for all stations not affiliated with the major networks last spring [Broadcasting, May 1] and which secured the month’s deadline postponement on Aug. 1, has pledged itself to work through and to render individual personal service and assistance to any station which wants or requires help in negotiating.

Two new members were added to the committee for assistance in this task, O. L. Taylor, KFYO, Lubbock; and Ralph R. Burton, KJBS, San Francisco, and the country was divided into 11 zones, each assigned to a member as his personal responsibility. With the goal of first securing from every independent station, whether or not it is exempt from the necessity of employing a lawyer to take advantage of the $15,000 limitation clause, a statement of its 1937 income and expenditures, a union membership list, and second to see that each of the 179 non-exempt stations completed and signed a contract with its local union, the committee is scheduled to intensify two-weeks drive on Aug. 8.

Advisory Capacity

Lloyd Thomas, WROK, Rockford, chairman of the committee, emphasized that the committee’s purpose was not to force the stations to sign anything against their will, but to assist in explaining any parts of the standard agreement that may not be clear, by drawing on their own experience in negotiating with the AFM executive board to aid the stations in negotiating their individual contracts, and if necessary, by taking part in the negotiations. By letters, telegram, telephone or in person each committee member will be available to any station in his district at all times during the two-week period. The following week, from Aug. 22 to Aug. 29, the full committee will spend a week in studying the returns preparatory to their next meeting with AFM officials on Sept. 1.

Committee assignments are as follows: C. Alden Baker, WRNL and WHF, will cover Alabama, North Carolina, South Carolina, and Virginia; H. Bliss McNaughton, WTBO, Cumberland, takes Delaware, Florida, Maryland and West Virginia; Harold A. La Fount, WSB, New York, for Georgia, New Jersey, New York and Utah; Frank R. Smith Jr., WWSW, Pittsburgh; Michigan, Ohio and Pennsylvania; Jack H. Howard, WCPD, Cincinnati; Indiana, Kentucky, Louisiana, Mississippi and Tennessee; O. L. Taylor, KFYO, Lubbock; Arizona, New Mexico, Oklahoma and Texas; Stanley Schultz, TLAW, Lawrence, Mass.; Connecticut; Maine, Massachusetts, New Hampshire, Rhode Island and Vermont; Edgar Shutz, WIL, St. Louis; Arkansas, Kansas and Missouri; Gregory Hildebrand, KRCQ, Rochester, Minn.; Idaho, Minnesota, Montana, North and South Dakota and Wisconsin; Lloyd Thomas, WROK, Rockford; Colorado, Illinois, Iowa, Nebraska and Wyoming; Ralph Burton, KJBS, San Francisco, California, Nevada, Oregon and Washington.

This zone plan of individual endeavor, to follow up the letters and personal calls made in the past as a whole to all independent stations, was worked out by a subcommittee composed of Thomas, Howard, Laffont, Burton, Stuart Sprague, attorney for the independent stations, and Everett Reovercome of the NAB headquarters staff who served as the committee’s secretary during their meetings, in a two-day session in New York on Aug. 1 and 2. The first meeting of the subcommittee studied the returns already in, which included a few signed contracts and income and expenditure statements from approximately half of the independent stations. That afternoon, Thomas, Reovercome and Sprague met with AFM President Joseph N. Weber and reviewed the progress to date, following which they began the investigation of the extension and agreed to cooperate in the drive for completed contracts by keeping after the AFM locals, some of which had previously shown little or no interest in working out new station contracts. The next day the subcommittee met and worked out the details of the drive.

Disc Supply at Issue

The lethargy of some stations in returning certificates of income and expenditures for musicians to the committee is beginning to show, and initial contacts with their locals is largely due, the committee believes, to their ignorance of one fact: That unless these certificates are returned to them they will lose their supply of electrical transcriptions and phonograph records, representing many cases a poor source of revenue. This will probably be the main argument presented to the stations by the committee, that, with sufficient numbers, the AFM licenses to the makers of transcriptions and records will not be renewed after their expiration on Sept. 15, and the supply of recorded music will be shut off.

Following the meeting the committee sent letters to all stations that have not yet filed certificates of income and expense, to all stations now negotiating with their locals, and to the stations whose reports show them to be in the non-exempt class but who have not yet begun negotiations. All letters urged action and offered help in any assistance desired. While it is too early to determine the effects, the committee reports that from the non-exempt contracts now completed or in the process of negotiation it is confident that a satisfactory number of contracts will have been completed by Sept. 15.

Effect of Wage Boost

While there has been no official discussion between AFM and the transcription manufacturers regarding increases of the new wage scale [Broadcasting, July 15] which is to go into effect Sept. 16, the effect of the increases in pay to musicians has been the cause of considerable thought by individual record companies, who feel that increased costs may result in fewer transcription campaigns. Another problem that manufacturers of orchestras will be faced with a fixed appropriation, would defeat the AFM’s expansion of increased employment for its members. AFM reaction is that when pressings of masters can be used on an unlimited number of stations, replacing individual musicians in each transcription, the cost is too low for men engaged in recording.

The musicians are also very much opposed to recording all the transcription master bridges on a single dramatic series in a single transcribing session and later dubbing the music into place, thus reducing the length of recording time. But transcribers call this fear greatly exaggerated, since music is used as a timing device in most dramatic shows, and must be recorded to give the story information so that it may be stretched or condensed to make each transcription come cut to exact time right time.

New Orleans Situation

Completion of a contract between WDSB, NBC outlet in New Orleans, and its local AFM union, on Aug. 6, brought to an end fears expected to return to its former status under the contract terms.
"Today," said WOR's Mr. McCreedy, "it's RESULTS we ought to tell 'em."

"Meaning ... ?" we prompted.

"A school," said McCreedy, "that in less than eight months on WOR, eveningtime, pulled 17,111 leads and turned 1,882 into sales. In fact, every dollar spent on WOR pulled $46.28."

"And ... ?"

A gay light flickered in McCreedy's eyes as he scanned the papers on his desk.

"Well, there's the beverage manufacturer," he told us, "who in less than five months on WOR, popped up with a 23% sales increase during a time when everyone was retrenching for recession. WOR gets most of the credit for this. But I don't know whether we were responsible for the two new plants he built."

"Sounds something like Salmon," we added.

"What?" asked McCreedy.

"The food manufacturer ... the one we call Salmon."

"Oh, yes. But his name really isn't Salmon. Doesn't matter, though ... The fact is—he got WOR's housewives to try his product. In 3 months he jumped his sales 64%."

"That's the one who was so pleased with the WOR job that he added several other stations, isn't it?"

"Right," said McCreedy.

"Anything else?"

"Hell, I've got more to do than sit here talking all night!"
FCC Permits Transfer
Of KHUB to Publisher
KHUB, Watsonville, Cal., goes into
the hands of new owners Aug. 20
by virtue of an FCC decision Aug.
10 authorizing transfer of the 250-
watt daytime station on 1310 kc.
To John P. Scripps, chief stock-
holder in the John P. Scripps
Newspapers Inc.; publishing the
Watsonville Register and Evening
Pajaronian, Santa Ana Journal,
Ventura Star and Free Press and
Santa Paula Chronicle. It was pur-
chased for $35,000, and Examiner
Irwin after a hearing had recom-
ended in favor of the transfer.
The station was initially licensed
to F. W. Atkinson, publisher of the
Watsonville newspapers in April,
1937, but Mr. Atkinson died the
same month. The Scripps interests
(not connected with Scripps-How-
ard) entered into negotiations with
Anna Atkinson, widow, to buy the
newspapers for $105,000 and the
station for $55,000.

Film Moguls Ignore Sponsored Radio
In Million Dollar Promotion Campaign

AN ADVERTISING appropriation of a million dollars, raised jointly
by motion picture producers and
exhibitors, will be spent this fall
for an institutional campaign built
around the slogan, "Movies Are
Your Best Entertainment". Full-
page copy will be run in every
daily newspaper in the country,
except in those few towns which
have no motion picture houses, be-
ginning Sept. 1. A question game,
with 5000 prizes totaling $250,000
including the first prize of $50,000,
is a major part of the promotion,
entry blanks being available only
at movie box offices.

All of the paid national advertise-
ing, which will be confined to news-
papers, will be run within three
weeks, following which the contest
and local promotion are expected to
keep movie attendance up dur-
ing the remainder of the year, ac-
cording to Jack B. Peters of Dona-
hue & Coe, New York, agency se-
ricted to direct the campaign. In
response to a query regarding ra-
dio, Mr. Peters told Broadcasting
that the impossibility of buying de-
sirable network time for three
weeks only had definitely ruled out
the use of this medium. However,
he added, the campaign will be
promoted on many programs using
motion picture stars as regular or
guest artists, such as the Maxwell
House—M-G-M programs.

Cooperating with Donahue &
Coe in the campaign which was
approved by producers and exhibi-
tors at a New York meeting on
July 28, other advertising agencies
handling motion picture accounts
have combined their contribution
to the campaign: Biow Co., Blaine-
Thompson, Buchanan & Co., J.
Walter Thompson Co., Lord &
Thomas and Rayton-Spier Co.

Fred J. Hart Resigns
From Hawaiian Stations
FOLLOWING the FCC's recent
action authorizing a transfer of
control of KHUB Broadcasting
Co. Ltd., operating KGMB, Hon-
hulu, and KHBC, Hilo, to Pacific
Theatres & Supply Co., Ltd., Fred
J. Hart, general manager of the
stations with headquarters in
San Francisco, announced his re-
signation from the organization,
effective Sept. 1. Its San Francisco
offices have been closed and com-
bined with those of John Blair &
Co., with L. D. West, manager,
moving into the offices of Lindsay
Spight, San Francisco manager of
the Blair representative organiza-
tion.

Mr. Hart has disposed of his stock
in the company which is con-
trolled by a group of theater men
but includes executives of the
Honolulu Star-Bulletin as 25% stockholders. Mr. Hart has not
made known his future plans, but
at present he is interested in the
development of a Radioscope for
the detection and control of disease
by radio.

Texaco Discs Popular
The cooperative plan for adver-
tising by radio that the Texas Co.,
New York, is offering its dealers
on a cooperative basis (Broadcas-
ting, July 15), is proving popular
with the Texas retailers, accord-
ing to Louis A. Witten of Buch-
man & Co., New York, Texas agency.
Although it has been less
than a month since the oil com-
pany's salesmen first started tell-
ing dealers about the campaign,
well over a hundred dealers have
had their local stations write to the
agency for sample records for
audition purposes, and already
more than 25 dealers have signed
contracts for the series. Program,
a 15-minute transcription, "Texaco
Circle Service Boys," may be or-
dered on a one, two, or three times
a week basis, as the dealer prefers.

New KWEW on the Air
KWEW, new 100-watt outlet on
1500 kc, authorized last Dec. 31 by
the FCC to be constructed in Hobbs,
N. M., went on the air Aug.
8—the birthday of its owner, W. E.
Whitmore. Mr. Whitmore is also
the owner of KGFL, Roswell, N.
M., and was at one time owner of
KGGM, Albuquerque, and KICA,
Clovis, N. M. RCA equipment is
used throughout and Standard Lib-
rary Service has been ordered.
Manager of the station is Ben
Parker; program director, Grady
Rapier; chief engineer, Floyd
Emmanuel; advertising manager,
Raymond Waters.

NEGOTIATIONS are on between
Don Lee Broadcasting System, Los
Angeles, and Republic Productions
Inc., Hollywood, for sale to the latter
of the film serialization right to The
Phantom Pilot, sponsored five times
weekly on that network by Langen-
dorf United Bakers, San Francisco.

TWELVE hours weekly of variety
shows have been signed by WIP,
Philadelphia, for Adams Clothes Inc.,
the station's largest block sale of time
in its history.

The largest primary Area of any radio station
in the United States regardless of size.

Write for our new brochure

550 Kilocycles
NBC Affiliate

KFWY
Bismarck, North Dakota

National Representatives

Page 26 • August 15, 1938

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
And they're ALL THREE in the "White Spot"

For an attractive COMBINATION RATE on these three high-flying stations, contact their national representative,

HOWARD H. WILSON CO.
Kansas City       Chicago
New York

Business conditions map courtesy of Nation's Business, August issue.
I Like Everything English, Except —

Twice-Explained Double Entendres, Oft-Told, And Many Bow Bells Irk an American

I JUST came back from London where I was living for the past year. I like the English, the people, the things they do, and the way they do it. That is, most everything they do and the way they do most everything. We all but about the English muddling through. Maybe they do, but I have such a profound respect for them that it seems that they are not muddling but purposefully following through a plan. If this impression is cor-

rect the only thing I really like about the English shows up in the worst light.

When I was in England for a year studying and working hard and one of my favorite forms of relaxation has always been listen-

ing to the radio. So I bought a cheap set, paid my luxury tax, then sent in my 10 bob to His Majesty’s government and pro-

eeded to listen to some worthwhile programs. When I realized they were telling me what they wanted me to know that I really loved to hear. I tried to accept it philosophically and say, well, I am not at home, I’m in England.

I listened hard to the peals of the Bow Bells. Actually I became rather fond of the good old Bow Bells, especially when I be-
gan to hear a program at ten minutes at a time in lieu of some pro-

gram which was scheduled to go but missed the train as a result of poor timing in the program setup.

Tonsil Trouble

Even when it took me three months to listen to a perfectly or-

ganized dramatization of the Confessions of Monte Christo, I still tried to be patient. When I tried to appreciate the funny programs and found that I could see little or no humor in them, I still tried to think—well, after all, this is England.

I became a bit weary of the long war between the sets. I seriously con-

sidered sending the BBC some free samples of various cough drops and catarrh cures because it seemed that every time a war infection was being carried about by the announcing staff. One could not, however, be offended at this for since they were obviously English gentlemen, they invariably apologized after each coughing at-

ack.

Now Gracie Fields is “Britain’s Baby”. I had seen her in the music halls and liked her myself but it really did tax one’s ability to re-

main quietly seated when Gracie did “Sally” and “Little Old Lady” four times in three days. I should have liked to hear many programs to change the station I heard. I laughed and quit “Cause I seen they had me”. If I would change from the national program to the Midland or the Scottish, the joke was on me. It was much too mirthful that I would have heard the same pro-

gram one or two weeks before. Oh. I’ll admit there were some advan-

tages in that. I could hear some-

thing that I particularly liked a second time but the percentage was against it. I have never liked to be thought

of as prudish, but when I heard on a “comedian’s program” the follow-

ing story I was certainly glad my old gray-haired mother was not sit-

ting there; for although every-

one professed to be perfectly human, I like to think it’s the sort of story she would not enjoy.

As a means of pulling some gags, this man was pointing to the good features of cottages in a caravan camp which when translated into American ranks read “It was time for the Manchester Camp.” He was telling the young lady stoolie that this particular cabin had had as inhabitants the previous summer a honeymoon couple.

Shortly after their arrival, the gentleman became quite ill. The doctor was called and, upon com-

pleting his examination, gave the wife a powder. She asked for com-

plete directions as to administra-

tion and Allen. “That’s not for your husband, miss, it’s for you. If you would get some sleep then your husband could also have another.” I had been a little more acute, the entire meaning might have been grasped.

THE AUTHOR is an American physician, who has just re-

turned from a year’s study in England under the auspices of the Rockefeller Foundation. A radio fan of long standing, he turned to the Britain’s ethereal offerings for recreation. His impressions, as a listener, of both the “American Plan” and the “English Plan” of radio are published herewith anon-

mously because, as a physician, he deems it improper to divulge his identity, which is not vital to the article, anyhow.

As it was you can see that a few four-letter words were left to the imagination.

Well, I guess one gets used to anything when I heard this same story one week later, I found I was not near as shocked as I was the first time.

Harps and Flowers

This is the first article of this type I have ever written. I felt like writing lots to the BBC but I used to get a tremendous amount of satisfac-

tion from reading “Court Com-

ments” in the “Evening Standard.” They gave me a type of vicarious satisfaction. I would sometimes quietly wallow in pleasure at the thought of a whole show being written, rehearsed and suitable to the English public, before the second rehearsal, I was sure all would be lost.

I loved that columnist who would give thanks for having had to listen the Bow Bells for only a total of one hour and eight min-

utes. I revealed it as I thought an occa-

sional program and suggesting that each listener dial to this recommended program immedi-

ately. I would always feel that I was the second, and sometimes the third, and sometimes the fourth, and sometimes the fifth. Then, because I still liked radio, I visited the home of this absolute

monarchy. I wanted to see the sort of place that housed the recipients of ten shillings each from every radio set possessed. Well, that was worth it. I have seen the BBC at the Columbia New York studios but I was very ashamed to think that we couldn’t touch the BBC. I have trusted like a visiting Elk, personally conducted about the building, shown the brilliantly deco-

rated, indirectly lighted rooms one story away, and now and then run into and out of. I saw huge vases where fresh cut flowers are placed every day. I saw the room completely outfitted in the style of manorial Tudor where Lord Whos-

siss broadcasts over a completely hidden microphone to save “is there anything you’d like to ask?” I saw the church doors wide open where all religious services are held, with it banks of fresh cut flowers, a tapestry, its carpeted, its lighted altar, its majestic furnishings.

I saw the room more or less re-

served for His Majesty’s use. I didn’t see whether the sets of the so-called artists. I saw created designs on the clocks, each one of which

had a different face. I saw lots of programs which were ready to be called, and some in which it’s just too bad you can’t hear the flowers and the indirect lighting.

But, in the end, tonight, there is the answer, and so I went to see a television show. I had read in the English newspapers that England is far ahead of America in television, so I thought I would see for myself. After seeing jerky, rather unclear programs which showed almost black programs of two to five minutes duration, again my faith was restored in America and things American, for if America is behind England in television, then England in Heaven we have sense enough to hold off until a degree of perfection is reached.

Once a week there was a trans-

Atlantic broadcast of dance bands, and talking of blindfold tests, I am sure a stopped-car test could dis-

cover the music of the rest of the week.

Well, I stayed the whole year, still listening to the same type of program, pretty well convinced that the American idea of radio was the soundest in any en-

terprise and that while the BBC may have been all right, if Amer-

ica adopted it, then American ra-

dio would die of its own weight.

And so I came home.

Until you have listened to Brit-

ish radio for a year, I hardly believe it possible for one to appre-

ciate the moving, joyous life of any American radio program. But, as I said, I like England and every-

thing English—well, almost every-

thing.
For the seventh successive month of 1938, NBC network business increased over 1937 to all-time highs. In July the NBC Red Network advertising volume ran 74% ahead of its closest competitor. But even more interesting and important to you...

Winter and Summer, advertisers affirm their recognition of NBC as the world’s greatest broadcasting system. *NBC carries eight of the ten highest rated shows.* Sponsors know that the audience maintained by NBC throughout the Summer guarantees a flying start for Fall programs.

Winter AND Summer they say it with Orders... *NBC is the World’s Greatest Broadcasting System*

A SERVICE OF THE RADIO CORPORATION OF AMERICA
Blocking Out of American Broadcast In Latin America by Germans Claimed

America's chief competition in South America is in the field of radio, and its chief competitor is Germany, Linton Wells, roving radio reporter for NBC who has just returned from a 27,000-mile survey of Latin America, told New York newspapermen and correspondents of Latin American newspapers at a luncheon given in his honor Aug. 2.

Stating that Germany sends to South America good programs that come in with practically no interference, Wells said that Germany is not content with that, but also uses its powerful signal to block out programs from the United States.

On June 25, he tried to pick up a speech made by President Roosevelt, which had been announced well in advance. As the speech began, it was blotted out by a German piano recital which went off the air immediately upon the conclusion of the President's talk. This was in complete violation of all international radio treaties.

Treaty Violations

Italy and Russia both broadcast to South America, but their signals do not compare with those from Germany, he said. Aside from German interference the chief handicap for American programs is the ignorance or disinterest of officials in charge of local broadcasting, he said, citing an experience he had in one country in which, on attempting to tune in W3XAL, NBC's shortwave transmitter, he received a program from a native station. When he went to investigate he discovered that a citizen who wished to operate a broadcasting station had applied for permission to use W3XAL's wave because it seemed to be a good channel, and had received the right to do so. Only in Argentina, Wells stated, was there any evidence of an attempt to live up to the Pan-American radio agreement.

Programs from the United States are popular in Cuba and Central America, he declared, and would be popular in South America if they could be heard there. President Roosevelt's "good neighbor" policy has created a friendly atmosphere toward the United States that was formerly lacking, he said, although there is a tendency to let all the overtures without reciprocation from the Latin American. However, he stated that he saw no evidence of the European doctrines of Fascism, Nazism or Communism gaining any foothold in South America.

During his four-month trip, made mostly by airplane, Wells visited every Latin American country except Paraguay and Bolivia. Each Sunday he broadcasts a report of his experiences as part of the RCA Magic Key program, being heard from Managua, Nicaragua; Panama City; Bogota, Colombia; Lima, Peru; Santiago, Chile; Montevideo, Uruguay; Buenos Aires, Argentina; Rio de Janeiro, Brazil; Caracas, Venezuela; Trujillo City, Dominican Republic; Port-au-Prince, Haiti; Havana, Cuba.

Three Serials Continue

Three programs of the daytime serial variety, sponsored by five clients of Blackett-Sample-Hume, New York and Chicago, from 10 to 10:45 a.m., Monday through Friday, on a 19-station Red Network, have been renewed for another year, effective Sept. 28. Programs are: Mrs. Wiggs of the Cabbage Patch, sponsored from 10 to 10:15 a.m. by Midway Chemical Co., Chicago, for Fly-rod and Aerial White; John's Other Wife, from 10:15 to 10:30 a.m., sponsored the first three days of the week by Allied Products Co., Chicago, for Louis Phillips Lipstick, and the last two by Wyeth Chemical Co., New York, for Freezone; and Just Plain Bill, 10:40 to 10:45, which is also co-sponsored on Monday, Tuesday and Wednesday by Kolynos Co., New Haven, for its dentifrice, and the other two days by Anaetin Co., Jersey City, for its headache tablets.

Nurse School Testing

Pierce School of Practical Nursing, Los Angeles, has appointed Farson Jay Ross Inc., Hollywood, to direct its advertising and using radio for the first time on Aug. 9 started a test campaign on 13 California and Dallas stations. Contract is for eight weeks and institution is using weekly participation in Early Morning News.

A bad thunderstorm recently forced a temporary shutdown at WTN, Norfolk, Va., singing beyond use more than $300 worth of equipment. Lightning was so bad on the antenna that engineers were not able to get to the towers until the storm subsided.
A Kid Program
That's A Riot!

NOW AVAILABLE FOR LOCAL PROGRAMS

Buddy and Ginger

"...has 'em by the ears... lots of excitement and action but nothing criminal or gruesome." — Variety

Knock, knock, KNOCK!—Moo-o-o-o — Cock-a-doodle-doo! ... Pa, you git right up, must be ghosts, place is ha'unted sure as . . .

No, not haunted, Grandma! Just "Buddy and Ginger" up to their uproarious, side-splitting pranks. So really, wholesomely funny that this great kid program has been backed by one sponsor for four years straight—and still going strong.

104 TRANSCRIPTIONS
NOW READY

Just released! The famous "Adventures of Buddy and Ginger" can be your advertiser's local or national transcribed program, except in seven mid-West cities where it is now running. Excellent for bakery, milk, cereal, clothing, sport goods, or department store advertisers. Three or five times a week. Now available for instant use: 104 transcriptions now ready! More to come as desired.

RUSH THIS COUPON

A rare opportunity for a smash program that really sells merchandise. First come, first served. If you are interested in sensational radio response—rush this coupon—TODAY!

MID-WEST RECORDINGS, INC.
24 South 7th Street
Minneapolis, Minn.

Rush me full descriptive, illustrated material about your newly released "Adventures of Buddy and Ginger" program.

Firm Name

Address

City __________________ State __________________
DON LEE ADDS 2
NOW...9 OUT OF EVERY 10 RADIO
HOMES ON THE
PACIFIC COAST
ARE WITHIN 25
MILES OF A...
DON LEE STATION

WNBC Going Full Time

WNBC, New Britain, Conn., plans to
begin by Oct. 1 operation full
time with increased power recently
finally authorized by the FCC,
according to an announcement Aug. 1
by Richard W. Davis, general
manager. The station has pur-
cased RCA 1 kw. transmitter
and amplifier and a two-element
array Tecum directional antenna,
now in process of installation.
Approximately $20,000 is being spent
in new equipment. Now operating
with 25 watts day, the station
will use 1,000 watts day and 250
night on 15. WNBC, W.H. Holt,
engineer, is in charge of construc-
tion, assisted by his brother, Rogers
S. Holt, WNBC chief engineer.
WNBC observed its third anni-
versary July 15.

New Firm to Operate
Bulova Stations Formed

GREATER New York Broad-
casting Corp. has been incorp-
orated at Albany, N.Y. with a capitalization
of $350,000 to take over WQV
and WQV, New York, and WPG,
Atlantic City. The Bulova stations are
owned by the Bulova interests,
having been purchased for $200,000
and $275,500 respectively. WPG
will be purchased from the Bulova
interests in Atlantic City for $275,000
if approval is obtained from the
FCC. It is planned to shift the 1100
kc. frequency, on which WPG op-
erates full time except for 6 to 8 p.m.,
sharing with WQV, into New
York in order to make WQV
now limited time on 1150 kc., a
full-time outlet on 1100. WPG
would vacate its 1150 kc. assign-
ment since a 60 kc. separation is
required for stations in the same
metropolitan area. The proposed
sale of WPG to Bulova was ap-
proved by the Atlantic City board
of commissioners July 7 [Broad-
casting, July 15].

Sidney in Hollywood

LEWIS K. SIDNEY, manager of
WNJ, New York, who is also in
charge of M-G-M radio, has re-
turned to Hollywood from New
York after checking on the sta-
tion's activities and conference
with Nicholas M. Schenck
and other Loew Inc. executives.
He will continue to supervise produc-
tion of Good News of 1938 which
resumes on the NBC-Red network
Sept. 1 under sponsorship of Gen-
eral Foods Corp. (Maxwell House
Coffee). Last season's production
organization will be in charge of
the program again. Ed Gardner
will produce the weekly show,
with Meredith Willson, NBC western
division musical director, in charge
of music. The series will continue
to emanate from Hollywood.

Corn-Kix Expands

GENERAL MILLS, Minneapolis,
(Corn-Kix), on Aug. 2 will start
Those Happy Gilmons on a split
NBC-Red and Blue network. Aired
in the afternoon, the series will
broadcast on about 30 network sta-
tions. The program is presently
aired five weekdays in a quarter-hour
disc series using 30 stations with
full expansion likely. Blackett-
Sample-Hummer, Chicago, is
agency.

STAR NAMES COYLE
AS RADIO CONTACT

WILLIAM E. (BILL) COYLE,
for the last five years with NBC's
Washington stations WRC and
WMAL, on Aug. 15 joins the Wash-
ington Star as director of radio
activities. The Star
recently acquired
WMAL, NBC Blue
outlet, by
purchase of its
capital stock for
$300,000. The
station, however,
is being operated
under lease by NBC.

Mr. Coyle presumably the
Star will acquire the station license
and operation in February, 1941,
when the leasehold expires.
Mr. Coyle will be liaison officer
between the Star and NBC, han-
dling special features for the news-
paper over the station. Since its ac-
quision of the capital stock of
WMAL, the station has adopted the
background announcement WMAL, The
Evening Star Station.
Mr. Coyle has been night super-
visor of NBC's Washington studios
and sports announcer. He joined
the announcing staff five years ago
after having worked for WTRG, Hartford. He attended Trinity Col-
lege in Hartford. Mr. Coyle this
year started a class in radio broad-
casting at Catholic University,
Washington.

Aided By Court Ruling,
WOL Completes Towers

WITH Judge Mattingly of Prince
Georges County circuit court,
Maryland, refusing to issue an in-
junction restraining WOL from
erecting its towers near the Queens
Chapel airport, construction of
the towers was completed Aug. 11
and the new 1,000-watt Wash-
ington outlet will be on the air on
Sept. 1 as scheduled, barring unfore-
seen delays. Because of the re-
cently completed WRC-WMAL an-
tenna is also near the airport, the
court's decision was regarded as
particularly significant.

WOL, now operating with 100-
250 watts on 1310 kc., will operate
after Sept. 1 with 1,000 watts full
time on 1230 kc., using Western
Electric equipment and two 230-
foot Blaw-Knox towers. With WOL,
leaving the local category, the FCC
on Aug. 4 announced filing of an
application by Lawrence J. Heilbrun,
Washington attorney, asking for
authority to erect a new station in
place of the facilities WOL is relinquishing.

New Reynolds Test

R. J. REYNOLDS Tobacco Co.
Washington, N. C. (George
Washington smoking tobacco),
on Aug. 10 started sponsorship of
Bill Dyk's sports broadcasts, heard six
days weekly on WCAP, Phila-
delphia. In addition, the company is
using announcements in Polish on
WDO, Philadelphia. Agency is

RADIO program news and comment
was dropped by all Detroit newspa-
ners by an agreement effective Aug.
7. Only selected items are now carried.
BUSINESS EXECUTIVES

in a recent poll found

LOUISVILLE

1st in the South

10th in the United States*

Advertisers who have used WHAS for years to cover the rich Ohio Valley market are not surprised.

WHAS

—the vocal advertising medium of this community has played its part in making a market in which you can sell profitably.

*August "Sales Management"

EDWARD PETRY & COMPANY • National Representatives
Gregory Is Named Manager of KDKA

New Transmitter to Be Built By Westinghouse Station

ALTHOUGH no changes in operating policies are involved, closer liaison between NBC and Westinghouse in the management of Westinghouse-owned stations by NBC is seen in the appointment of Sherman D. Gregory as manager of KDKA, Pittsburgh, effective Sept. 1. Mr. Gregory, now assistant manager of broadcasting for the Westinghouse Electric & Manufacturing Co., under Walter Evans, succeeded A. E. Nelson, recently appointed sales manager of the NBC Blue in New York.

Messrs. Evans and Gregory have been supervising all Westinghouse broadcast operations, including KDKA, KYW and WBZ-WBZA (NBC-managed) and WWO—WGL, Fort Wayne (Westinghouse-operated). Recently their headquarters were shifted from Chippewa Falls, Mass. to Baltimore, where Westinghouse has occupied a new plant. Mr. Evans also has charge of radio products, particularly sales of shortwave and other equipment to the Government.

New Transmitter

According to Mr. Evans, a new transmitter plant is being designed for KDKA and equipment will be built by Westinghouse. A site for the proposed plant has not yet been selected but it will be a new one, he said.

Mr. Gregory, 33, will have charge of the program and business activities of KDKA, reporting to A. H. Morton, general manager of NBC-owned and managed stations. He is one of the youngest NBC station managers. A native of North Dakota, and former amateur operator, he was graduated from the North Dakota School of Mines in 1926 as an electrical engineer. He has been with Westinghouse since leaving college, during which he had charge of many broadcast station installations. Mr. Gregory was in Pittsburgh Aug. 8 to get acquainted with the KDKA staff. William E. Jackson, chief of local sales, has been acting manager of KDKA since Mr. Nelson left July 25 to take up his New York duties.

Rines Buys WBZ

APPLICATION was filed Aug. 9 with the FCC by Thompson L. Guernsey, of Dover-Foxcroft, Maine, chief owner of WBZ, Bangor, asking for authority to transfer ownership of the station, a regional outlet on 620 kc., to Henry P. Rines, operator of WSCF, Portland, and an important Maine hotel owner. The purchase price is $380,000. WBZ was founded as an amateur station and is one of the few such stations still operated by its founder. Minority interests in the station are held by Ralph Hornblower, of Hornblower & Weeks, Boston investment bankers.

WBAL, Baltimore, has applied to the FCC for a power increase to 50,000 watts, using a directional antenna. It now operates with 10,000 watts on 760 kc., but proposes to go on the air part time nights using 2,500 watts on 760 kc.

INDEUTS into his new post as general manager of KDKA, Pittsburgh, is S. D. Gregory (left) being handed symbol of the Westinghouse-owned and NBC-managed station by A. E. Nelson, retiring manager who has been made chief of sales of the NBC Blue Network in New York. Gregory visited the station Aug. 8 preparatory to assuming his new duties Sept. 1.

WBAN MAKES DEBUT AUGUST 3, JOINS CBS

AUTHORIZED in 1936 but its construction held up by litigation, the new WBAN, Portland, Maine, 500 watts daytime on 640 kc., went on the air with test programs Aug. 3 and will be a CBS outlet. Creghton E. Gatebell is general manager. Studios are in Portland's Columbia Hotel. The station is controlled by the publishers of the Portland Press-Herald and Express, Guy P. Gannett, who has applied to the FCC for authority to take over the controlling shares formerly held by the late George W. Martin, who originally projected the station.

Mr. Gannett, not connected with the New York publisher of the same name, is president of the operating company. Lawrence H. Stubbis, with the newspapers, is assistant treasurer. The staff includes Richard E. Lunt as program director; Roger W. Hodgkins, chief engineer; Sam Henderson, chief announcer; Robert Carr, Harold Ffoldey and Carl DeSuz, announcers; Warren H. Hamilton, Kenneth B. Woodbury, Curtis B. Plummer and Lewis R. Collins, operators.

New England Links

WHEN the new WCOW, Lewiston, Maine, goes on the air on or about Oct. 25, it will immediately be linked with the Yankee and Colonial networks, according to John Shepard 3d, president of the networks. Most recent New England station to be linked to the region was WHAL, Greenfield, Mass., which joined May 15. Mr. Shepard announces that, contrary to earlier reports, the new WBKX, Pittsfield, Mass., is not a member of his networks but is merely linked for certain political speeches. The Lewiston station will operate with 100 watts on 1210 kc., and will be licensed to the publishers of LaMesser, French language daily.

KWBG, Hutchinson, Kan., remained silent throughout Aug. 5, by special permission of the FCC, due to the death of Mrs. W. B. Greenwald, wife of the station's owner.

Page 34 • August 15, 1938
COMPARISON OF PER CAPITA SALES

<table>
<thead>
<tr>
<th></th>
<th>Colorado Springs</th>
<th>U.S. Average</th>
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</thead>
<tbody>
<tr>
<td>Total Retail</td>
<td>$449.62</td>
<td>$270.10</td>
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<tr>
<td>Food</td>
<td>110.47</td>
<td>68.11</td>
</tr>
<tr>
<td>Restaurants</td>
<td>26.48</td>
<td>49.47</td>
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<tr>
<td>Drugs</td>
<td>31.17</td>
<td>10.04</td>
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<tr>
<td>General Merch.</td>
<td>73.62</td>
<td>37.63</td>
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<tr>
<td>Apparel</td>
<td>33.66</td>
<td>21.64</td>
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<td>71.97</td>
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<td>Filling Stations</td>
<td>27.62</td>
<td>16.03</td>
</tr>
<tr>
<td>Furniture</td>
<td>21.24</td>
<td>10.51</td>
</tr>
</tbody>
</table>

The most direct route into the homes of Colorado Springs and Southern Colorado, the way to turn this market's extraordinary spending power most profitably into sales, is through KVOR, the home station which most completely serves and satisfies this region.

**GET THE FACTS**

- **KVOR SHOW DRAWS TURN-AWAY CROWD**
  - By far the largest crowd ever to fill Colorado Spring's city auditorium came from all over Southern Colorado to witness the final broadcast of KVOR's recent talent hunt. 4,500 got in; 2,500 more were turned away.

- **KVOR LISTENING AREA**
- **SOUTHERN COLORADO**

- **KVOR**
  - CBS Affiliate
  - 1000 Watts Full Time

Affiliated with WKY, Oklahoma City and the Oklahoma Publishing Company

NATIONAL REPRESENTATIVE

THE KATZ AGENCY, INC.

In this area, **KVOR is THE home station**

- With retail sales of nearly $450 per person, wealthy, liberal-spending Colorado Springs is an essential consideration in western merchandising.

  In food stores, for instance, Colorado Springs spends at the rate of an average city nearly twice its size, and a total in excess of 44 larger cities. In drug stores, it spends three times the U.S. average, a total greater than in 152 larger cities.

GET THE FACTS

- Send for the booklet "Discoveries," just off the press, which tells the impressive story of KVOR's popularity and prestige in Southern Colorado.
Three More Get Canada Licenses
Power Increases Given Others
By Dominion Authority

BY JAMES MONTAGNES

THREE new licenses have been issued for Canadian broadcasting stations, according to W. A. Rush, Controller of Radio, of Transport, Ottawa. CGHB is the call of a new 100-watt French-Canadian station owned by G. Thos. Desjardins, located at St. Anne de la Pocatiere, Quebec, near Quebec City on the south shore of the St. Lawrence River. The station will operate on 1200 kc. At North Battleford, Sask., a 100-watt station license has been granted to C. R. McIntosh to operate on 1420 kc, but no call letters have been assigned as yet. The license granted to R. W. Starrant for a station at Kenora, Ont., has been assigned the call letters CKA and will operate with 100 watts on 1420 kc.

Power increases have been granted to CHWDE, Fredericton, N. B.; from 100 watts to 250 watts; CFBN, Edmonton, from 100 watts to 500 watts; CHPN, Slave Lake, from 100 watts day and night to 250 watts day and 100 watts night; CJRC, Winnipeg, from 1000 watts day and 500 watts night to 1000 watts day and night; CKPR, Port Arthur, from 100 watts to 1000 watts.

Church Station Sold
CKFC, Vancouver, has changed ownership from the United Church of Canada to Standard Broadcasting System, Ltd., owners of 1504 Sun Bldg. This 50-watt station was reported sold in February to the Vancouver Sun, but the newspaper at the time officially reported that arrangements had not been completed. The shortwave license which went with CKFC, has also been taken over by the new company. There is no change in power as yet, pending to word from Mr. Rush.

The Canadian Broadcasting Commission has announced that a transmitter to be built in eastern Canada will go on the air as CBA and will be located at St. John's, Newfoundland, operating on 1050 kc.

CBK for Prairies on 540 kc.

The new CBC transmitter for the Prairies will go on the air as CBK on 540 kc, at present used by CJRM, Regina, not far from the proposed site of the new transmitter which has not yet been definitively fixed, according to Donald Manson, chief executive assistant of the CBC. Both CBK and CBC, transmitter licence holders, are Sackville, N. B., will use RCA 50,000 watt transmitters, it is officially stated. Tentative plans have not yet been decided. Construction of the two new transmitters is in charge of G. G. Wolfe, chief engineer, and H. N. Sypia, CBC design and construction engineer.

No date has yet been set for the approximate completion of either station, nor have station managers been appointed yet. Both stations will utilize the latest technical advances made in radio since the construction of the other two CBC 50,000-watt stations built last year—CBL, Toronto, and CBF, Montreal.

FIRST VISITOR to record his voice on the "oral guest book" in the new $100,000 Interior Department studios was Earl Godwin, veteran Washington correspondent, NBC commentator, and president of the White House Correspondents' Assn. Watching as Godwin recorded his impressions of the swanky new government studios are (l to r) Bernard C. Schoenfeld, chief script writer, Shannon Allen, acting director of the Radio Section, Mr. Godwin, and Aubrey Taylor, assistant director of the Division of Information of the Interior Department.

Modern Studio for Governmental Use Is Opened in Interior Dept. Building

UNCLE SAM'S first big-time radio studios, located in the north penthouse of the new Interior Department Bldg. in Washington, were opened for public inspection early this month. The new studios, estimated to cost about $100,000, will give offices and divisions of the Department of Interior completely modern reproduction and amplification facilities, although transmission facilities will be confined to regular private stations and networks, in keeping with government policy.

Tentative plans call for direct line connection with Washington stations and through them with the networks and the Interior Department studios will probably be used as the origination point for many Government broadcasts. However, it is thought that present activities will be limited largely to producing transmissions for localities. The National Park Service, the Office of Education and other divisions of the Interior Department which have already used radio extensively will likely be the largest users of the new facilities.

Although the studios will be available for use by other government agencies, it is thought that use would be more convenient than broadcasting direct from network studios, they are primarily a development of the Interior Department, and are operated under supervision of the Radio Section of the Department's Division of Information.

Shannon Allen, formerly with NBC and assistant director of the radio project of the Office of Education, has been appointed director of the Radio Section and Bernard Schoenfeld, former chief script writer of the Radio Project and author of the CBS Office of Education Brave New World program, is chief script writer.

Under the new setup, the Radio Section will be responsible for operation of the studios and will also coordinate requests for time from divisions of the Interior Department or the Public Works Administration, and will represent these agencies in their relations with commercial broadcasting stations, which will handle the transmission end. To aid its cooperative work with users of the Government studio, the Radio Section has distributed a pamphlet of suggestions on building radio programs.

Quarter's in the Interior Bldg. include two studios, one 41x244 feet, the other 22x133 feet, offices, reception room, artists' lounge and observation gallery, in addition to a control room fully equipped for commercial production and transcription. Offices and waiting rooms are furnished modernistically, and the visitor's gallery is equipped with padded theater-type seats. The studios, of full floating construction, are finished in dark-stained birch, with acoustical treatment of walls and ceilings by Johns-Manville. Control room equipment is RCA throughout, with six RCA velocity microphones in the large studio and three RCA inductors in the smaller studio. A floating recording equipment has been installed.

SIX-MONTH PROFIT OF CBS INCREASES

IN ANNOUNCING a cash dividend of 25 cents per share on Class A and B stock of $2.50 par value, paragraph 9: to stockholders of record Aug. 26, CBS on Aug. 1 informed its stockholders that gross earnings from the sale of facilities, talent and wires during the first 26 weeks of 1938 ended July 2 amounted to $15,334,605, compared with $19,640,158 during the same period of 1937. After time discounts and agency commissions, the profit for the half of this year was $13,084,692, compared with $12,401,238 during the same period last year.

Net profit for the first 26 weeks of this year was $2,578,192, compared with $1,375,000 last year. The profit included a dividend of $1.51 and $1.41 earning per share respectively, calculated on the 1,707,950 shares of $2.50 par value outstanding or to outstanding. William S. Paley, CBS president, pointed out that the 1938 six-weeks results that period not be understood as foreshadowing the full year's results since indications were that the third quarter profits would be substantially below those earned during the third quarter of last year.

The CBS balance sheet for the first half of the year showed that $650,000 of operating funds for new income taxes for the first half of this year, compared with $530,797 for the same period last year.

NBC Yields Nearly Half Of RCA Six-Month Gross

NEARLY half of the gross income of RCA and its subsidiaries during the first six months of 1938 was reported during the 26 weeks ending July 26. Support of the two NBC networks, according to an analysis of the RCA consolidated income statement for the six months ending June 30, 1938, prior to time sales reports [BROADCASTING, July 16] showed that the two networks grossed $21,023,574 before agency commissions and discounts during the same period.

RCA's consolidated statement does not break down income reports by networks, giving only the total for the whole "RCA family". The Aug. 2 report showed that the $45,264,304 gross income figure compared with $53,167,621 for the same period of 1937. Net profit for the first six months of this year was $2,578,192, equal after preferred dividends to 6.6 cents per share on common stock, compared with $1,375,000 of 6.6 cents per share, during the same period of 1937.

My-T-Fine Series

PENICK & FORD, New York (My-T-Fine desserts), on Sept. 12 or 19 will start a transcription campaign through eastern stations.

The program, titled The Mighty Show, will be heard Mondays through Fridays at 4:45 p.m. WLZB WESI WPBO WORC WMAS WBWX WDRC WABC WOKO WIBR. Agency is BBONY, New York.

THOMAS APPLBY, Washington consulting radio analyst, is conducting a field strength survey for WDAS, Philadelphia.
ARE YOU "TUNED IN" TO THE WEST'S 3RD LARGEST MARKET? . . .

INNER CALIFORNIA! A rich, responsive market with a radio beam... the McClatchy Stations... leading straight to sales results! Tests prove that you can NOT cover this great trading area with San Francisco or Los Angeles stations... that you CAN obtain COMPLETE coverage with Inner California's "home network"... whose popular stations are regular NBC Red & Blue outlets.*

Are the McClatchy Stations on YOUR Pacific Coast schedule? Are YOU getting the benefit of this COMPETITION-PROOF audience? Spot or network, day or night, 80% of Inner California radio families are regular listeners to these "home" stations.

These people have tremendous buying power! All four of Inner California's key distributing centers... Sacramento, Fresno, Stockton and Bakersfield... stand high among the nation's leaders in per capita retail sales! Tune in on Inner California for measurable results!

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

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

*For a complete coverage of all California use the California Radio System, which includes the McClatchy Stations and popular station outlets in San Francisco, Los Angeles, Long Beach and Santa Barbara.

McCLATCHY BROADCASTING COMPANY SACRAMENTO CALIFORNIA
California Radio System

BROADCASTING • Broadcast Advertising

August 15, 1938 • Page 37
Hollywood Hotel Returns Sept. 9 With New Cast
WITH William Powell, film actor, signed as master-of-ceremonies, and other talent lineup virtually completed, Hollywood Hotel will return to CBS on Sept. 9 under continued sponsorship of Campbell Soup Co., to be heard Friday, 5-6 p.m. (PST). Powell will also service as headliner in the dramatic series featured on the weekly program.

Victor Young is to direct the orchestra and be in charge of music. He conducted for the Al Jolson program last season. Vocalists contracted are Frances Langford and Jean Sablon. John McGlinn, Hollywood scenarist, has been signed as writer on the series. Ken Niles will announce. Brewster Morgan, who produced the series last season, will continue in that capacity, under supervision of Diana Bourbon, West Coast manager of Ward Wheelock Co., agency servicing the account. Ward Wheelock, head of the agency, was in Hollywood during early August.

Miller’s Radio Debut
WHEN Neville Miller addressed the Wichita Rotary Club Aug. 8, it was his first appearance before the business side of a microphone since assuming the NAB presidency July 1, and resulted in something of a “scoop” for KANS, Herb Hollister’s 100-watter in Wichita. KANS broadcast the address, which dealt almost entirely with the Louisville flood of last year, when Mr. Miller, as mayor, was the generalissimo of the relief and rehabilitation forces—an undertaking which won him national acclaim. Mr. Miller makes his first formal radio address Aug. 19 when he will deliver the commencement address at the Peabody Teachers College in Nashville, with at least one nationwide network to carry it.

NAB District Meetings
(Continued from Page 15)
paid tribute to the part radio played in it.
One resolution was adopted at the Wichita session—to oppose the FCC rule requiring reexamination of operators whose licenses expire while still engaged in active engineering pursuits at broadcasting stations. It was offered by Kay Kyle, KFBI, Abilene, Kan.

Present at the New York meeting, in addition to those mentioned, were Edgar H. Twamley, and Clifford M. Taylor, WEEN, Buffalo; William I. Moore, WBNX, New York City; Dale Taylor, WESG-WENX, Elmira; Samuel Woodworth, Samuel Cook, Robert Soule, Charles Phillips, WFBK, Syracuse; I. R. Lounsberry, WGR-WKBW, Buffalo; Lee B. Wilies, WGY, Schenectady; William Pay, J. W. Kennedy Jr., WHAM, Rochester; Clarence Wheeler and LeMoine C. Wheeler, WHEC, Rochester; Scott Howe Bowen, WIBX, Utica; Charles Denny, WJTM, Jamestown; Richard E. O’Dea, WNEW, New York; Norbert O’Brien, WHOF, Philadelphia; H. V. Akersbech, WABC-CBS, New York; Keith Kiggins, NBC, New York; Fred R. Ripley, WSTY.

At the Wichita meeting Aug. 8, in addition to those mentioned, were Gene O’Fallon, KFEL, Denver; NAB director; Jack Whitten, KABA, Ada, Okla.; Hal Pilcher and Owen H. Balch, KCKN, Kansas City, Kan.; Marcellus Murdock, WIBW, Topeka, Milford, P. S. Clark, KFHX, Wichita; Karl Troegien, WIBW, Topeka; E. E. Ruediger, KVBB, Great Bend, Kans.; N. E. Vance Jr., and Merle H. Tucker, KSAL, Salina, Kan.; R. K. Lindsey and K. W. Pyle, KFBI, Abilene, Kans.; James L. Van Fleet and Jack Todd, KANS, Wichita; Hugh Powell, KGDF, Coffeyville; Adelaide L. Larral, and E. W. Robb, WBBS, Ponca City; Milton B. Garber, Enid.

Coffee Series in East
S. A. SCHONBRUNN Co., New York (Medaglia D’oro coffee), has started Stars in the Making, a quarter-hour musical program on WRAS, New York, from which it is fed to WPNX, Philadelphia; WELI, New Haven, and WCOP, Boston. The company also sponsors a 15-minute radio show a week on WBIL, New York. Parorella Agency, New York, is in charge.

NATIONAL Dog Week, Sept. 18-24, will be observed by programs on these stations: KQX, KCKN, Kansas City; KPNX, KDFX, Phoenix; KFRE, WIBW, WIBY, and WQX, KANS. WIBX, WIBW, WIBY, WHA, WQX.

WIBW “The Voice of Kansas”

Page 38 • August 15, 1938

BROADCASTING • Broadcast Advertising
IT's still the good old Summertime yet Fall contracts are now coming in fast. For these Progressive Advertisers appreciate that early contact with our "Friendly Family" of 2,500,000 Italo-Americans will result in greatly increased Fall Buying!

To "Fall In Line" NOW — "The Italo-American Way" — is to insure preferred position in your forward march to Fall Sales in our Billion Dollar Market!

WNV
NEW YORK • 1000 WATTS
WPEN
PHILADELPHIA • 1000 WATTS
WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

Advance Fall News
Two New 1-Year Contracts and a 26-Week Renewal for IBC.
**DESE GUYS AIN'T SCREWY, SEE?**

A full-week's check of local Louisville radio programs showed that Louisville merchants use nearly one hour on WAVE for every ten minutes on any other Louisville station! ... Boys, that's just nepotism. These merchants want and get RESULTS. And they know that WAVE's million listeners comprise all of the Louisville Trading Area's population—that WAVE delivers the Louisville market without waste and at less cost. ... If you want the real, honest facts, write WAVE today! An N.B.C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

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**Trade Associations Adopt Standards Of Cosmetic Advertising and Labeling**

TOILET GOODS Assn. and the National Retail Dry Goods Assn. recently reached an agreement on cosmetic advertising and labeling under the Wheeler-Lea Act and expressed the belief that under provisions of the Wheeler-Lea amendment to the FTC Act, and under the Copeland Act, certain sections of which are immediately effective, guidance is needed in determining acceptability of advertising copy.

A statement issued to members of the Toilet Goods Assn. July 26 by H. Gregory Thomas, head of the board of standards, notifying them of the agreement, listed five advertising claims "which should not be published or distributed unless approved by the board of standards of the TGA or sufficiently corroborated by the advertiser."

**For Cautious Use**

Advertising claims listed as "subject to caution" include:

1. Claims that any preparation may be used to prevent, remove, or cure CROW'S FEET or BAGGED EYES.
2. Claims that any preparation applied locally will rejuvenate any GLAND or cure any DEFECT or FLABRINE in its proper place or will prevent LOSS OF HAIR.
3. Claims that any preparation which can be applied to the skin as a cosmetic or utilized as a medicinal or antiseptic will prevent, remove, or cure GERMICIDE. (Except certain preparations which, if utilised as a medicinal or antiseptic, such as chlorides, may prevent infection).
4. All claims for VITAMINS in cosmetics. (The use of vitamins has recently come under the subject of a warning by the American Medical Assn.)
5. All claims for HORMONES in cosmetics. (The use of hormones has recently come under the subject of a warning by the American Medical Assn.)

**Not Acceptable**

The 18 "not acceptable" advertising claims include:

1. Claims that YOUTH can be restored to the skin by cosmetics. (The use of cosmetics give a mere palpable benefit to the skin.)
2. Claims that any preparation applied locally will rejuvenate any GLAND or cure any DEFECT on the face or will prevent the YOUTHFUL LINES of the face or will have any effect in altering the shape or STRUCTURE of the face or nose. (Such statements may be misleading if applied with proper manipulation, massage and exercise may tend to improve the facial contour.)
3. Claims that the skin may be cleansed by the use of certain cosmetic preparations.
4. Claims that any preparation used externally will prevent, remove or cure WARTS or WORMS on the skin. (Driesness of the skin may be regulated by the application of certain cosmetic preparations.)
5. Claims that any preparation will permanently remove BLACKHEADS and CROW'S FEET or BAGGED EYES, or will prevent, remove or cure ACNE, or will prevent, remove or cure any DEFECT in the skin.
6. Claims that any preparation will prevent TUMORS or CANCELLATIONS or TOLERANCE or DOUBT, or will prevent, remove or cure ABC, or will prevent, remove or cure any DEFECT in the skin.
7. Claims that any preparation will permanently remove PEOPLE, PECAN, or PEARL, or will prevent, remove, or cure ACNE or any DEFECT in the skin.
8. Claims that any preparation will prevent, remove or cure BLACKHEADS, or will prevent, prevent or remove ACNE, or will prevent, remove, cure, or prevent any DEFECT in the skin.
9. Claims that any preparation which can be applied to the skin in any way as a cosmetic or utilized as a medicinal or antiseptic or畔防, in any way, may prevent, remove, or cure ACNE, or will prevent, remove, or cure any DEFECT in the skin.
10. Claims that any preparations containing a SULPHIDE can safely be used for the removal of BACTERIAL GAS.
11. Claims that any preparation will cure BACTERIAL GAS without causing BACTERIAL GAS.
12. Claims that any preparation will cause BACTERIAL GAS to GROW.
13. Claims that any preparation will prevent BACTERIAL GAS without causing BACTERIAL GAS to GROW.
14. Claims that any preparation will remove any DEFECT in the skin on any way by the use of any Defective preparation containing a SULPHIDE can safely be used for the removal of BACTERIAL GAS.
15. Claims that any preparation will cure BACTERIAL GAS without causing BACTERIAL GAS to GROW.
16. Claims that any preparation will cause BACTERIAL GAS to GROW.
17. Claims that any preparation will prevent BACTERIAL GAS without causing BACTERIAL GAS to GROW.
18. Claims that any preparation will cause BACTERIAL GAS to GROW.

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**Plans Considered By Survey Group**

Benson and Miller Confer on Joint Committee's Activity

PLANS for future operations of the Joint Committee on Radio Research, in its quest for a cooperative plan to measure station coverage, were discussed informally Aug. 17 by Peter F. Peter, NAB research director, and chairman of the technical subcommittee of the Joint Committee, and Neville Miller, NAB manager, at a conference at NAB headquarters in Washington. Also present were L. D. L. Weis, research director of McCann-Erickson, and chairman of the technical subcommittee of the Joint Committee.

Engaged in its exploratory study for the past three years, the Joint Committee is pressing for inauguration of an acceptable coverage yardstick as soon as possible. The committee is made up of five members each representing A.A.A., R.A.B., NAB, and Association of National Advertisers. Several studies have been released by the Joint Committee to promote development of the coverage yardstick, including 1937 and 1938 estimates of receiving set ownership figures by counties.

Discussion in connection with the cooperative coverage bureau, which would be radio's counterpart of the Audit Bureau of Circulation, has centered about "listening area" analysis as a practical technical field strength studies. Agencies generally, it is understood, have been in favor of the former, a method by which a measurement of an average station audience rather than the purely technical study.

Selection of successor to Mr. Benson as secretary of the Joint Committee probably will be made at the next meeting of the Joint Committee. Benson has indicated he might desire to call a session early in September. There is under consideration revision of the Joint Committee organization so that the secretary would become the actual executive officer.
Good News EXTRA
FALL SPOT EDITION

National Spot Looks For Boom Season

Cash in on Spot!
START YOUR SCHEDULE IN BROADCASTING SEPTEMBER 1
Forms close August 24

BROADCASTING

FLORIDA CITRUS COMMISSION selecting 50 stations
CHEVROLET MOTOR CO. selecting 30 stations
GROVE LABORATORIES selecting 10 stations

UNIVEX CAMERA CO. selecting 20 stations
RAY & CO. extending extensive spots

LA'S LAMPS select 10 stations
LA'S LAMPS select 10 stations

WILLIAMS select 20 Canadian stations
SHELTON & GAMBLE CO. select 20 Canadian stations

QUAKER OATS select 20 Canadian stations
A. G. ALLISON select 20 Canadian stations

WELLS J. LEE select 20 Canadian stations
SKEET select 20 Canadian stations

DR. W. L. SPACE select 20 Canadian stations
CHARLES B. MAC select 20 Canadian stations

F & F LABORATORIES select 25 stations
LYDIA E. PINKHAM MEDICINE CO. select 50 Canadian stations

CANADIAN NATIONAL CARBON CO. select 19 Canadian stations

GROVE LABORATORIES select 30 stations
CHEVROLET MOTOR CO. select 30 stations
FLORIDA CITRUS COMMISSION select 50 stations

THE HERRING PUB select 20 Canadian stations

NATIONWIDE SURVEY REVEALS BIG TREND TOWARD SPOT!
LONGER LISTS PLANNED BY BIG ADVERTISERS

Cable: Advertising
www.americanradiohistory.com
Do your musical tastes run to the sweet singing notes of the violin? Or the equally sweet and cheerful ring of the cash register? Or both? Your wishes are well granted when you bring your radio campaign to World Broadcasting System.

For WORLD has mastered the art of radio marketing, whether you measure radio by millions of listeners or millions of dollars. Through its outstanding facilities and its famous Western Electric Vertical-Cut Wide Range recording, WORLD is helping many national, regional and local advertisers to play sweet music* on their dealers’ cash registers.

From January to June, 1938, seventy-six successful sponsors bought 17,876 hours of station time to broadcast their WORLD-produced programs on WORLD transcriptions. This six-month period—the best in WORLD history—was 24% ahead of the first half of 1937. That’s sales music with a swing all its own! When these wise time buyers constantly increase their use of WBS Selective Broadcasting, there’s a reason—the song of sales which WORLD is helping them sing!
Make a note of it. Get the full facts today. Let WORLD tell you how YOU, too, can learn to play the same pretty tune on your cash registers. Write to World Broadcasting System, at 711 Fifth Avenue, New York City (301 East Erie Street, in Chicago).

* * *

* And by the way, World-produced programs are quality programs. “Hearing is Believing!” An audition at any World office or World subscribing station will prove to you there’s nothing on the air today to equal the beauty and realism of World’s Vertical-Cut recording and reproduction. Only World transcriptions are truly Wide Range, because only World records exclusively on Western Electric equipment.

WORLD BROADCASTING SYSTEM
Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
30 Days Hath September

THE CHANCES are that those who buy and dispense spot broadcasting are going to need all of September's 30 days—and maybe a few nights—this year. The reason lies in the fact that sponsors and time buyers have more plans in the making stage than the most optimistic would have dared predict a few months ago, and these plans are going to materialize next month. Usually they are pretty well placed by the end of August.

As explained in a nationwide roundup of spot printed in this issue, the season looks unusually bright—from an Aug. 15 perspective. The last six months have been difficult ones for some station managers, although the industry at large has not felt the depression as severely as most other media. The next few months, bolstered by political time, should be surprisingly good ones. The only cloud on the spot horizon is the fear of some advertisers that the present upturn in business is too good to last.

Myopia

IF THERE is one thing calculated to hasten an early acceptance of facsimile, it is the elimination of radio program comment by the newspapers—especially advance notices giving complete details of what is going to be on the air that day or evening. After their sad circulation experiences in the past, newspapers know they cannot eliminate program listings, but now on the plea of saving white space many are cutting out their radio news files and comment columns. This despite the fact that the pages carrying radio schedules and news are more than often preferred position for many advertisers.

Survey after survey has proved the radio section one of the most frequently consulted pages in the newspaper. Yet some myopic publishers are trying to emasculate it further, perhaps more out of jealousy at the ease with which radio has sloughed off the depression than a real desire to conserve space. Many readers are showing their annoyance at being unable to get more than a mere two or three-word program listing without further details about the nature of the program and the artists.

Well, we can only remind the publishers that they once tried boycotting radio entirely, with well-known results. If some of them still regard radio as a competitor to be fought and crushed, what a rueful day is in store for them when not only program listings but previews, reviews, photos—yes, and even advertising—will be brought directly into homes via facsimile. It can be done now, and fairly cheaply; it’s only a matter of better times, plus the stimulus of newspaper recalcitrance and reader disgust. Once facsimile attachments to radio receivers will be as commonplace as the sets themselves.

Dollars With Wings

HARRISON HOLLIWAY got a fine lot of publicity out of his crack that a can of film is the same as a can of beans to him when it comes to giving free time for movie previews. The broadcast industry is likely to realize the meaning of those words when it sees every daily newspaper in the country running full-page advertisements in the million-dollar white-space campaign the film moguls will wage for three weeks this autumn.

They’re after good will, these emperors of the silver screen, and they’re willing to pay for it even if it costs a million dollars. Radio will be invited to cooperate by donating valuable quotas of free time. That the medium can boost film profits has been demonstrated repeatedly, as in the case of M-G-M’s Good News series (sponsored), and the recent Irving Berlin show (free) promoting the movie based on the composer’s songs.

The average broadcast executive will likely approve further donations of free time, if any, with gnawing pangs in the pocketbook region.

The Price of ASCAP

IN ABOUT two years, the existing five-year contracts of broadcasters with ASCAP will expire.

Already there are the usual and indisputable signs that ASCAP has started what appears to be another well-oiled campaign. There is, for instance, the talk of making broadcasters pay through the nostrils for anti-ASCAP litigation. The same strategy was utilized prior to the 1938 extensions, over and over, until the industry was brought to terms,—there being no alternative.

It is encouraging to learn that NAB’s new president, Neville Miller, has made ASCAP his first order of business. He believes in starting his music shopping early.

With that in mind, we might pause to figure out just what stations pay ASCAP for the right to perform ASCAP music only by

The RADIO BOOK SHELF

A STUDY of shortwave reception quality and types of educational programs from foreign stations, particularly from Latin America, has been issued as a 40-page booklet by Ohio State University. The study is by William Samuel Hedrix and was made possible by a Rockefeller Foundation grant. It is titled A Project in the Reception of Cultural Shortwave Broadcasts From Spanish America With Some Attention to Broadcasts from Europe.

A SUMMARY of the results of the recent International Telecommunications Conference at Cairo is carried in the July RCA Review, quarterly journal published by RCA Institutes Inc. It is by Dr. C. B. Jolliffe, engineer in charge of the RCA Frequency Bureau, who attended the conference.

paying 5% of “net receipts”. The 1937 FCC tabulations [Broadcasting, June 15, July 1] come in handy by affording the basis for comparison.

Net sales of the average station (assuming this basis for the ASCAP contracts covering royalties) were $177,960 during 1937. Subtracting receipts from the sale of talent and programs (which some stations deduct in construing ASCAP’s “net receipts”) would leave a balance averaging $165,022 per station. And 5% of $165,022 equals $8,251.10, which the “average station” pays into ASCAP’s coffers, exclusive of the arbitrary “sustaining fee”.

Of course, this average is somewhat out of line because of the discriminatory ASCAP contracts. For example, newspaper stations pay on an entirely different basis, since they guarantee only to pay four times their sustaining fee, with the percentage fixed on programs using ASCAP music only. Networks likewise pay on a different basis, and owned and operated stations are accorded still different treatment.

But the rank and file of stations—those not qualified for the newspaper or network contracts—pay on all of their “net receipts” from station time. Based on FCC figures again, the average station program expense is $47,245. If that figure is used as the base, then the average station is paying ASCAP 17.4%—which is the ratio of ASCAP payments on commercial revenues.

Then comes the question: How much of the expense of commercially sponsored programs over the average station does this figure represent? FCC figures for the week of March 6, 1938, which was the week analyzed for program purposes, show there were 7,745.5 hours of commercially sponsored music out of 21,542 commercial hours. Commercial music programs require fees about 3.77% of the commercial hours. And that portion of the average program expense of a station is $16,930.

Getting back to the average fee paid to ASCAP by the average station ($8,251.10) it is found this is just 48.5% of the cost of presenting commercially sponsored musical programs, all of which do not use all-ASCAP music.

The figures may not prove everything, but they give the industry something to think about.
DONALD WILLIAM FRANCISCO

IF ALL the nice things usually written in biographies of successful figures in the business world were arrayed on a single scrol, the composite would offer an uncannily precise verbal portrait of Donald William Francisco (Don for short), newly-elected president of Lord & Thomas and successor to the veteran Albert D. Lasker.

Dark-haired, brown-eyed and firm voiced, he is a dynamic and compelling personality. Broad-shouldered, tall, a little over six feet, his athletic looking chap a born leader. A sort of diplomat, too, for he has the knack of saying the right things at the right time. His force is negotiation, and he thinks quickly and acts rapidly after reaching a decision. He is interested in humanity generally and all associated with Don Francisco speak highly of him.

With all his personal success, he has a fund of sentiment and admits that he is a "softie" in many ways. His manner is friendly; his tone always reasonable.

Life began for Don Francisco on Oct. 18, 1891 in Lansing, Mich., which makes him 47 years of age 18 days after he assumes his new duties as president of Lord & Thomas next Oct. 1. After his public and high school education in that city, he attended Michigan Agricultural College (now Michigan State College), completing the horticultural course and receiving his B. S. degree in 1914. He was also awarded a scholarship in bacteriology. In 1917, he returned to his alma mater to be awarded an honorary Master's Degree for his work in advertising and merchandising of farm products.

Don Francisco's early ambition was to be an artist and for many years he made drawings for small publications. In college he served as news correspondent for three leading Michigan dailies, Detroit Free Press, Lansing State Journal and Grand Rapids Herald—illustrating a great deal of it himself. He was also art editor of the college weekly and annual. He took part in other campus activities too.

and was president of his Junior Class, the Junior Council, Hesperian Literary Society, Horticultural Society and Press Club. He was also a Colonel in the ROTC.

During summer vacations he worked for a New York steamship concern and there learned to study and know people. One day near the end of his college course, while reading the Lansing State Journal, he saw the advertisement of J. M. Fitzgerald, phrenologist, so he went to Chicago to consult him. It cost $13.50 to learn that he was meant to be an executive.

Thereupon he accepted a job with the California Fruit Growers Exchange in New York as inspec.

A few months later he organized a dealers service department and became its first manager. This department built and installed window and store displays for Sunkist dealers. Today it is utilized in a tie-in with the six weekly half-hour transcribed radio programs sponsored on 18 stations nation-wide.

So successful was Don Francisco in establishing this department that six months later he was made assistant advertising manager of the Exchange. The following year, in May 1916, he was appointed advertising manager and transferred to the main office at Los Angeles.

Before going to the West Coast, though, he married Constance Little, debutante of Passaic, N. J., the date being Oct. 27, 1916. He took his bride to Los Angeles and for six years directed advertising and trade promotion activities of the Exchange, his work attracting national attention.

In 1921 Albert D. Lasker, president of Lord & Thomas, invited Don Francisco to join the agency as co-manager of the Los Angeles office. He accepted and by 1927 was executive vice-president of the agency in charge of Pacific Coast operations, holding that post until his elevation to the presidency.

There isn't a single move made in the entire West Coast division of Lord & Thomas that he doesn't know about, and much of the organization's activity stems directly from his desk.

Always an advocate of radio, Mr. Francisco has long recognized the importance of broadcasting as an advertising medium. He has aggressively sold this medium to hesitant advertisers. The broadcasting industry knows him as a man who believes that team work between radio and other media can produce outstanding results. He has proved it with many campaigns, personally conducted as well as supervised.

... warm in the face of the Chicago man who brought radio into extensive use during the 1934 California gubernatorial election campaign. His efforts were an innovation in programming and were partly credited with defeating Upton Sinclair, the EPIC candidate, in his race for governorship of California. He also directed the campaign which resulted in the decisive defeat at the polls of the national tax on California chain stores in 1936, having organized the weekly California's Hour, heard for 50 weeks on the CRS-Don Lee Network. Of particular was this radio campaign, that whole communities turned out to participate in the shows, and 57 out of 58 California counties voted against the tax.

Don Francisco leaves actual production of Lord & Thomas network programs on the West Coast in the hands of the agency's constantly expanding radio department in Hollywood. He will continue to formulate policy when he assumes the presidency of the firm. Edward Lasker of Chicago heads the national radio department.

JAMES C. HANRAHAN, vice-president of Scripps-Howard Radio, has transferred from Cincinnati, where he supervised WCPO, to Memphis, where for the next six months he will be in charge of WMPS.

ALFRED J. MCCUTCHEON, president of WMUR, the one station chain of the board of MBN, sailed Aug. 6 on the Costa di Savona forGenoa, Italy, where he will use the club berths. They plan to tour the Italian lake region.

T. P. (Ted) ALLEN, former radio director of the Republican National Committee, and afterwards with J. J. Devine and Associates, station representatives, on Aug. 1 joined WGNY, Newburgh, N. Y., as commercial manager, Jere Toister, director and owner, has announced.

HISPAN SYLVESTER Q. CANTAY, president of KSO City, sailed Aug. 3 on the Aquitania with Mrs. Cannon for a two month trip of Europe.

AMORY L. HASKELL, president of WBNX, New York, has been appointed director of the National Advertising Council, formed early this year to promote the sharing of an advertising, agricultural and residential center.

ART LINCIC, vice-president of WJJJ, Chicago, underwent an abdominal operation in Chicago after being shot by Herb Sherman, commercial manager of WJJP, recovering from those injuries suffered recently when he fell from a horse.

BROADCASTING • Broadcast Advertising

August 15, 1938 • Page 45

DON ROBBINS, for nearly two years San Francisco sales manager for the Metochia radio stations in California and sales representative for the California Radiant System, has resigned as of Sept. 1. His future plans are indefinite. No successor has been named.

EDWIN M. CRAIG, executive vice-president of National Life & Accident Insurance, up from WSM, Nashville, returned from a trip to Europe Aug. 9.

WOODY WOOGHOUSE, commercial manager of WDNC, Durham, has been elected president of the Durham Junior Chamber of Commerce.

MARIAN KYLE, formerly Lord & Thomas, Los Angeles, account executive and advertising manager of KMPX, Beverly Hills, Cal., succeeding Robert Reynolds, who resigned to play professional football.

LESLIE L. CARDONNA Jr., of the sales staff of WYRA, Richmond, marriedBetty Harvey in late July.

E. PALMER BROWN, formerly of Addison Var A, Agency, Buffalo, and Baldwin, Urquhart Co., New York, has joined WJZ, Philadelphia, as program coordinator.

BOB SMITH recently joined WDQY, Fargo, N. D., as salesman and Howard Nelson became new publicity director.

JOHN T. CALKINS, manager of WJZ, is recovering from a recent gall bladder operation.

ROBERT ELLIOT, of the sales staff of WGST, Sabama, has been transferred to New York City.

GEORGE M. BURRICH, director of KSD, St. Louis, and advertising manager of KSD, has resigned for a post in Chicago.

Mr. Francisco has served as president of the Advertising Clubs Association, Pacific Advertising Agencies Association and Los Angeles Advertising Club. He is a past president of the American Associated Advertising Clubs of the World, and formerly a director of the Advertising Federation of America, Association of National Advertisers and National Outdoor Advertising Bureau. He is also a past chairman of the Advertisers' Round Table of Los Angeles. He has resigned as president of the Hollywood (Cal.) Baseball Association, and is honorary secretary of the Band, College, Military honorary society, and Alpha Delta Sigma, honorary advertising fraternity.

His secret of success is work, for work is his hobby. Like so many advertising men, he is an enthusiastic amateur photographer, and good for color too. He plays a good round of golf, but isn't very serious about the game, and says he enjoys it most when Mrs. Francisco accompanies him.

He is also a great baseball fan. Mr. Francisco has served as president of the National Advertising Clubs Association, Pacific Advertising Agencies Association and Los Angeles Advertising Club. He is a past president of the American Associated Advertising Clubs of the World, and formerly a director of the Advertising Federation of America, Association of National Advertisers and National Outdoor Advertising Bureau. He is also a past chairman of the Advertisers' Round Table of Los Angeles. He has resigned as president of the Hollywood (Cal.) Baseball Association, and is honorary secretary of the Band, College, Military honorary society, and Alpha Delta Sigma, honorary advertising fraternity.

Mr. and Mrs. Francisco live in Pasadena, Cal., where they will continue to maintain their California home, although stationed in New York. They have one son, Don Jr., and the family live in the personal and production department of Lord & Thomas in Hollywood. Young Don was recently married to Miss Patricia Goodwin of Pasadena, and they live at Santa Anita Racetrack. —D. G.
Central States Promotions
FRANK PELLEGRIN, sales promotion manager at KMOX, San Francisco, has been named national sales manager of Central States Broadcasting Co., Kansas City, and KPAB-KFOR (Lincoln) by Don Searle, general manager. Paul Hammon, former national sales head at KQO, has been named writer, sales manager, and Ed Cunniff, formerly of KMA, Shenandoah, and KOAM, Pittsburg, Kansas, in charge of sales and station operations, is in charge of sales in that area.

Murdock Heads KFH
MARCELLUS MURDOCK, publisher of the Wichita Eagle, and executive head of KFH, Wichita CBS outlet, has assumed the acting. general manager of that station, and is dividing his time between the newspaper and the station, which is in charge of this newspaper. Mr. Murdock has taken over the actual management of KFH following the recent resignation of G. B. Ellethorp, who has returned to Chicago.

Fitch Shifts
F. W. FITCH Co., Davenport, Ia. (shampoo), on Sept. 4 starts Fitch Bandwagon on 41 NBC-Red sta- tions, replacing the Bandwagon of Uni- versity. A different name orchestra will be heard each week, starting with a group of Guillemot. Others will be Benny Goodman, Vincent Lopez, Hal Kemp, Tommy Dorsey, Eddie Durham in Blue. Agency is L. W. Ramsey Co., Davenport.

Jack Allen, former manager of WNEW, New York, will marry Beverley Shaw at Aug. 19 in Sarasota. Harry Shaw, in Sarasota. Miss Shaw was graduated from Ste- ven's College in June 1937. Father was the former owner of WMT, and now lives in Sarasota.

Richard Calhoun has resigned as sales manager of KMOX, St. Louis, to manage the station. He was with KMOX since 1931.

Don Prindle, Hollywood writer, has joined Joe Fenner as writer on the KFJQ network series, which starts Sept. 29 on CBS under sponsor- ship of General Foods Corp. (Maxwell House Coffee), which is a part of the KMOX. St. Louis, married Leon- raine Grimes, KMOX and CBS fea- tured soloist, July 30 in St. Louis.

Adriam James Plante has been appointed to direct advertising and publicity for WOV-WBL, New Haven, and has taken charge of the "stations" building at 132 W. 43rd St., New York.

Nat Brusiloff has resigned as musical director of WMCA, New York, and will leave the station Aug. 28. His future plans have not been announced, nor has the station an- nounced his successor.

Jack Allen Comport, mer- chant in charge of the KFJQ WNEW, in New York, on Aug. 15 will marry Beverley Shaw at Aug. 19 in Sarasota. Harry Shaw, in Sarasota. Miss Shaw was graduated from Ste- ven's College in June 1937. Father was the former owner of WMT, and now lives in Sarasota.

Richard Sharp, formerly with Wesley Nash Agency, St. Louis, has joined Knx, replacing Richard Schleier, who has joined An- fenber Agency, St. Louis.

Ray Sweezy, football writer in KJNO, St. Louis, married Leon- raine Grimes, KMOX and CBS fea- tured soloist, July 30 in St. Louis.

Violet Evens, of the KMOX, St. Louis, department, resigned recently.

Alton Cocke, who last year was radio director for the Dallas Academy of Speech & Drama, has joined the WOR staff as a special events announcer, replacing Jack Shugart, who joins the WOR staff.

Herschell Hart, radio editor of the Detroit News, has joined the editorial staff following the new post of that paper, taking over Detroit newspaper operations of eliminating all but press listings.

Bob Garrett, former Hollywood commentator, has joined National Talent Pictures Corp., that city, as publicity director.

Py Barks, actress, author at WJR, Detroit, has joined the station.

Tom Morton, formerly with the production department of WPLA, New York, has joined the WPLA staff as a general manager.

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Bert Miller of the NBC West Coast, has resigned as television promotion director of WEMP, Los Angeles.

William E. Driggs, NBC Chica- go publicity director, will handle the West Coast in early August.

Joe Alvin, assistant to Hal Bock, NBC head in New York, has been appointed special assistant manager of the Bock family, New York, and will handle the exploitation of Coast network shows.

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**AMERICA HEARS US**

-but Nobody Makes it Listen

**MUCH** is said about the value of voluntary circulation to an advertiser. Yet everyone seems to overlook the fact that every radio audience is voluntary. No one tunes to a given station except of his own free will, nor stays tuned unless what he hears pleases him.

The map above is undisputable proof that many thousands, outside of WSM's primary sphere of influence, not only listen but are enough impressed by what they hear to write a letter. Why should this be?

Simply because WSM offers a service or an entertainment which these people want, and cannot find elsewhere. They tune to WSM because of a definite broadcasting character which experience has taught them to be trustworthy. They represent a tremendous voluntary circulation built by the simple expedient of thinking in terms of what they want and need.

May we show you how much the purchasing power of this voluntary circulation can stimulate the sale of your product?
FOR women shoppers is the Merchandise Exposition Inc. project being organized in Cleveland by Edl Hawes and Ben Lebin, radio team recently signed from WQAR. The project will start around about Oct. 1 and is designed to coordinate all forms of advertising appealing to women buyers.

The exposition is to be a center for cultural, civic, welfare and national groups. A large and well-equipped studio will be equipped, with its own announcers, engineers and staff orchestras. Preliminary calls will be made for a two-hour afternoon program on WCLE and at least a half-hour morning series on WQAR.

The backers hope to attract up to 400 women a day, combining visible display and good buying.

A glass-enclosed kitchen and art gallery will be attractions and an auditorium seating over 1,000 is contemplated. Miss Hawes has been with Cleveland stations for more than a decade as saleswoman, commentator and announcer. Mr. Lebin is a former city prosecutor and radio commentator.

Oil and Water

TWENTY-FIVE outboard motors are awarded in a series of contests during Horace Heidt broadcasts over Stewart Warner Corp. Broadcast in cooperation with the National Outboard Assn. Several stations are designed to promote boating as well as lubricants. The offers involve no purchase or entry blanks. Contestants simply write their opinion of Alemite lubrication.

** * * *

WKZO Prizes

OFFERING merchandise prizes worth about $600, WKZO, Kalamazoo, Mich., circulated 20,000 newpaper blurs to publicize its "Promoted With WKZO" advertising contest. Labels, wrappers, bottle caps, sales receipts and other evidence of purchases of advertised products were exchanged by listeners for votes in the contest.

** * * *

Stamps and Pads

CIRCULAR rubber stamps are offered kids during Don Wilson of the Wavy, an Ann Arbor, Mich., radio announcer, broadcast on WJR's Wheat Krispies, in return for a box top and a nickel. The stamp has a navy anchor design on the center and is flanked by initials of the individual. Bottom of the case is an ink pad.

** * * *

KEHE’s Nudists

NEW METHOD of spurring sales of radio time during summer slump was inaugurated by Jack Gross, manager of KEHE, Los Angeles, this month in the form of a "nudist" sales contest in which station account executives were given clothing for each bracket of strictly business signed and broadcast during the two weeks between Aug. 1 and Aug. 14. The biggest urge to sales activity was the clause providing that all advertising executives appear at a dinner party later in the month dressed in the exact apparel their contracts earn them.

** * * *

Merchandising & Promotion

For Cleveland Ladies—Kristie Prizes—Gratitude—Who Said Hicks?—Queries for Kiddies

Too Good to Keep

WITH a 9x12 two-color illustrated direct mailer Lost a Program That Was Too Good!, sent to advertising agencies and local advertisers, WDBJ, Roanoke, Va., was one of a recent listener-participation feature. Phone calls to the station during the contest period, according to the story, with 1,375 calls attempted in the first six minutes of "art "cause WDBJ provided too receptive a listening audience", the sponsor was forced to switch to a different type of program that would let Roanoke business men use their telephones.

** * * *

News From WSAI

NEW WEEKLY trade release of WSAI, Cincinnati, WA Eye Openers, appeared Aug. 1. The mimeographed publication is handled by Wilfred Guenther, sales promotion manager, and is especially for agencies, sponsors and potential clients. The first issue listed recent new stories and plugged some of the WSAI programs.

** * * *

Thanks for the Contracts

KNOCKING a home-run of appreciation, WSIX, Milwaukee, published a full-page two-color ad in the Milwaukee News-Sentinel July 23, thanking station advertisers for their cooperation to the theme, "Sales Mean Jobs!", slogan of the blank. Salemen's Crusade reprints were furnished for bulletin boards and window display.

** * * *

Veiled Lady’s Pix

WHOEVER presented himself at the studios of WVOX, New York, with a Wheaties box-top would have his picture published in the Sunday edition of the New York Times, to an offer on General Mill’s Veiled Lady, heard daily on that station. Within three days so many people and box-tops appeared that the offer had to be dropped.

** * * *

Quiz for Kids

EXCLUSIVELY for kids 9 to 15 years old, Aunt Sue’s Question Box, conducted Sundays by Dorothy Stewart on WBC, Washington, D.C., carries a series of questions to be answered by youngsters in the studio. Prizes of $5, $3, and $2 are awarded for answers.

** * * *

The Meaning of T

CARDBOARD "ump" puzzle, distributed to subscribers by WFLA, Tampa, Fla., in an envelope carrying the inscription "Free for Tampa and WFLA for Tampa coverage is the latest promotion piece of WFLA, Tampa, Fla.

** * * *

Spotlight and News

A SPOTLIGHT plays on a news announcer from KDYL, Salt Lake City. The bulletins were heard five minutes after the stories, and listeners watch and listen to five minutes of flashes, heard also by WFL listeners. Dramatic sound effects are used.

** * * *

Sales Meeting on the Air

GILMORE OIL CO., Los Angeles, has developed this promotion, as a promotion feature, will sponsor a special sales meeting over 10 NBC-Pacific Coast work stations, on Sept. 19 (PST). The meeting will be broadcast by remote control from the Gilmore Co., on Pacific Angeles, and Earl B. Gilmore, president of the concern, adds his sales staff on the Pacific Coast, Clarence Beemeyer, executive vice-president of the company, will be cut in from San Francisco where a similar meeting will be in progress. Members of the Gilmore Circus cast, sponsored by Gilmore Oil Co., on that network, will supply the entertainment features of the broadcast. Hixson-O'Donnell Adv. Inc., Los Angeles, has the account.

** * * *

Box-Car Studio

OKLAHOMA CITY’S Humpty Dumpty Grocery store, General Mills, and KTOK cooperated in bringing a box-car full of Wheaties to the Fair on the street in front of the store recently as part of the Ted Andrews Appreciation Show hosted by the Texas Louisiana Indiana basketball announcer. Daily broadcasts were carried by KTOK, and Wheaties were sold on the spot, with 500 free baseball tickets going to lucky purchasers.

** * * *

Far From Home

KNX, Hollywood, has issued a four-page promotion piece titled At Home...100 Miles Away. It reveals the results of a recent survey of the listening audience of Santa Barbara, Calif. Comparison figures break down the results of the survey into day, evening and total percentage. The 1,429 included in two color illustration is with Santa Barbara scenes. Back page shows a picture of the new CBS Hollywoodood Book of Gratitude, which contains added sales message.

** * * *

Associated Stamps

ALERT to the tie-in value of the free distributed Stamps of the West, 18 Associated Oil Co. dealers in Paso Robles, Cal., and San Luis Obispo, are backing the promotion with a weekly quarter-hour program. Oil of the West, on KEST, in the latter city. This is being supplemented with daily spot announcements. The stamps picture historical and beauty spots of the West, and are distributed free by Associated Oil Co. dealers on the West Coast.

** * * *

Not Really Hayseeds

"FARMERS Aren’t Hicks" is the title of a new brochure by WOW, Omaha, showing results of a new farm-audience survey, made for the United Farmers Federation covering interviews with 1,429 men and 1,372 women in every Nebraska county, that all advertising involved a new technique in audience studies. The brochure, in four colors, depicts results of the study both daytime and evening.

** * * *

Tickets for Wrappers

WHEN KIDO, Boise, Idaho, recently offered free carnival tickets to the first 50 listeners calling at the studio with the wrapper of one of the nationally advertised products on KIDO’s sponsor list, all the tickets went in less than an hour, after a single announcement, made early in the morning, and personal visits continued through the next day. Plugged products included Heed Dr. Luck, Strike cigarettes, Woodbury soap, Jergen’s soap, Carter’s Little Liver Pills, celluloid mushrooms, Flakes, Story Hop Gold Beer, and Morning Milk.

** * * *

Learning About Radio

EDITOR'S column of the Juvenile Newspaper of the Air, on WSYR, Syracuse, sponsored by a local ice cream company, attend weekly lectures by members of the station in connection with the function and business of radio. Supervised by Ray Servatus, WSYR’s continuity chief, opening lectures featured talks by Armand Belle Isle, chief announcer, and Arnold Schoen, public director.

** * * *

Survey in Alberta

CJOC, Lethbridge, Alberta, has released a folder based on a survey of its area by Ross Federal Research Corp.

** * * *

Little LQ. Prizes

SUCCESS of the Dr. J. Q. program, staged in the Majestic Theatre of San Antonio and broadcast Monday nights over KTSA under sponsorship of Seven-Up Bottling Co. (the drink), has been noted by William C. Byron, KTSA program manager, to introduce a replica show on KFRH, Jr. Kids answer questions as two announcers with portable microphones to audience. Awards range from 25 cents to $2, with sales orders on city stores given as attendance prizes. Admission is gained by bringing seven 7-Up bottle caps. Grand prizes of pinto ponies, bicycles and pedi cabs will be awarded at the conclusion of the series to the children saving the greatest number of bottle caps.

** * * *

Picketing late morning sleepers, KTOK, Oklahoma City, went after two sandwich men over city streets with "unfair" signs to promote NBC’s Breakfast Club, which started over KTOK July 25.

Page 48 • August 15, 1938
RIGHT!

Local and national spot business is important. It represents an unrestricted choice of stations regardless of network affiliations. How has the spot situation in Cincinnati changed, even in the past three months? Of the local and national spot quarter hours carried on the three local network stations . . .

In MAY . . . WSAI carried 57.8% more than station A, and 136.8% more than station B.

In JUNE . . . WSAI carried 106.2% more than station A, 661.5% more than station B, and 62.2% more than stations A and B combined.

In JULY . . . WSAI carried 320.0% more than station A, 281.8% more than station B, and 100.0% more than stations A and B combined.

All of the above tabulations are the result of one checked week in each of the three months.

WSAI carries baseball broadcasts sponsored by General Mills and the Socony Vacuum Oil Co. Frankly, we do not think baseball should be excluded, but, for the purposes of completely clarifying what has come to be an extremely interesting situation in Cincinnati, after eliminating the baseball quarter hours, WSAI's local and national spot business has increased (even in the heart of summer) to the point where it has a lead of 110% over Station A, and 99.9% over station B. In plain words . . . excluding the baseball time purchased by General Mills and Socony Vacuum Oil . . . WSAI carries as many local and national spot quarter hour units as the other two local network stations COMBINED!
New Data on Engineering
Sought for NAB Booklet

IN PLANNING a revised edition of the NAB Engineering Handbook, the NAB is asking engineers and operators to send to Washington headquarters information and suggestions to help make the book more comprehensive. Among subjects suggested for development by the NAB's engineering committee are headed by John V. L. Hogan, which will revise the handbook, are:

1. Methods and formulas for engineering calculation. Is the information on attenuation in various territories and antenna, allocation sufficient or should it be expanded? Should other subjects be included such as power, amplifiers, etc.
2. Characteristics of equipment, such as monitoring equipment, turntables, pickups, cutters, recorders, measuring equipment, etc.
3. Operation and upkeep of equipment.
4. Upkeep of records and logs.

New Tampa Ownership

COMPLETE control of WDAE and the Tampa Times, operated for the last five years under lease by David E. Smiley and Ralph Nicholson, passed to Messrs. Smiley and Nicholson, heavily in August under a deal completed with D. B. McKay, owner. WDAE now operates with 1,000 kw, 5,000 watts at 1220 kc., but was recommended by Examiner Arnold last month for a shift to 780 kc. with the same power. The Smiley-Nicholson partnership also has an option for the purchase of the 100-watt WLAK, Lakeland, awaiting FCC approval.

Watertown, S.D.

LEADS THE WAY

FIRST to open new field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by a MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to perfect automatic, fully visible, continuous feed "Home" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop automatic selective synchronizing method which permits "Home" facsimile receiving in all AC or DC power areas.

The Finch laboratories are open to licensed broadcasters for demonstration, by appointment. Call plain 5-6570.

C. W. HORN, director of research and development, NAB, sailed for Europe Aug. 10 on the Manhattan to visit broadcasting centers, checking on international exchange facilities. Mr. Horn will be away a month, making stops in England, France and Italy.

ARNOLD NYOREN, engineer of WFIL, Philadelphia, who sailed for South America recently with Joe Connolly, WFIL press director, was recalled early in August by the sudden death of his father. He flew back.

WALLACE S. WIGGINS, chief engineer and program director of KYKE, Santa Ana, Calif., is the father of a girl born July 25.

WILLARD DEAN has returned to the control room of WPTF, Raleigh, N. C., after a minor operation.

SALVIO CARANCHINI, engineer of WHY, Schenectady, on Aug. 6 married Miss Jane VanDenplass of the press department.

ROBERT PRELL, University of California student who majored in electronics, and Spencer Fine, geophysics student of the same institution, have joined a Universal Microphone Co., Inglewood, Cal.

BILL SCHWESINGER, transmitter engineer of KOIP, Cincinnati, married Vern Guenther July 30.

EUGENE E. PACK, chief engineer of KSJ, Salt Lake City, read a paper on "International Broadcast License Engineering" before the I.R.E. meeting in Portland, Ore., Aug. 10.

OBRA R. BURL, engineer of WAGA, Atlanta, married recently.

JULINE SAVOLD of WDAY, Fargo, N. Dak., recently married.

GILBERT MCDONALD, engineer of WOV-HER, New York, recently married Beatrice Eibeber.

JAMES B. MATTICK, Cincinnati amateur and author of a Sunday column on amateur radio for the Cincinnati Enquirer, has joined the engineering department of WCKY, Cincinnati.

PAUL LEE, former chief engineer of Syracuse University's Radio Workshops, is filling in at WXBS's transmitter while engineers vacation.

BRUCE F. LONGFELLOW of the FCC field staff has been transferred from the New York to Boston offices. Charles Osdin of the Portland staff has been transferred to Grand Island, Neb.

JAMES E. FOUCH, president of Universal Microphone Co., Inglewood, Cal., has returned after an absence of two months.

HOWARD CULVER, formerly of KNX, Hollywood, has joined KXTR, that city, as chief sound effects man. KXTR has appointed William Hardie as chief sound truck technician.

JOSEPH McCARRA and Carl Strewe are now jointly directing the engineering staff of WATR, Waterbury, Conn.

GRAHAM TEVIS, chief engineer of KMOX, St. Louis, fractured his wrist in a fall from a horse while he was riding in the Colorado Rockies early this month.

THE 1938 national convention of the American Radio Relay League, organization of the nation's amateurs, will be held in the Sherman Hotel, Chicago, Sept. 3-5, along with an Amateur Radio Equipment Show.

Reliability and Experience Since 1897

So . . . you're thinking about a new radiator! But before you actually sign on the "dotted line" there will be many conferences and meetings . . . discussions between station owners, managers and engineers . . . and then the all-important decision of selecting a radiator. There are a few facts about Lingo Vertical Tubular Radiators you will not want to overlook . . . be sure you are familiar with Lingo efficiency, Lingo 5-year insurance protection, Lingo reliability, Lingo economy.

Write us your location, frequency and power . . . and we will send complete details and costs without obligation.

John E. Lingo & Son, Inc. Dept. 8 Camden, N. J.
announced its intention to

Dickers for Joint Occupancy Of Proposed Night Club

FORCED to seek larger quarters and increased facilities to meet the demand resulting from the heaviest

Don Lee Broadcasting System, Los Angeles, West Coast outlet for Mutual, through its general manager Lewis Allen Weiss, has reopened negotiations for a new studio building in Hollywood.

More than a year ago Don Lee announced its intention to move from downtown Los Angeles to Hollywood and negotiations were opened with NBC to take over the latter's present studio building on Melrose Ave., when its new structure on Sunset Blvd. & Vine St., was completed. After much dickering the deal went cold and NBC announced it would continue to use its old studios along with the new which are scheduled to open in late September. Other sites were offered but they were turned down.

Dicker for Site

Although Mr. Weiss would not commit himself, it is understood negotiations are under way between J. H. Williams Co. and Don Lee network for a lease to a piece of property on Sunset Blvd., between El Centro and Argyle Ave. Baron Long, Southern California hotel owner, plans to erect a combination restaurant-night club on the property. If a deal can be worked out, Don Lee would utilize part of the ground floor and the upper stories under a long term lease. The property is located between the new $2,000,000 CBS studio and NBC's new structure. The Don Lee network building would occupy practically an entire block and would be comparable to the other broadcasting plants.

Mr. Weiss is eager to get his plans under way so that the move from downtown Los Angeles can be made shortly after the first of next year. Mutual-Don Lee has long wanted to make its western headquarters in Hollywood and with general conditions definitely on the upswing will originate a greater number of network programs from the West Coast than ever before. Don Lee is the nation's largest regional network, with 29 owned and affiliated stations in California, Washington and Oregon. It has occupied the present headquarters in the Don Lee Bldg. for more than 11 years.

Meanwhile NBC announced its new modernistic executive and studio building in Hollywood will be ready and in use by the end of September. The new western division headquarters will follow a design new to radio. Instead of a single building housing a number of studios, the plant will consist of four individual sound stages similar to those used by motion picture studios. This will be in addition to the three-story executive building. The plant, costing approximately $2,000,000, extends from Vine St. to Argyle Ave., and from Selma Ave. to Sunset Blvd., and in the early days of motion pictures the site was occupied by Famous Players-Lasky Corp.

SOAP-BOX Derby finals at Akron Aug. 14 found Bill Griffiths, sports-caster for General Mills-Sonny Vacuum on WJW, and Jackie Hughes, 15-year-old radio and screen personality, at the WJW microphones which fed Mutual Network Griffiths, who has handled previous Soap Box Derbies, described the eliminations while Jackie did interviews with contestants.

Supreme Court Review Of New Station Grant To Superior Is Sought

SUPREME COURT review of the decision of the U.S. Court of Appeals for the District of Columbia, sustaining the FCC grant of a new local station in Superior, Wis., was sought in a petition filed Aug. 2 on behalf of KDAL, Duluth. Action on the petition is not likely until the fall term of the nation's highest tribunal.

In the petition for a writ of certiorari, Paul M. Segal, counsel for KDAL, held that the questions presented are of nationwide application and of importance to and directly affecting existing stations, pertaining to construction permits for new stations in the same community. The Superior grant was to Fred A. Baxter, former mayor, and authorized a 100-kw station on 1200 kc. KDAL operates with 100 watts full time on 1500 kc. across the Bay from Superior.

Questions presented, according to the petition, are whether the FCC may grant a construction permit to Baxter without notice to or hearing accorded KDAL; whether it may grant an application for a station on 1200 kc. without making a finding that the existing broadcast service is inadequate; whether a station must as a matter of law exhaust the remedy offered by Section 405 (petition for rehearing) of the Communications Act before suing out an appeal; whether KDAL, which did not participate in the proceedings before the Commission, should have resorted to a petition for rehearing before filing out an appeal; and whether KDAL should have intervened in the proceedings before the FCC in view of the Commission's announced rule and policy to deny petitions to intervene based on possible deterioration of service through economic competition.

United States Gypsum Company

Buy Mexican Outlet

W. E. BRANCH, San Diego, Calif., radio engineer, and owner of XELO, Piedras Negras, Mexico, has purchased XEAC, 1000-watt station in Tiajuana, Mexico. He will rebuild the studios and erect a complete transmitter. Louis Giraff, Los Angeles, is national sales representative of the stations.

SOUS-COURT answer to your

Sound Control problems

PRESENT-DAY requirements of high fidelity broadcasting...tomorrow's critical needs...both have been fully recognized by USG in developing throughout the years its system of sound insulation and sound absorption.

The result is a system based on "vital essentialities"—unique in its efficient use of materials.

The USG system of sound control provides the desired number of sound absorption units at various frequencies in each studio. It includes the highly effective patented full floating wall and ceiling construction that bars both extraneous noise and sound travel from studio to studio.

In materials and methods, the USG system offers you wide flexibility of application-plus certainty of effectiveness. You will find it worth while to obtain complete information—and it is yours for the asking.

United States Gypsum Company

100 West Adams St. Chicago, Illinois

PLASTERS ... ROCKLATH ... METAL LATH ... SHEETROCK ... FIBER WALLBOARD ... SHEATHING ... INSULATING BOARD ... INSULATING

Wool ... Acoustical Materials ... Paint Products ... Steel Products ... Roofing Products ... Siding Products ... Lime Products

*Registered trade-mark
WEED COUNT

GERHART Agency

WMCA. New York, beginning

rette manufacturer, started

placed

week

featured

Corp.. Starting July

programs

mad advertising

MACDONALD,

Humes

expansion

Kirkendale
to Agency

WILLIAM A. KIRKENDALE, for the

last two years with Scripps-

Howard Radio Inc., resigns effec-

tive Sept. 1 to become managing

director of Interstate Advertising

Agency, Cleveland. W. B. Dye,

space buyer for the agency, has

been promoted to commercial

man. Mr. Kirkendale during the

last six months has been commercial

manager of WMPS, Memphis,

and before that in charge of sales

and production at WCPN, Cincin-

nati. James H. Arrabal, Scripps-

Howard vice-president, has

shifted his headquarters to Mem-

phis.

THE SECOND Midwest Broadcas-

ting Conference will be held Dec. 1-3

at the Medina Athletic Club, Chicago,

according to an announcement by

Harold Kent, head of the Chicago

Radio Council.

Kirkendale to Agency

IMAGINE this guy trying to tell me

that Western Electric

didn't introduce stabilized feed back"
Tribute to history, No. 1 ... We thought we’d show you a picture of our first studios: way back in 1925, but we couldn’t find one. Maybe it’s just as well.

H. A. STEBBINS, Los Angeles manager of Erwin, Way & Co., has been appointed executive vice-president of the agency in charge of Pacific Coast operations. He succeeds the late Louis Honig, of San Francisco, Mr. Stebbins, a member of the firm for 20 years, will continue to make Los Angeles his headquarters.


PARAON JAY MOSS Inc., Los Angeles agency, has moved to new offices at 12 Hilldale Ave., Hollywood. Firm, formerly known as Paraon Jay Moss & Associates, was recently reorganized and Ross Marshall elected president and general manager. Madeleine Henrot is in charge of production.

C. CHURCH MOORE, formerly general manager of Paraon Jay Moss & Associates, Los Angeles, and D. L. Frick, formerly production manager, have established their own agency under the firm name of Moore & Frick, with headquarters at 815 S. Hill St., that city.

LICHTIG & ENGLANDER, Hollywood film talent agency, has added a radio department and placed Sam Kerner in charge as manager. He was formerly on the production staff of Winston-O’Donnell Adv., Los Angeles. Mr. Kerner is now in St. Louis conferring with executives of Gardner Adv. Co., and proposed full network program based on the "Jeeves" stories.

SMALL Co., Hollywood talent agency, has moved its own building at 8272 Sunset Blvd., Los Angeles. Robert Bransk heads the radio department.

MICHEAL NIDORF, vice-president of Rockwell-Keefe, talent agency, has taken charge of the West Coast offices headquartered in Hollywood. He will supervise radio along with other departments.

K. H. PUMPIAN, radio director of Halpern Horst & McDonald, Chicago, married Miss Bee Weston of Spencer, Ind., Aug. 4.

S. P. CARPINKEL Adv. Agency, San Francisco, on Aug. 1 moved to larger quarters in the new Central Tower. Ancil Johnson, formerly with the San Francisco Call-Bulletin, has been added to the staff as production manager.

KENNETH WEBB, New York radio director of BBD, is in Hollywood on a three-week trip.

R. C. CAPLES, president of Caples Inc., Los Angeles, in early August with E. F. Bader, West Coast manager of the agency. Mr. Caples conferred with W. M. Jeffers, president of Union Pacific Railroad Co., in Sun Valley, Idaho. The railroad sponsors the weekly quarter-hour "Strange as It Seems" disc on 15 stations.

PATRICK SHANNON, former production director for KVOS, Tulsa, and later with Duquesne, that city, has joined Caples Co., Chicago, as account executive.

JAMES FOLEY, former account executive of WVTM, Hollywood, producer, married Margaret Breyton, radio actress, July 29 in Santa Ana, Cal.

ROBERT CORENTAL has resigned as assistant to Mr. B. M. Reiss, Reiss Advertising, New York, effective Aug. 15, to become advertising manager of the "Terminal Radio Corporation," 80 Cortlandt St., New York.

TOM REVERE, New York vice-president of Benton & Bowles in charge of radio, is in Hollywood to line up full network shows for the agency’s clients. He will confer with William Baker, West Coast manager, before returning to Hollywood, Aug. 15 after a fortnight in New York.

MRS. FLORENCE BRUCE, former partner of Bruce & Paige Adv. Agency, New York, has joined the Wright Personnel Service Agency to specialize in advertising, publicity and editorial placements.

EASTERN STATES Adv. Agency has been formed at 71 W. 45th St., New York, with Edward B. Gothelf, formerly head of his own agency, as president, and Jack Gauch, who was president of Yale Co., as secretary and treasurer.

WILLIAM L. O’BRIEN, for two years buyer of Kimball, Hubbard & Powell, New York, has been appointed assistant to Mr. Baker. He was formerly in charge of radio advertising.

ROBERT C. WILSON Jr., formerly radio director of Mason Inc., New York, has joined Wilson, Powell & Faries Ad. Agency, New York, as vice-president and production manager. He will supervise the radio department.

KENNETH B. CARNEY, for several years program manager of NBC, has joined Waxman, Aug. 4, to handle programming for the agency’s Los Angeles offices. He has been in Honolulu where he has been named radio director for Bowman-Holt-McFarlane-Richardson Inc.

MAJ. EDWARD C. FLEMING, formerly with several railroads and at AN and a member of the diplomatic corps, has been elected vice-president of Grace & Company, Detroit agency, and will serve as consultant on organization procedure and on public and industrial relations.

EDWARD DUOFK Associates, New York, has been appointed to handle all trade paper publicity for the Sun-kee and Colonial networks. Jack Gold- sen, formerly with M. B. Zwerick, political public relations firm, has joined Duofk as copy chief.

B-S-H Staff Changes

PERSONNEL changes of Blackett-Sample-Hummert, Chicago, include the following: John J. Cen- tinelli has resigned from the radio department to join New York Export Agency; Marvin Harms, formerly of Young & Schtsam, has been named account executive of Proc- ter & Gamble (Dreft) replacing Gene Bannerman, who has announced his plans; George McGiv- ern has been promoted as assistant to Tom Moore, the Proctor & Gamble account; Jack Louches has been named chief space buyer with George Stanton as his assistant.


Belding Named V-P

DON BELDING, for 18 years associated with Lord & Thomas Inc., Los Angeles, has been appointed a vice-president, and also manager of the agency’s office in that city. The appointment was announced by Don Banc- sinco, newly-elected president, who will take over his new duties with head- quarters in New York. Also appointed a vice-president was John Wellington, for many years manager of the agency’s San Francisco offices, who continues in that capacity. Belding, formerly a newspaper publisher, was first employed by the agency in 1923 and has been active and prominent ever since in the business. During the last 10 years he has been particularly ac- tive in the Union Oil Co. and Cali- fornia Fruit Growers Exchange accounts.


W. L. GANZON ROSE, Cleveland, has moved to the Terminal Tower Bldg.

RENSON & DALL, Chicago, has moved from 306 N. Michigan to 227 S. LaSalle St.; telephone Wabash 5435.

WILLIAM A. INGOLDSBY Co., Chicago, has moved its Chicago office to 935 N. Michigan Ave., tel. Franklin 0651, under management of Douglas M. Smith.

BROADCASTING • Broadcast Advertising

Page 54 • August 15, 1938

KSFO
"THE AUDIENCE STATION" SAN FRANCISCO

KSFO - Russ Building, San Francisco
360 E.C. • 5000 W day • 1000 W night
PHILIP G. LASKY, General Manager

Free & Peters, Incorporated
COLUMBUS BROADCASTING SYSTEM

LANG-WORTH programmed programs

LARGEST PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

* LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York
JOHN BLAIR & Co. has taken over the representation of KOMS, Honolulu, and KHBC, Hilo, which closed their San Francisco office Aug. 1. L. D. West, San Francisco representative, joined offices with Lindley Spight, the Blair partner in that city.

LINDSEY SPIGHT, San Francisco manager of John Halg & Co., and Anne Director, radio time buyer of the Pacific Coast offices of J. Walter Thompson Co. were present speak- ers at a symposium on “The Purchase and Sale of Radio Time” in Oakland, Calif., Aug. 2.

JACK SLATTERY, Toronto, recently appointed eastern Canadian representative of Edmont Broadcasting, CFCN, Calgary, and CPQC, Saskato- nous, recently visited the three stations to study their markets and conditions in Alberta and Saskatchewan provinces.

JOSEPH HERSHEY McGUIVYR, Chicago, has been appointed exclusive national representative of KKRD, Los Angeles.

JOHN LIVINGSTON, formerly Los Angeles manager of International Radio Sales, has succeeded J. Leslie Fox as Pacific Coast manager of I.R.S. and will divide his time between San Francisco and Los Angeles. Livingston will headquartered in Chicago, Los Angeles, and KYA, San Francisco.

WIS, WCSC in 3-Year Free & Parties Contract
CLAIMED to be the longest non- cancellable contracts in national representation, three-year contracts have been signed with Free & Parties, by G. Richard Shafo, president of WIS, Columbia, S. C., and John M. Rivers, president of WCSC, Charleston, S. C.

In commenting on the new contracts, Mr. Shafo and Mr. Rivers said that all phases of the radio industry need stabilization now more than ever before, and that long-term representation contracts make for greater stability. James Fairbanks, of WCSC, said that the convention was gratified with the voluntary action by WIS and WCSC being convinced that as time goes on there will be more and more long-term agreements “because this will not only have a stabilizing effect on the national representation picture but will create such confidence that both the station and the representative benefit in terms of loyalty and morale.”

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Texans Aid Cause
TEXAS radio stations have assisted materially in raising funds for the flood sufferers through the recent high waters at San Saba, Texas. When flood was at its height, KQQO, Fort Worth, sent portable equipment and John Reichen- bach, station manager, to the flood area to set up the first of several broadcast units to send news and other information to the victims.

NEW $100,000 studios of WFBR, Baltimore, will occupy the entire sec- tion of its building, being built by Morris A. Mechanic, Baltimore theatre manager, on East North Ave. The new building, af- fording 18,000 square feet of floor space for WFBR studios and offices, will also house the entire WFBR organization that will be finished late in November, and WFBR expects to occupy its new quarters shortly after Thanksgiving.

WFBR PLANS NEW QUARTERS
Will Occupy Entire Floor of New Building About Thanksgiving; No Windows in Plans

WFBR, Baltimore, will occupy new studios, estimated to cost about $100,000, of the new Radio Center, which will also house the new Center Theatre, being built on East North Ave. Balt- more, by Morris A. Mechanic, president of the new theatre. Construction is expected to be finished late in November.

WFBR studios, to cover the entire second floor of the building — with 18,000 square feet for studios and offices — were laid out and planned by W. A. Clarke, NBC manager of technical service, un- der supervision of O. B. Hanson, chief engineer of NBC. Armand Carroll, Philadelphia architect, has been commissioned to draw the plans and supervise construction. Actual construction work will be done by Carl W. Schmidt, Balti- more contractor.

No Windows at All
The Radio Center will have an impressive facade, with a neon- illuminated central tower. The grand foyer will be thickly car- peted and walls paneled in striking detail. Corridors and the entrance lobby will be used to dis- play advertisers’ products. Five studios are provided, one with individual control booths, and a master control room using the most modern equipment. All the studios will incorporate the latest develop- ments in floating soundproof construction, lighting and air condi- tioning. RCA control equipment will be used.

Studio “A,” largest of the five, will be 60’x 80’ feet, with a 20-foot ceiling, and will accommodate an audience of about 200, with a large observation box in the ceiling. Studios “B” and “C,” both 20x30 feet, will be used primarily for smaller musical programs and playlets. Studio “D,” 13½x14 feet, will be used for transcription pro- grams and speakers. Studio “E,” 18x30 feet, will serve as a combination speaker and audition studio.

Built entirely without windows, the studios and offices will be com- pletely air-conditioned and artifi- cially lighted. In addition to the studios, the new quarters pro- vide space for an artists’ lounge, and offices for station executives, sales department, program man- ager, musical director, program writers, announcers, newsmen, and special events. Space will also be provided for a musical library, cutting of recordings, and a shop for maintenance and repair of tech- nical equipment.

The expansion program, based on WFBR’s recent CP for a power boost by the FCC to 5,000 watt and 1 km. night, also provides for con- struction of a new transmitter. WFBR expects to have the new transmitter and offices on the air before Thanksgiving; no windows in plans.

Flood Defied by KNEL
To Serve Brady Victims
DURING heavy rains around Bra- dy, Tex., recently, Brady Creek swelled to flood stage and dashed the KNEL transmitter. On the fourth day of rain, with water rising in the plant, Engineer Marion Crawford and Announcers John Sloane, Forest Cox, and Pel Javrr, and Clinton Newlin, com- mercial manager, raised the trans- mission line off the floor to keep the sta- tion on the air.

However, the Brady power plant later was flooded, cutting off power to KNEL, and forcing the station off the air. Another power line, running about 600 feet from the building, was placed on the ground. Omer Holland, a lineman who wad- ed through water rising in the building, was killed. Within three hours after being off the air, KNEL returned and broad- cast reports on flood conditions, with a grounded antenna, since the water had risen two feet up the regular antenna.

NATIONAL Transcription Recording Services, Inc., has opened offices in Hearst Bldg., San Francisco, Calif. Lewis Lewis was appointed executive with KFRC, San Francisco for the last two years, and before that with KFRC, KABC and KGLO, where he was named general manager of new company. The firm has secured the transcription recording of the popular program "Want a Divorce," currently sponsored in the Pacific Northwest.

WILLIAM R. CARLSON and Hen- ry K. Parnes now represent R. U. Montgomery & Associates, North Holly- wood transcription concern, in the Midwest and are headquartered in the Drake Hotel, Chicago, Lawrence S. O’Connell and Edward J. Samuel have taken over the New England and Canadian territories and have established offices at 175 State St., Springfield, Mass.

HOLLYWOOD Radio Productions, has been established in Hollywood as a temporary headquarters at 729 3/10 West 65th St., with recording equipment manufactured by C. C. McDonald, that city, has been installed and will handle the firm’s Canadian business, and also will be used in the firm’s Canadian business.

AMERICAN RADIO FEATURES, Los Angeles, has prepared audition transcripts for the NBC programs "Judge Puff," and "The Evergreen," from the newspaper strips of the same name.

R. U. MINTOSCH & Associates, Hol- lywood, is producing a 15-minute and a 65 episode, quarter-hour feminine ap- pearance, for ABC, written and directed by Eleanor Thompson, Hollywood writ- ings. The firm has started a library ser- vice.

ALLEN - ALSOP - EDDY Radio Rec- ording Corp., New York, has opened in the west coast and will soon handle the firm’s Canadian business. L. L. Booth is in charge.

CHARLES MICHENER now repre- sents "Walt Disney’s Los Angeles production concern in the East, with offices at Fifth Ave., New York. C. E. Meredith is no longer associ- ated with the Los Angeles concern.

CHICAGO division of RCA Mfg. Co. began making musical recordings in early August for the first time in a year and one half months. Under its three-month trial license with AFM, it is understood that the RCA plant will have considerably expanded its output of recordings. First plates turned out under the new arrangement were for the Berteaux Creamery Co., Chicago, which on Aug. 10 starts an half-hour weekly disc series titled Meadow Gold Roundup for its Meadow Brook Ice Cream Agency featuring Frank E. Bashman on WCAE and KLV. Lord & Thomas, Chicago, is agency.

STANDARD Radio, Chicago, is re- porting its greatest dance programs in four groups, including Han- son’s 11th annual arrangement for the Royal Rojos, Jo Stafford vocal- ize with the Bluestone Swing Saloon band and Gene and Gay in swing on the electric organ.

NEWSPAPER cartoon rights to the Charlie Chan series have been sold by Irving Fosh & Associates Inc., Hol- lywood, to "The New York Sun" for rights Social, and New York, with art work to be done by Alfred Andriola.

BROADCASTING • Broadcast Advertising
August 15, 1938 • Page 55
Prospects for Spot This Fall Are Bright

Schedules Running Late, Survey Reveals

(Continued from page 18)

ful. A company executive explained the prominence of spot broadcasting during the recession by saying, "Radio is a good depression medium. It will be forthcoming as late as the end of the third quarter. Its possibilities are considerable. The medium is a valuable one for the present time." Spot broadcasting is not a new concept, but its current popularity is due to the increased need for flexibility in advertising budgets. Many advertisers are finding that spot advertising is a cost-effective way to reach specific audiences.

Spot broadcasting is especially popular in smaller markets, where the number of listeners is lower and the cost of national advertising is prohibitive. In these markets, advertisers can reach target audiences more effectively and efficiently through spot advertising. In larger markets, where there is a higher density of listeners, national advertising is more cost-effective. However, spot advertising is still used in these markets, as it allows advertisers to reach smaller, more targeted audiences.

This fall will be no different. Advertisers are expected to continue using spot broadcasting extensively, especially for seasonal campaigns. The trend is expected to continue throughout the year, with increased spot advertising in the fall and winter months.

Detriot

The general attitude in most Detroit advertising agencies for radio this fall—and all other media as well—is that of watchful waiting. Worried by a local employment situation, many advertisers expect a decrease in business. However, it is believed that if the recession is not too severe, business will pick up later in the year.

Spot radio appears to be finding favor in many space and time buyers' eyes because it is sufficiently flexible to be adapted to curtailed budgets. In line with the national trend, there is a marked interest in spot advertising in Detroit. Many advertisers are finding that spot advertising is a cost-effective way to reach specific audiences.

Los Angeles

ALTHOUGH the recession has had marked effect on the West Coast market during the last six months, West Coast agencies are optimistic about prospects for fall and winter. In the opinion of many, the next 60 days will see a decided increase in the use of spot radio by national and regional advertisers.

The consensus of agency executives is that the medium is definitely on its way out of the recession and advertisers realizing it are making plans for increased use. They are gradually loosening their purse-strings, and will give radio a goodly share. Broadcasters, station representatives, transcription producers, program builders and others in the business of broadcasting on the Pacific Coast are of that opinion too. Like the agency men, they declare a prosperous fall and winter is in store for radio and state that many national and regional advertisers have increased their appropriations.

Optimism Abounds

Two national agencies, pacing West Coast accounts nationally, stated that spot broadcasting has proved effective for certain of their clients that current transcribed campaigns scheduled to end this month will be continued through the year and plans for expansion are being discussed. Similar reports were made by Los Angeles agencies who are placing regional campaigns. One agency reported that two of its regional accounts are planning to go national by mid-September, using spot announcements and transcribed hour programs in selected markets.

Our heavy use of spot broadcasting during the last year is the best answer to queries about our attitude on that subject," said Ray Morgan, head of Raymond R. Morgan & Co., a leading Los Angeles advertising agency and program builders.

He pointed out that with desirable network time at a premium for fall and winter business, spot and more spot radio will be used nationally. "Prospects for fall are excellent and we are looking forward to a very busy season," he said.

David Hillman, president of Hillman-Shane Adv. Agency, Los Angeles, primarily a regional agency, stated that more spot radio will be used this fall by clients of his agency than in the past.

"Our clients are increasing their radio appropriations and making elaborate plans for fall," he said. "In some instances budgets have been increased as much as 50% over that of last year. Some of our clients are increasing the amount of spot business that is being used radio are including that medium in their fall program."

Ted Dahl, account executive of Allied Adv. Agencies, Los Angeles and San Francisco, concurs with Mr. Hillman that fall will see a decided increase in the business of broadcasting. "General business conditions are improving," he said. "Along with advertisers learning how to make radio more profitable, I feel certain that it is going to be a good fall and winter for radio. Many of our regional and local clients are increasing their radio appropriations."

Radio budget increases from 25% to 50% over that of last year, are being made by many clients of Stodel Adv. Co., Los Angeles, according to Ed Stodel, who heads the agency.

"With the economy improving, advertisers are increasing their radio appropriations to take advantage of the increased listener interest on both network and local stations," he said.

Los Angeles agency bearing his name, says that radio is an indispensable media and that clients will use more spot radio this fall than in previous years.

Soon to Begin

This introductory copy will be first heard, from present indications, as early as the last part of August. Introductions of one or two minutes may come by the first of September, but no wholesale tide of presentations will be forthcoming until the latter part of next month. On this basis, therefore, there is no reason to expect any withdrawals from agencies effective before the middle of September.

Automobile introductions this fall will be about the same time as was the case last year, although the New York show will take place two weeks later. On this basis, the possibility was voiced by one time buyer that the new campaigns might be more spread out this year than last, to keep enthusiasm as high as possible right from the time of the introductions until the National Show and the localized shows.

Spot copy for car makers may be expected to be more "alive" than was the case last year. In contrast to the 1938 presentations, the forthcoming new cars will bear definitively important design changes which will make apt subject matter to talk about and drum up interest. But the solidity and continuity of original announcements will not be determined until the cars are presented and initial reactions figured. Caution will prevail, regardless of expectations.

Major Market Spot Stations, new plan of station representation, was explained to a group of New York advertisers, agency executives and broadcasters Aug. 4 at a luncheon given by William G. Rambeau (lower left), originator of the idea. Those present included: Reggie Schueler, Biow Co.; Bernice Judges, Rambeau & Co.; Bruce Robertson, Lehn & Fink; Sam Smith, John Walker, Robert Donnelly and C. A. Wiggins, General Foods Corp.; Hugo Bell, Lehn & Fink; Fred Kammer, Street & Finney; Ralph Robertson, Colgate-Palmolive-Peet; V. E. Carr, Ward Baking Co.; Fred Cartoun, Longines-Wittnauer Co.; Charles Silver, Arthur Rosenberg Co.; Blayne Butcher, Lennen & Mitchell; Walter Neff, Nell-Rogow; Edward Stewart, Benton & Bowles; Herman Bess, WNEW; Theodor Posner, Rambeau & Co.; Jerry Hack, Garver Hi-Fi; George Rambeau of Broadcasting; George Ramel, TIDE; Myron A. Elges, Allan W. Kerr, also Wm. G. Rambeau Co.
Time buyers of J. Walter Thompson Co., Los Angeles, expressed the belief that business in general is picking up and as a result advertisers are more confident in the future, and will use more radio, spot as well as network. This opinion was also expressed by account executives of others, and that city, who also prophesied a good season for spot radio.

Mr. Ramouni of Chas. H. Mayne Co. was optimistic and stated that most clients of that agency will continue their present advertising schedule for four or five more months. Others were planning fall spot campaigns. He said that a better feeling exists generally, and with business on the record high, it is evident that spot radio will definitely be used.

Other account executives interviewed were just as enthusiastic; many frankly stated that their clients were undecided on fall plans and were watchful waiting, but as a whole Southern California agencies predicted that this fall will be one of the busiest for radio. This optimism was expressed almost without a single discordant note.

SAN FRANCISCO

From every perspective the radio picture in the San Francisco metropolitan area gives an indication of being a rosy one during the latter part of 1937. The consensus of agency time buyers, station managers and sales managers is that the broadcasting business will enjoy its most fruitful season this fall and winter.

Some agency executives went so far as to state that the fall season would surpass all past sales records for air sponsorship. All those interviewed were extremely optimistic and in many instances were ready to accept advertising money that shows this year than ever before.

From present indications San Francisco once again will come into its own as the broadcasting capital for any number of regional network broadcasts. As far as could be ascertained no new transcontinental shows are planned, but a considerable amount of production will be done for NBC, CBS, Mutual, Don Lee and California Radio System.

Many radio sponsors have already increased their budget for broadcasting or are planning such a move in the next few months. Some accounts have increased their air time from 30 to 60 minutes, with the expectation that the advertising business in the city will show corresponding gains. Others have increased their air time from 60 to 90 minutes, with the expectation that the advertising business in the city will show corresponding gains.

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July Network Billings Decline 6.3%; Seven-Month Billings 4.2% Over 1937

COMBINED billings for the coast-to-coast networks for July showed a loss of 6.3% when compared with those for the same month last year, the totals being $1,707,078 and $4,797,320 for July, 1938, and $4,797,320 for July, 1937. For the seven-month period of the year, however, 1938 billings are 4.2% ahead of last year, with combined cumulative billings for July inclusive 1938 totaling $42,440,323 as compared with $40,714,312 for the same seven months of last year.

July's drop under last year's figure is due to a decrease of 31.2% in CBS billings from $1,988,412 in July, 1937, to $1,367,357 in July, 1938. This was more than enough to offset NBC's gain of 9.5% from $2,707,450 in July last year to $2,958,710 for this July, and Mutual's 64.5% gain from $101,458 last year to $175,108 this year. Despite this large percentage decrease, July, 1938, was the highest month in OBS history, surpassed only by July, 1937.

All Show Increases

Cumulative totals for the year to date show all network billings ahead of last year's. CBC's standard advertising billings for this period have risen from $22,655,557 in 1937 to $101,458,600, a gain of 9.5%. CBS, with $16,949,692 so far this year, have a definite increase this fall both in spot announcements and programs. However, NBC this year through this agency are planning to increase their radio time, he stated.

Russell Smith, San Francisco manager of Long Advertising Service, one of the city's biggest time buyers, likewise forecasts a record-breaking fall season. He stated that his radio clients, stated, plan an increase in time, others now dormant will return to the air and a number of salesmen who are currently being groomed for broadcasting.

"The business is definitely looking up in radio," said Walter Burke, radio executive of McCann-Erickson in commenting on the prospects for the autumn season.

Oil Co. of California, major account, is in its 11th year of radio advertising and most of the other accounts who are spread over stations in the West are either continuing "as is" or adding to their budgets.

A record fall for radio was also foreseen by Marigold Cassin, radio time buyer for Wards Agencies, stating that advertising is a "great windup in 1938 for radio." 

Can a radio campaign be on a par with the early booking by a number of advertisers who will ordinarily wait till late August but are booking early this year to get precedence in time and date positions. An idea of how tight time is going to be in the West is forthcoming from H. C. Skinner, manager of the Winnipeg office of Norris-Patterson, who states: "We can definitely inform you that August bookings over this same period last year in network revenue, even if August should follow July in showing a decrease as compared with last year.

Gross Monthly Time Sales % Gain

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<th>Month</th>
<th>Jan.</th>
<th>Feb.</th>
<th>March</th>
<th>April</th>
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<th>July</th>
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<tr>
<td>NBC</td>
<td>$3,798,816</td>
<td>7.1%</td>
<td>$3,514,999</td>
<td>$2,916,785</td>
<td>$3,860,633</td>
<td>$4,141,500</td>
<td>$2,707,450</td>
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<td>$2,979,425</td>
<td>11.9%</td>
<td>$2,978,720</td>
<td>$1,783,925</td>
<td>$2,034,317</td>
<td>$2,935,716</td>
<td>$2,958,710</td>
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<tr>
<td>MBS</td>
<td>$265,994</td>
<td>26.9%</td>
<td>$213,749</td>
<td>$233,977</td>
<td>$224,383</td>
<td>$264,118</td>
<td>$175,108</td>
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What They Think

Opinions of agency executives include:

Don Henshaw of A. McKinn Ltd., Toronto—"There is an definite trend to radio. We have a number of new accounts, and expect our radio placements will be $10,000 per cent ahead of last year."

C. W. McQuillan of Cockfield Brown, Toronto office—"Business prospects are very good. Time will be scarce on many stations."

T. J. Henry of N. W. Ayer & Son of Canada, Toronto office—"Radio will be hot this fall, with business prospects very good."

R. C. Smith & Son, Toronto—"There will be a big fall and winter in radio in Canada. 1938 has so far been better than last year, and we expect a bigger

Broadcasting

Broadcast Advertising

August 15, 1938 • Page 57
business this fall than during the early part of this year."  
R. R. Faryon of the Toronto office of Lord & Thomas of Canada—"Radio will be greater this year than ever before. We have two new campaigns, one of which is new to radio, and a revival of a couple of old radio accounts we control. We have two new radio accounts. Spot broadcasting will be extended in volume."

Miss Betty McCracken of J. J. Gibbons, Toronto office—"More surveys and investigations are being made by advertisers than ever before. Prospects are good."

Miss F. M. Wright of A. J. Denne & Co., Toronto—"Radio prospects are better than last year. A number of advertisers will start signing around August 15, the Canadian National Exhibition being a factor in appropriations. United States business conditions will reflect in Canadian radio advertising."

G. H. MacDonald of Richardson & MacDonald Adv. Service, Toronto—"We expect a pretty heavy fall for and winter advertising. Advertisers are now all conscious of radio. We have found that children's periods are now as early filled up on numerous Canadian stations."

E. M. Putnam of Ronalds Adv. Agency, Montreal—"We do not care to make any statement regarding the radio advertising outlook at the present time except to say that we expect that all our present contracts will be renewed."

D. S. Grow of Grow & Pitcher Broadcasting Agencies (transcriptions), Toronto office—"Our radio business is double that of last year and going up definitely. We have signed up two new advertisers, one with coast-to-coast schedule and the other to cover two provinces."

N. P. Colwell of Joseph Hershey McGivray, Toronto—"The change from non-exclusive to exclusive station representation early this year has changed the outlook of the advertising agencies towards radio, and prospects look better than ever."

H. G. Gonthier of the Montreal office of Vickers & Benyon Ltd., states—"The outlook for 1938-39 is exceptionally bright. Conditions could be better but there is more confidence in every branch of business and a better and more philosophical attitude on life on the part of the masses."

BIG Industries! Payrolls! 
Advertisers over WAIR often express amazement at the quick, constant response from listeners. WAIR is a sales producer if there ever was one.

WAIR  
Winston-Salem, North Carolina  
National Representatives  
Sears & Ayer

Plans of Spot Advertisers for Autumn and Winter

Acme Feeds, Forest Park, Ill.  
Will continue Sept. 1 with six week spot announcements varied with 15 minute disc soundtranscriptions on WIRE WOJO WHIB WRIA WAVE KQW for five weeks. Stations will be added to the list during the fall months. K. E. Roper Adv. Agency, Chicago, is agency.

Acme White Lead & Color Works, Chicago  
Will use spot to supplement its features with Smilin Ed McDowell on 28 NBC-Blue stations. Henri, Tagert & McDonald, Chicago, is agency.

Aero Industries Technical Institute, Glendale, Cal.  
This aircraft school is planning a national campaign using spot announcements in selected territory. Agency is H. H. Alber Co., Los Angeles.

Albers Bros. Milling Co., Seattle  
Will continue throughout the fall with four broadcasts weekly on WDCB, WBBN, WCAR and WGN, Chicago. Agency is W. G. Reiser, Chicago.

Alkine Laboratories, New York  

American-Chiffon Co., Chicago  
Will resume this fall in the same manner that appeared on WWVA and plans a spot campaign for fall. First United Broadcasting Agency, Chicago, is agency.

American Cranberry Exchange, New York  
Confines its advertising of Eastmore cranberries to the late fall and early winter holiday season, and is expected to follow its habit of previous years and use spot announcements and participation in domestic science programs on a number of stations in November and December, placed through BBDO, New York.

American Home Products Co., Newark  
Using Easy Aces transcriptions on about 35 stations in addition to NBC-Blue, for Anacin. Plans to continue schedule without change. Agency is Blackett-Sample-Hummert, Chicago.

American Laundering Institute, Joliet, Ill.  
This cooperative institute will soon start a test in the Cleveland area and plans to use spot on a probable national basis during the fall. BBDO, Chicago, is agency.

American Molasses Co., New York  
Will use cooking school participation on one or two stations. Agency is Chas. W. Hoyt Co., New York.

American Products Co., Cincinnati  
For its household products will use considerable disc soundtranscriptions on a select number of stations during the fall. PB&F, Chicago, is agency.

American Tobacco Co., New York  
Last winter used about 60 stations for a spot announcement campaign with White and Standard Matt. Small radio stations also follow schedules this fall. Agency is Lord & Thomas, New York.

Armstrong Cork Co., Lancaster  
Has renewed The Heart of Julia Blanche WBSB transcription series for fruit line, on 20 stations, through BBDO, New York.

Anglo-California National Bank, San Francisco  
Will carry on through the fall with its currently pretentious list of spot announcements over KQY, San Francisco and KROW, Oakland, which call attention to its automobile finance department. All the major automotive dealers in the San Francisco Bay district, who are clients of the bank's finance department, are given joint spots in these announcements to advertise their particular makes of autos. The agency is McCrack-Errickson, San Francisco.

Arcade Inc., New York  
Will start Your Escort & Mine, featuring Brick Holton and Al and Lee Heiser, on WJZ, New York, Wednesdays and Fridays, 9:30-9:40 p.m., for tiletries. A spot schedule may be started later in the fall. Agency is White-Lowell, New York.

Bank of America, San Francisco  
Recently renewed its live talent program House of Melody over 12 stations in the San Francisco broadcast network in California. The agency is Charles E. Stout, San Francisco.

Barney's Clothes, New York  
Will continue programs and spot announcements over five local stations. Agency is Alvin Austin Co., New York.

Beatrice Creamery Co., Chicago  
For its Meadow Gold ice cream and butter will use weekly spot announcements, 10 per week, on WBBN, NEW, WHI, WNDX, WBBZ, WHMO, WHMB, WJAN, WLAU and WMCW. Agency is Alvin Austin Co., Chicago.

Bauer & Black, Chicago  
Will use spot this fall on an undetermined number of stations. Agency is Blackett-Sample-Hummert, Chicago.

Bell & Co., Orangeburg, N. Y.  
Will use one-week announcements five or six times weekly on WBBNO throughout the month of October. Agency is Alvin Austin Co., New York.

Bell-Brook Dairy Co., San Francisco  
Plans to continue throughout the fall season with its juvenile amateur show Uncle Harry's School Days on KQY five days a week. The agency is Long Adv. Service, San Francisco.

Benrus Watch Co., New York  
Using spot announcements, time signals and station breaks on 15 stations east of the Mississippi and will add to the list before the end of the year. Agency is Brown & Tasker, New York.

Berry Bros., Montreal  
To renew programs which ran this past season for from 6 to 15 weeks over CHSJ, St. John's, CBNC, HAL fax, CFCO, Chatham, CFCG, Calgary for paint. Agency is Ronalds Adv. Agency Montreal.

Best Foods, New York  
Will use five-minute news programs on a large list of stations for Nucos, Hellman's mayonnaise. Over 200 stations were used last year for one-minute transcriptions. Agency is Benton & Bowles, New York.

Beverwyck Breweries, Albany  
Considering a campaign of quarter or half-hour programs along the eastern coast, especially in New England and New York. Account is handled by Peck Adv. Agency, New York.

Blue Dew Corp., Buffalo  
Plans to start advertising in Canada this autumn over a number of Ontario stations. Type of program or number of stations not yet decided. Agency is Ellis Adv. Co., Toronto.

Boericke & Runyon, San Francisco  
Will continue its transcribed musical programs on KFRC throughout the fall on behalf of Eopa products (medical), which is broadcast twice weekly. Howard E. Williams Agency, San Francisco, handles the account.

BROADCASTING • Broadcast Advertising

Page 58 • August 15, 1938

WGES-WCBS-WSBC  
Chicago  
You can have for the asking our new 36-page book about the most startling survey in Chicago radio history—Public intention surveys and data that prove about stations America's greatest publicity investment!  

Albert Lea and Austin  
MINNESOTA
Blue Suds Mfg. Co., Detroit
Has been and will continue to follow an irregular schedule of spot announcements over Detroit stations. Agency is Whipple & Black Adv. Co., Detroit.

Borden Co., New York
Pioneer Division's ice cream has been participating in WOR's Uncle Dan daily since early March, and has been using spot announcements of the same station; will go off at the end of the season. Radio advertising will be resumed next spring. Agency is Pedlar & Ryan, New York.

Borden's Dairy Delivery Co., San Francisco
Plans to continue throughout the autumn its three daily newscasts by John B. Hughes titled Borden's Last Minute News on KFRC, KBPK and KMJ, San Francisco, Sacramento and Stockton respectively. Client is particularly enthusiastic over results obtained and there is possibility more time may be purchased this coming season. Account placed through McCann-Erickson, San Francisco.

Bowey's Inc., Chicago
On Oct. 5 will start Terry & the Pirates, quarter-hour disc series for Darr-Rich, on five Midwestern stations. The campaign may be expanded during the fall. Bracken Adv. Agency Inc., Chicago, is agency.

Bowman Dairy Co., Chicago
Will continue Musical Clock series on WGN, Chicago, during the fall with possible expansion. J. Walter Thompson Co., Chicago, is agency.

M. J. Breitenbach Co. New York (Pepto-Mangan)
Will use spot announcements on 80 stations through the winter. Agency is Merse International, New York.

Bristol-Myers Co., New York
Will continue its three noon news periods weekly on WOR, Newark, for Minst-Rub, placed through Young & Rubicam, New York.
Has used transcribed announcements on four stations during the summer months and will leave the air in the fall to return next year with a similar schedule for Mum deodorant. Agency is Pedlar & Ryan, New York.

Bristol Co. of Canada, Toronto
Renews Clair Wallace's Tea Time Topics, five weekly on CFRB, Toronto, for Sai Hepatica, Mum. Expected to renew Ingram's Shaving cream program over CFCF, Montreal, CKCO, Ottawa, CPLL, London and CKWX, Vancouver, which ended in July. Agency is Ronalds Adv. Agency, Montreal.

Brocton Wine Cellars, Brocton, N. Y.
Planning a spot campaign for its Perigueux wines and grape juice in a selected list of eastern cities, programs to be either local live shows or transcriptions. Agency is Peck Adv. Agency, New York.

John Brown Colleges of Cal., Los Angeles
Currently using six weekly half-hour educational talks on KFPO, Long Beach, Calif., and a similar program on KMG, Beverly Hills, Calif., each week, will continue same through fall. Expansion plans not decided upon. Little Sheldon Adv. Agency, Los Angeles, has account.

Used around 100 stations last year for spots announcing 1938 models, and although plans are not yet completed for 1939 is expected to schedule spots again. Meanwhile will probably continue practice of furnishing dealers with copy for outlet-sponsored time. Agency is Arthur Kudner, Detroit.

Low Cost Radio Advertising: WFBR offers national advertisers the choice of several SUCCESSFUL PARTICIPATION PROGRAMS

Programs with a ready-built following and tested appeal offer a short cut to the national advertiser with a limited budget:

"Everywoman's Hour"
Half Hour, Monday through Friday
Ralph Power's "Morning in Maryland" Program
6:30 to 9 A. M. Monday through Saturday

"Dinner Rhythms, PART I"
6:30 to 6:45 P. M. Monday through Saturday
Featuring Ralph Powers and Transcribed Music

"Dinner Rhythms, PART II"
7:40 to 8 P. M. Monday through Saturday
George Van Dorn and his Red Network Broadcasting Orchestra

(Announcements on the two above programs interchangeable)

For rates and details, address WFBR, Baltimore or Edward Petry & Co.
Brown & Williamson Tobacco Corp., Louisville
For Avalon cigarettes is using Plutonium Party, half-hour television series, which will probably expand nationally. Stations recently added are KFRC, WOR, WJW, WFDB, WHKE. Others carrying the series are KFWB, KXTN, KMCO, KOKI, KHJ, KSL. The program is retransmitted on WOR, WJW, WHKE.

W. K. Buckley Ltd., Toronto
Will increase twice weekly live talent shows over CFHR, Toronto, which have been running all summer to five weekly in autumn, and use transcribed spots over 32 other Canadian stations during the autumn and winter months for proprietary products. Agency is Tandy Adv. Agency, Toronto.

Bulova Watch Co., New York
Will continue to use spot this fall, probably on a national basis. Erwin, Wahey, Chicago, is agency.

Calavino Growers of California, Los Angeles
Will use participation and home economics programs, supplementing this with daily time spot announcements in selected markets. Campaign date has not been set, it depending upon readiness of the avocado crop. Agency is Lord & Thomas, Los Angeles.

Dr. W. B. Caldwell, Monticello, Ill.
Will start Monticello Party Line, five weekly transcriptions, Sept. 26 on additional stations in national campaign, Cranmer-Kroll Co., Milwaukee, is agency.

California Fruit Growers Exchange, Los Angeles
Will lead off its economic promotion in selected markets in a fall and winter campaign, to start probably in September. Recently used five-minute transcribed commercials on KRCI, Austin City and KOLO, Fort Worth, in a test. Gerth-Krollin Adv. Agency, Los Angeles, has account.

California Fruit Products, Hollywood
Will participate in home economic programs in selected markets in a fall and winter campaign, to start probably in September. Recently used five-minute transcribed commercials on KBTC, Sioux City and KOKO, Fort Worth, in a test. Gerth-Krollin Adv. Agency, Los Angeles, has account.

California Walnut Growers Assn., Los Angeles
Will use a transcribed musical program in a fall theme campaign starting in early October. Major markets will be used, with placement through Lord & Thomas, Los Angeles.

Dr. F. E. Campbell, Los Angeles
Using daily spot announcements and quarter-hour programs on six Northern California stations in increased his radio appropriation more than 50% for fall and winter. Will add more stations to list starting in September. Allied Adv. Agencies, Los Angeles, has account.

Canada Starch Co., Ltd., Montreal
Starts three weekly transcriptions in September on CKY, Winnipeg; C.JHC, Sainte Marie; CFCH North Bay, CJKL, Kirkland Lake; CKBG, Timmins, and continues transcriptions on CPML, Montreal. Sports broadcasts on CKOY, Sudbury and CKAC, Montreal, continue. Hourly spot shows September 1 on CKCH, Hull. Selling fees start Oct. 6 on CKAC, Montreal, and CFRC, Quebec. Agency is Vickers & Benson, Montreal.

Canada Dry Ginger Ale, New York
Will continue its widespread use of local programs, chiefly news, placed through J. M. Mathis, New York.

Canadian Fur Trappers Corp., New York
Will use about 30 stations in the east for programs and announcements. WNEW, New York, is now carrying 7 half-hour, and 5 spot announcements a week. The business was placed direct by the company through Sam Dornfeld.

Canadian National Carbon Co., Toronto
Continues till end of year with one minute dramatized spots over 15 western Canadian stations for Eveready batteries. Adds 4 northern Ontario stations to list with four minute dramatized spots in September. Agency is Clark E. Locke, Toronto.

Cardinet Candy Co., Oakland, Calif.
Now using the NBC-Red network in the West featuring Hal Burdick in the Night Editor program. Account placed through Tonn schle-Elliot, Oakland.

Carter Medicine Co., New York
Will continue its one-minute announcements on a large number of stations across the country for Carter's Little Liver Pills, through Street & Finsley, New York, and Styet Broadcasting, New York.

George W. Canwell & Co., San Francisco
The oldest San Francisco radio advertiser in the West is off the air for the time being. No definite plans for a return. The agency is Long Adv. Service, San Francisco.

Chalybeate Mfg. Co., San Francisco
Plans to continue throughout autumn with its present series of spot announcements on KFRC and is considering increasing its radio time. Account handled through Zulu Rhodes & Co., San Francisco.

Miss Charm Sales Co., New York
Planning an announcement campaign for its reducing cream to start in September. Using six announcers, placing announcements daily on small stations in the state. New York agency is Casper Pinski, New York.

Now using 196 stations for its Actual Moments program, on a one-week basis. Earlier this year around 350 stations were scheduled at one time, and expectations are that a rise may come after the present curtailed summer schedule is completed at the end of this August. Expectations are also that the introduction of the 1969 models in the fall may bring the usual considerable number of spot announcements on a nationwide basis. Agency is Campbell-Ewald Co., Detroit.

Childs Restaurants, New York
Will continue three programs weekly on WOR, Newark, is Buckett-Sampson-Kermit, New York.

Chilean Nitrate of Soda, New York
Last year the company used quarter-hour transcriptions on about 10 stations, but the same number will be used this fall for a half-hour program. Agency is O'Dea, Sheldon & Gondin, New York.

China Kiln, Detroit
Christian American Crusade.
Los Angeles
Will continue its present six-week quarter hour talk programs on KFON, Long Beach, Cal., and KXIC, Beverly Hills, Cal., and in mid-September add other California stations to the list, using transcription as well as live talent programs. Agency is Uhl Service, Los Angeles.

Chrysler Corp., Detroit
Last year made available spot recordings for Chrysler dealer use at time of new car announcement and likely will follow same procedure this fall, although definite decision has not yet been made. Spot program contemplated. Agency is Lee Anderson Adv., Detroit.

Cloxox Co., Oakland, Cal.
This company will continue using spot announcements throughout the fall on one California station. It is problematical whether it will increase its time at the present. Account placed by Erwin, Wasey & Co., San Francisco.

Cluett Peabody & Co. of Canada
Kitchener, Ont.
Will start in fall quarter-hour program in key cities from coast to coast. Agency is Cockfield Brown & Co., Toronto.

Cost Federal Savings & Loan
Assn., Los Angeles
Currently using 15- and 30-minute commercials on KFI, that city and KNX, Hollywood; will continue present schedule through fall and in January increase its Southern California coverage with additional stations. Elwood J. Robinson Adv. Agency, Los Angeles, has account.

Colgate-Palmolive-Per Co.,
Jersey City
Quarter-hour, weekly musical show for Halo shampoo now on WTMJ and WMAQ with possible extension to fall on a possible national basis. Benton & Bowles-Chicago, is agency.

Plans to use some 20-minute announcements for Palmolive Soap and dental cream, Myrt Marge for Supermums, and Hilltop House for the cream which are heard on six stations by transcription in addition to CBS and the California Radio System. Agency is Benton & Bowles, New York.

The Colgate-Palmolive-Peet Co.,
Los Angeles
The quarter-hour series titled Stepmother will continue on a CBS network throughout the summer. It is understood that the Dale Carnegie series on NBC-Red has been dropped. shaving cream which left the air July 9 will return in the fall. Benton & Bowles, Chicago, is agency.

Coca-Cola Co., Atlanta
Sponsoring Singsin' Sam transcription on about 102 stations, will continue the program and add to the list. Agency is D'Arcy Adv. Co., St. Louis.

Commercial Credit Co., Baltimore
Now using a dramatic program, It Happened So Quick, on WBAL, Baltimore, will expand to about 50 stations, via transcription. Agency is O'Dea, Shuford & Company, N. Y.

Commercial Milling Co., Detroit
Inactive at this time and plans for future uncertain. Earlier this year used participation in women's programs on WBIR, WTAM and KDKA. Agency is Karl G. Behr Adv. Agency, Detroit.

Consolidated Cigar Corp.,
New York
Will continue use of announcements on four stations and may add others through Erwin, Wasey & Co., New York.

Conti Products Co., New York
Planning a fall schedule of spot announcements on about six stations for soap and cream. Agency is Bremingham, Castleman & Pierce, New York.

He could only afford a rowboat before CKAC sent his company's sales skyrocketing!
CKAC, Montreal (Canada's Busiest Station)

PASSES AN EXAM
Mrs. Dalberg Wins Honors
On Quiz Program

MRS. TAMARA DALBERG, wife of Examiner Melvin Dalberg of the FCC, answering all but part of one question in the Umbrella Court quiz program on WRC, Washington, easily won top honors over five other contestants in the Aug. 9 program. Sponsored by the Washington Post with questions based largely on news items appearing in that newspaper, the program has been a highly successful promotion feature for several months. It takes its name from the fact that the questions, prepared by members of the newspaper's staff, are taken from an inverted umbrella. An audience watches the program in the WRC-NBC Washington studios.

Consolidated Drug Trade Products,
Chicago
Will use a big national spot campaign during the fall with its advertising appropriation about the same as 1937 when it is said to have spent $1,250,000, with radio getting four-fifths of the budget. Beuson & Dall, Chicago, is agency.

Continental Baking Co., New York
Will use local women's programs and spot announcements on tea or coffee stations. Through Benton & Bowles, New York.

Crowell Publishing Co., New York
Will continue its Jeu Alphabet and Carolyn Price local live programs on 16 stations, through Geyer, Cornell & Newell, N. Y.

Currier's Tablets, Los Angeles
Used a weekly quarter-hour live talent program on 10 Pacific Coast Don Lee network stations during spring and early summer, and is now planning a fall campaign. The former series will probably be resumed and in addition spot announcements and live talent programs will be used on approximately 20 other Pacific and intermountain stations as new territory for its product is opened. General Adv. Agency, Inc., Los Angeles, has account.

Josephine Calberton Cosmetics,
New York
Will use radio this fall, though plans are indefinite. Agency is Gusnew. Kahn & Co., New York.

Couray Cosmetics, Los Angeles
Used participating programs locally in spring as a test and is planning an extensive regional campaign to start in Sept. Stations and type of program to be used has not as yet been decided upon. Agency: Neuw, Pickering & Co., Los Angeles.

Foster Dack, Toronto
Now running weekly transmissions for Meccan Ointment on CFRB, Toronto, which may be extended as was the case last spring to over 10 other Canadian stations. Agency is A. J. Denne & Co., Toronto.

D'Arago Bros. Co., Boston
Will resume its participation in Alfred McCann's Pure Food Flour, on WOR, Newark, this fall for Andy Boy broccoli, placed through Neuw-Krugman, New York.

Harry Davis & Associates
Los Angeles
With offices in several Southern California cities, for its optical department is using six-weekly and quarter-hour news broadcasts on KOX, Long Beach and KRKD, Los Angeles, in addition to a weekly half-hour studio program on KFBO, San Diego. Will increase schedule on Sept. 1, adding more stations. Wesley Agency, Los Angeles, has account.

R. B. Davis Co., Hoboken, N. J.
Will use one-minute transcribed dramas twice daily, daytime and evening, five days a week, on about 30 stations, for a fall campaign for Camel to begin Oct. 8, placed through J. M. Mathes, New York.

Will use cooking schools on 15 stations, through Chas. W. Hoyt Co., New York, for baking powder.

Day & Night Heater Co.,
Los Angeles
Has been using daily time signals and spot announcements on 7 Pacific Coast and midwest stations, and will substantially increase its activity during fall, adding stations to the list as new markets are opened. Agency is Dixon-O'Donnell Adv., Los Angeles.

Deisel-Wemmer-Gilbert Corp.,
Detroit
Now sponsoring News Comes to Life dramas for 30 minutes weekly over WJIB and WQAR. Spot plans for fall will not yet be completed. Agency is Brace Beemer, Detroit.

In addition to its network broadcast on MBS The Shadow will be heard via transcription on five stations, through Ruthrauff & Ryan, New York.

AIR CONDITIONED BEDROOMS AT WASHINGTON'S MODERN HOTEL

Natural Ventilated Bedrooms and Baths On Every Floor, If Preferred

The Air Conditioned Mayflower
WASHINGTON, D. C.

www.americanradiohistory.com
DeSoto Motor Corp., Detroit

DeSoto plans to use spot tests on a number of stations in states that use the 1939 model DeSoto. The tests will be conducted in early October, with the possibility of a 50% increase in the number of spots for the fall as last. With the possibility of a slight increase, the agency placed through Alvin Sweeney, New York, approximately 153,000. DeSoto will also use radio spots to announce its new model.

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Gallenkamp Stores Co., San Francisco

Now in the second year over the NBC-Red network stations on the Pacific Coast with its Professor Puzzled. Has such satisfactory "cosh-in" results from radio that it may increase radio budget for the fall and winter. Account placed through Long Adv. Service, San Francisco.

Gas Appliance Society of California, San Francisco

A periodic user of radio, this organization plans to use two extensive air campaigns this fall. The first campaign will stress the modern gas ranges and the second other gas appliances. Approximately 20 stations in California will be used in each campaign, which will include spot announcements and 5 and 10 minute transcribed announcements. The radio budget calls for approximately the same expenditure as last fall. Account placed through Jean Scott Frickleton, San Francisco.

Gebhart Chili Powder Co., San Antonio

Will continue daily announcements on WIOD and KARR and will use a spot series on one Chicago station this fall. The agency, Chicago, is agency.

Gemma Packing Co., New York (Gemma oil)

Using three quarter-hours weekly on WOR, New York, to run for 22 weeks, placed direct.

General Baking Co., New York

Will use a few children's programs this fall for Remedy for Gruen watches. Handled by McCann-Erickson, New York.

General Brew Co., San Francisco

Will continue spot announcements and time signatures on stations in the West and is at present considering an increase in its radio time. McCann-Erickson, San Francisco, is agency.

General Dry Batteries of Canada, Toronto

Started in August with daily drammatised spots over 14 western Canadian stations, to run for three months. Agency is A. M. Maas, Toronto.

General Electric Co., Schenectady

For its keyboard touch radio which requires no aerial or ground connections, will use spot radio this fall. Plans are now in the works and no details are available. Agency is Mason Inc., New York.

General Foods Corp., New York

Plans to use participating programs on two stations, through Young & Rubicam, New York, for Birdseye Frosted Foods.

Planning a schedule of one-minute spot announcements for Oerto. The list is not complete. Agency is Benton & Bowles, New York.

General Mills, Minneapolis

Will continue sponsorship of Pacific Coast League baseball games over a group of stations in California, Oregon and Washington until the conclusion of the season in the late fall. Account placed through Westco Adv. Co., San Francisco.

Plans use of spot to supplement its one-hour, five-weekly program on a split, NBC Red and Blue network now broadcasting Betty & Bob, Arnold Grimm's Daughter, Valland Lady, Hypnos of All Good, For the Love of Mary and one quarter-hour five-weekly disc series, Those Happy Olmsons, now on about 30 stations for Korner's breakfast food, will be expanded in the fall. Korner's is also spotting on WGN, Chicago, in a test campaign that may be extended nationally. Program is titled Curtains Tonight, half-hour Friday evening dramatic series. The Jack Armstrong series for Wheaties will continue in the fall over about 20 NBC-Red stations. Blackett-Hample-Hummet, Chicago, is agency.

FERTILE FIELDS

New Home of KRE, Berkeley, Cal.

General Motors of Canada, Toronto

Will renew and strengthen September national network commentator Beverly Baxter by shortwave from London, England, which was discontinued during the summer months. Agency is McCann-Erickson, Toronto.

Gibson Mfg. Co., Guelph, Ont.

Starting with weekly Queer Quirks show over CFRB, Toronto, for furnaces, washing machines, refrigerators, during the autumn and winter months, Agency is R. C. Smith & Son Ltd., Toronto.

Globe Investment Co., Los Angeles

With six offices in Southern California, is currently using 14 hours a week on KEIE, that city and KPWB, Hollywood, and will add other stations to the list in fall, having increased its advertising budget. Agency is Stodol Adv. Co., Los Angeles.

Goodyear Tire & Rubber Co., Akron

Will use spot radio in the fall, on a dealer-cooperative basis. The business is placed direct.

Gordon Allen Ltd., Oakland, Cal.

At present using spot announcements and participating programs on various stations in the Pacific Northwest and in Southern California for Par soap, but is contemplating a network program on the Pacific Coast this fall. Agency is Tomschi-Elliot, Oakland.

Gordon Baking Co., Detroit

Will sponsor live local programs throughout Michigan for its Silver cup bread. Agency is Young & Rubican, New York.

Gospel Broadcasting Assn., Los Angeles

Has increased its radio activity, using transmitted programs on 15 stations nationally in addition to Old Fashioned Revival Hour on 35 Mutual-Don Lee network stations. Will substantially increase coverage with live talent and transmitted programs, to include approximately 25 stations during fall and winter. R. H. Alber Co., Los Angeles, has account.

Gray Remedy Co., Toronto

May extend in autumn news broadcasts now used several times daily over CKOC. Hamilton, Agency is Canadian Adv. Agency, Toronto.

Griffin Mfg. Co., Brooklyn

At the conclusion of its summer CBS program a show to be aired off the air until late fall when local live programs will be started on a few stations in Florida. In February a spot campaign will start for the country at large. Agency is Barnum, Lute, & Co., New York.

Grocery Store Products Sale Co., New York

Will start a midwestern spot campaign for Foulis' macaroni this fall using spot announcements and participating in domestic science programs. Agency is Ruthrauff & Ryan, New York.

Gunther Brewing Co., Baltimore

Through Erwin, Wasey & Co., New York, is using sports and news programs, on WBNJ, musical programs on WJSV and WFBF, and announcements on WCAO. The list may be expanded.

Hammond Sales Corp., New York

Will use participation programs on WAAR, Boston, and WIP, Philadelphia, for the early fall, and will change and expand its schedule of distribution of its Powell's-Base is widened. Agency is Hudson Adv. Co., New York.

Harvey-Whipple, Springfield, Mass.

Will resume its last year's schedule of a quarter-hour live show, on WJZ, New York, and transmitted on WGY, Schenectady, and WIBZ-WBZA, Boston, for oil burners. Willard G. Myers Adv. Agency, New York, is in charge.

KGMB

HONOLULU

KHBC

HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

Fred J. Hart, President
San Francisco Office, California Hotel
Representative:
Conquest Alliance Company
New York, 315 Madison Ave., Chicago, 205 N. Walsh
C. P. Montgomery
720 S. Western Ave., Hollywood

FERTILE FIELDS

There's gold in those long, fertile furrows! Nebraska farmers show marked preference for WOW in new Ross Federal survey.

WOW

930 K. C. Omaha, Nebr. 5.000 Watts
On the N. B. C. Red Network
John Blair Co. Representatives
Owned and Operated by the Woodmen of the World Life Insurance Society

BROADCASTING • Broadcasting Advertising
August 15, 1938 • Page 63
DOLLARS 'POP' SALES ON THIS POPULAR STATION

Up and down the city road, and in out the Eagle,
That's the way money goes — pop
W. B. Moulden, Pro Goes the Weasel.

*Down highway and byway — city road and country lane — all through the rich Wichita market — that's where your advertising money goes — to "pop" buying inertia for products advertised on KFH, the Voice of the Wichita Eagle.

National Representatives, Edward Petry & Co., Inc.

Hank C. Doolee Co., Los Angeles
Will continue its six-weekly 10-minute morning newscasts on KFOX, KSBD, KFXM and KERN through fall. Chap. H. Mayne Co., Los Angeles, has account.

Health Aids, Jersey City

Health Products Co., Newark

Hecker Products Co., New York
Used one-minute transcriptions on 15 stations in the spring for cereals and will return about the same time next year. Agency is Erwin, Winsor & Co., New York.

Will continue its announcement campaign for Shizuma, using 10 announcements weekly on WPAA WOAM KFRC WWL WBOC WIRE and 18 announcements weekly on WBYR, placed through BRID, New York.

J. H. Heinz Co., Pittsburgh
Has been using transcribed programs for strained baby foods featuring Dr. Angelo Pati, child specialist, since the first of the year; will treaely increase the list in the fall. Agency is Mason & New York.

J. H. Heinz Co., Toronto
Starting new live talent show over CKAV, Windsor, which is to be re-rendez and used on transcriptions over a large number of Canadian stations this autumn and winter. Agency is J. D. Gibbons, Toronto.

H & H Cleaner Co., Des Moines
Will use spot this fall on an undetermined number of stations. John H. Dunham Co., Chicago, is agency.

Hemphill Diesel Engineering
Schulz-Olshick, Cal.
Used spot and five-minute dramatized transcribed announcements on approximately 15 stations nationally, and will substantially increase list of stations during fall and winter. R. L. Alber Co., Los Angeles, has account.

Hickock Oil Co., Toledo
Will resume its five-weekly quarter-hour children's adventures in its November on 10 midwestern stations in October, after a summer lay-off. Agency is TransFair Inc., Chicago.

Hirsch & Kaye, San Francisco
Optical firm currently not using radio time, but plans for a spot announcement campaign over a San Francisco station this fall. Has used radio in the past. Account handled by Long Adv. Service, San Francisco.

Hoffman Beverage Co., Newark
Will continue its long-time quarter-hour news broadcasts on WOR, New York. For its sparkling soda and other beverages throughout the fall and winter, dropping its announcement campaign on a number of New York stations at the end of the summer. Agency is BRID, New York.

George A. Hormel Co., Austin, Minn.
Will continue to advertise its canned pork and beans through a quarter-hour program on WCNO, Minneapolis, placed through BRID, Minneapolis.

Hydrox Corp. of Chicago
Used spot announcements in behalf of Hydrox Cola on WJH placed by Agency, Detroit. Present plans unavailable.

Household Finance Co., Chicago
Using quarter-hour five-weekly live spot programs to supplement its CBS network show It Wasn't Done featuring Duke Ellington, this fall. Chicago, is agency.

Hudson Motor Car Co., Detroit
Announcements of dealers and distributors are placing spot advertising in promotion of factory-sponsored indoor tests to be held this period, but no factory-placed time is appearing nor is any contemplated for the fall. Chas. H. Mayne Co., Detroit.

Imperial Oil Ltd., Toronto
Will carry coast-to-coast network broadcasts of all major women's hockey games through the season as last year. Agency: Mec Lawson Adv. Co., Toronto.

Industrial Training Corp., Chicago
Is using five and 15-minute discs titled The Camera Speaks on 80 to 100 stations and intends to expand the list during the fall with a new program to be used. James B. Lanke & Associates, Chicago, is agency.

International Harvester Co., Chicago
Using one-minute live announcements weekly on KDKA KWHI WDAY KFIF WRN KDWM KOIL, Chicago, is agency.

International Harvester Silver Co., Toronto
Will carry CBS show over 30 Canadian stations starting in October. Agency is Young & Rubicam, Toronto.

Jadwiga Remedies, Brooklyn

Jell-Well Dessert Co., Ltd., Los Angeles
Used spot announcement programs and short announcements in test market this summer and on Aug. 1 started for 52 weeks a twice-weekly quarter-hour special program, The Green Homestead, on the Los Angeles Col Domin network stations of KHJ KFRC, KFRA, KFEC, KFXT, KFST, KHJ, KFRC, San Francisco, to the list on Oct. 31. Agency is Lord & Thomas, Los Angeles.

Johns-Manville Corp., New York
Will continue its present schedule of five-minute transcriptions featuring Gabriel Heatter on 10 stations. Agency is J. Walter Thompson Co., New York.

Jones Grain Mills, Los Angeles
A seasonal user of radio, in October starts a three-month campaign on 10 California and Arizona stations, using five-minute transcribed commercials. Littleh Sheldon Adv. Agency, Los Angeles, has the account.

Jules Chain Stores Corp., Inc., New York
Will use quarter-hour programs on WNEW, New York; WATT, Jersey City, and may also use radio in Buffalo and Louisville to advertise their food products. Agency is Klinger Adv. Agency, New York.

Klix Inc., Los Angeles
To introduce Klix Kernels, a toasted soy bean appetizer, is planning an extensive regional fall campaign. Has a test campaign in Southern California stations, using twice weekly participation in WXRK, WBYR, KFRC, Sam Warner's Chat with Her Neighborhoods on KFIV; and Noma Tuna on KFRC. In this addition is using 15 spot announcements weekly on KEHS and 6 weekly on KFTR. Agency is Theodore R. Creamer Adv. Hollywood.

Kellogg Co., Battle Creek, Mich.
Plans to use expanded spot campaign in the fall with possibility of network program for Camp Flakes. Currently using five-weekly five-minute transcriptions on WOR WBYR WBCO WYCA WHP WED WEF WNIC Wería WOCO WICW WICW WABC WMBK WBCO WICW WICW WMBK WABC WICW WMBK WBCO WICW WICW WABC WICW WICW WICW WMBK


Lambert Pharmacal Co., St. Louis
Will continue the transcribed version of its MBS program, True Detective, about ten or 12 stations to advertise Listerine shaving cream. Agency is Lambert & Feusly, New York.

Kraft-Phenix Cheese Corp.
Plays fall campaign of 20 and 30-word station break announcements in Des Moines, St. Louis, New York and the New England States for Oke-Doke cheese puffoform. In addition to Kraft-Phenix, plans a possible fall spot campaign for its unadvertised products. J. Walter Thompson Co., Chicago, is agency.

Kress & Owen Co., New York
Considering a spot campaign for its Zipol-Theoche propeties, although no definite have been set. Agency is Young & Rubicam, New York, is in charge.

Kruenger Brewing Co., Newark
Will continue its Kruenger News Reporter three times a week on stations of the Yankee Network. Agency: Young & Rubicam, New York.

Lafer Bros., Detroit
Will use radio again starting probably in September, although complete plans have not yet been divulged. Used new program, Disko-O, thrice weekly over Michigan Radio Network until July, Agency is Charles A. Mason Adv. Agency, Detroit.

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Will continue the transcribed version of its MBS program, True Detective, about ten or 12 stations to advertise Listerine shaving cream. Agency is Lambert & Feusly, New York.

WBDC HARTFORD, CONN.

Use WDC! For complete and accurate listings of all networks, call your nearest WDC office.

WDCB COLUMBUS, OHIO

BROADCASTING • Broadcast Advertising

Page 64 • August 15, 1938

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Lamont, Corliss Co., New York
Will use participating programs on about 8 stations for Nova Scotia.

In September will participate in shooting contests for Nestle cocoa. Twenty stations were used in its radio-telephone campaign for their macaroni products, sponsoring a half-hour weekly series featuring classical and popular music on Commercial Radio Service, New York.

Lasto Products Co., Chicago

Will continue spot announcements on WHAV and KAFM for its "personalised permanent wave" and plans a spot campaign for fall. First United Broadcasters, Chicago, is agency.

Lea & Perrins, New York

Will use live spot announcements for its sale in a national fall campaign on 30 stations. Schirmacher & Scott, Chicago, is agency.

Frank H. Lee Hat Co., New York

Will use news and sports programs on either six or eight stations for a split network. Radio advertising will be limited to the East. Agency is Birmingham, Camden & Pore, Chicago.

Thos. Leeming & Co., New York

For Ruben Bingie, will sponsor weather reports and announcements on 70 stations. For Acquia motion, one-minute announcements on 30 stations will be used. Agency is Win. Eady & Co., New York.

Lehn & Firk Products Co., New York

Sponsored Helma's Home five days weekly, on four stations of the Texas Quality Network during the past winter. Hills Home & Almond Cream expects to resume in the fall. For the company's Texas commercials, spot announcements will be used in one or two cities. Agency is Win. Eady & Co., New York.

Leslie Salt Co., San Francisco

Will carry on a spot announcement test campaign during the fall over a group of stations in Texas. Account placed through Erwin, Wasey & Co., San Francisco.


Will continue use of chain-break announcements by Sperry. The largest station list used last year was about 80. Agency is Ruthrauff & Ryan, N. Y.

I. Lewis Cigar Co., Newark

Using two-hour-quarter sport summaries six days weekly and a Sunday evening five-minute period of baseball games on WHN, New York, for Seidelberg and Flor de Mella cigars. Fall plans are uncertain. Agency is Milton Lewis Adv. Agency, Newark.

Libby, McNeil & Libby Co., Chicago

Will continue Short Story Reports three weekly 15-minute disc series of adaptations from Liberty magazine, on WLYB WLCN, WBC, WKBK WKBW KFOX KMJ WWKB. Fall plans include no announced series and several line of products. J. Walter Thompson Co., Chicago, is agency.

Thos. J. Lipton, Toronto

Starts three weekly quarter-hour shows in French for its tea on CKAC, Montreal, CHBC, Quebec, CKCH, CKNX, CHLH, Sherbrooke. Agency is Vickery & Benson, Montreal.

List of Autumn Accounts On Texas Quality Network

A U T U M N accounts signed by Texas Quality Network as of Aug. 15 follow:

ALL-CHALMERS INC., Milw.
AFCIADELLER, Chicago.
AURORA SHOE CO., Milw.
BENDIX, Milw., and Fort Worth.
BROOKLYN BK. MILL, & ELEVATOR, Co.
BURRUS MILL, Milw.
CRAZY MINERAL WATER CO., Milw.
EMPLOYERS CATASTY Holdings, Dallas.
EMPLOYERS CASUALTY Co., Dallas.
ERWIN, C. W., & CO., Dallas.
EUROPEAN PACIFIC YACHTING CO., Inc.
FISKIT'S MILLS, Dallas.
Fort Worth.
liciting

L. M. Fink Products Co., New York

Continues its quarter-hour musical program on five California stations and will continue its announcements through the same schedule for the full winter. Chas. H. Maye Co., Los Angeles, is account.

W. C. Macdonald, Montreal

Continued use of quarter-hour news broadcasts twice daily on WNEW, four times daily on WNY and three times a day on WHCA, with half-hour night calls broadcast from a different night club every night also on WNEW, and may add other broadcasts. Agency is Kminer Adv. Agency, Toronto.

Maidenform Brassiere Co., New York

During the spring used a weekly musical musical program on WNY, Newark, and daily announcements on several other stations: will definitely return to WNY in the fall but otherwise has not determined its radio plans, according to Charles Silver, time buyer of Arthur Rosenberg Co., New York, agency in charge of the account.

Man O'War Publishing Co., New York

Now using announcements and program plans for three stations, will continue these and add other stations. Agency is Metropolitan Adv. Co., New York.

Martinson Coffee Co., New York

Will use spot announcements on three stations, through Albert Frank-Gosheutter, New York.

Frederick F. Lowenfelds & Son, New York

Will continue its participation in Martin Block's program on WNEW, New York, and its announcements on WNY, New York, for Harold H. Littler, placed through Noff-Ray, New York.

Walter M. Lowrey Co., Montreal

Starts on Sept. 12 a weekly five-hour talent French show over CKAC, Montreal, for chocolates. A. McKinnon, Montreal, is agency.

Luden's Inc., Reading, Pa.

Will sponsor news announcements and commentaries about Luden's cough drops this winter, beginning in October. Agency is J. B. Matthew, New York.

Lyon Van & Storage Co., Los Angeles

Using a weekly quarter-hour transmitted program on five California stations and will continue its announcements through the same schedule for the full winter. Chas. H. Maye Co., Los Angeles, is account.

How Many Dials?

That's What Counts Most!

What Kind of Folks Turn These Dials?

Finally! Where Do They Turn Those Dials?

Friendly responsive primary area folks turn 523,310 dials our way. Our primary population area is 3,051,400, but it's those 523,310 dials tuned by folks who respond to Eleven Sixty which have given good old WWVA its famous punch! Set Fall Schedules NOW!

National Representatives
JOHN BLAIR & CO.
NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

Columbia Station

WWW.WWVA.COM

BROADCASTING  •  Broadcast Advertising
August 15, 1938  •  Page 65
Manhattan Soap Co., New York
Will advertise its Sweetheart Soap with quarter-hour transmissions in selected eastern seaboard towns outside of network areas and one-minute transmitted announcements in 125 cities, covering a territory extending north from New York as far as Portland, Me., as far west as St. Louis and as far south as Memphis. Agency is Peck Adv. Agency, New York.

Mantle Lamp Co., Chicago
Will start a national spot campaign in the fall on about 90 American and Canadian stations for its handsome mantle lamps consisting of 15-minute and half-hour live and transmitted shows. Presba, Fellers & Presba, Chicago, is agency.

Maple Leaf Milling Co., Toronto
Starts a women's morning transmission series over a coast-to-coast line up of stations in September, and a children's evening transmitted show over a smaller number of stations throughout Canada in October. Agency is Cockfield, Brown & Co., Toronto.

Marney Food Co., Los Angeles
Will continue throughout the fall with its participating program Marco Spelling Bee, featuring Tom Breneman over KSPF, San Francisco. Account placed by Long Adv. Service, San Francisco.

Mayflower Service Stations, White Plains, N. Y.
Will sponsor broadcasts of local high-school football games this fall on WFPS, White Plains. Agency is J. Stirling Getchell, New York.

Milk Foundation of Toronto
Extending dramatic spot series now on CFRB Toronto 6 weekly to cover all Southern Ontario. Agency is J. J. Gibbons, Toronto.

McCoy's Products, New York
Will advertise its cod liver oil tablets with participation programs and announcements on a selected list of Canadian stations, slightly larger than last winter's list. Agency is Neudorfer, New York.

McRosky Mattress Co., San Francisco
Has recently renewed its Sleep Series for another 13 weeks on KPO, San Francisco. Account placed through Emil Brissacher & Staff, San Francisco.

Miles Laboratories, Elkhart, Ind.
Will use considerable spot to supplement its Uncle Ezra National Barn Dance on NBC-Red network and its Uncle Ezra on NBC-Red network. The Uncle Ezra series which has been broadcast three times weekly on NBC-Red will be discontinued until Oct. 15. Wade Adv. Agency, Chicago, is agency.

Miller Brewing Co., Milwaukee
Using German band program over WTMJ and sports review over WOPI. Agency is Rickerd, Mulberger & Hicks, Milwaukee.

Mitchell Finance Corp., Los Angeles
Currently using 13 hours weekly on KFWB, and 7 spot announcements daily on KFWB. Los Angeles. Will continue same and add other southern California stations to its list by Sept. 1. Using quarter-and half-hour live talent programs, as well as spot announcements. Agency is Alvin Wilder Adv., Los Angeles.

Modern Living Institute, New York
Using programs on WMCA and WOR, will continue and may add others, through Metropolitan Adv. Co.

Modern Packing Co., New York
Using a half-hour transmitted variety program of chiefly Italian music with announcements, on WABC, New York, and its Halcon Oil, broadcast over WABC, NBC WEAN WCOP WABY KQV WGES and WPLN. Agency is Commercial Radio Service Adv. Agency, Inc.

Morey Co., Los Angeles
Advertising plans not completed, butcontemplates using minute live spot and time signal programs over Pacific Coast stations as new markets are established for Vita-Foot, Stellanoville. Agency, Los Angeles, has account.

John Morrell & Co., Ottumwa, Ia.
Will supplement its Bob Reeder series on WBOI, Ottumwa, Ia., with Heart Dog Food with spot in New York and the Southwest. For its hams, will use spot announcements and quarter-hour discs in New York State and the Dakotas, beginning Sept. 15. Henri, Hurst & McDonald, Chicago, is agency.

Mountain Copper Co., San Francisco
Has already started its fall spot announcement campaign over 10 stations, using programs in part participating agricultural programs on rural stations. The present campaign calls for a 10% increase in radio advertising over last year. Allied Adv., Agencies, San Francisco, is placing the account.

Is participating in household program over several stations. Plans to continue and will continue indefinately. Agency is Charles A. Mason Adv. Agency, Detroit.

Murphy Products Co., Burlington, Wis.
Will use considerable spot this fall on an undetermined number of stations for its 16-hour transcribed spot announcements. Wade Adv. Agency, Chicago, handles the account.

Musebeck Shoe Co., Danville, Ill.
Has renewed Quin Ryan's Sunday night sportscasts on WGN, Chicago, for 32 weeks and will use Standard Radio's Donald Nash Stage, a quarter-hour transcription, on WOR, WLB, KEHE and WTMJ. Plans include expansion of the series to stations in Texas and the southwest. Sehl Adv. Agency, Chicago, is agency.

Mutual Citrus Products Co., Anaheim, Cal.
Has been using an average of three five-minute transmitted commercials a week on six stations nationally, supplemented by spot announcements. Will continue schedule to September. Agency is Chas. H. Mayne Co., Los Angeles.

Nash-Kelvinator Corp., Detroit
Made available to dealers records containing 16 one-minute Kelvinator announcements during the year just passed, time costs for which were included in factory cooperative funds. Some of these are used. Although no definite figures are available, understanding is that a large number of outlets have made use of these records. indications are that similar policy will be continued during coming season, with factory again unlikely to do any direct placing of time. Agencies are Geyer, Cornell & Newell, Detroit.

Plans for new Nash model introduced will be completely formulated, but possibility is that radio will have place in program with spot announcements. Last fall announcement recordings by Roake Carter were used over large station list. Agency is Geyer, Cornell & Newell.

Leonard Division has made announcements to dealers on factory cooperative plan; will probably continue to do so next winter when 1659 refrigerators are announced. Agency is Geyer, Cornell & Newell.

Nassour Bros., Los Angeles
Will continue present weekly participation in the quarter-hour Women's Forum program over KNX, Hollywood and is planning an extensive fall campaign for its oil shampoo and other products. Participating and women's programs will be used with concentration on California stations. Agency: Alvin Winer Adv. Los Angeles.

National Biscuit Co., New York
Now sponsoring Dan Hardie's Wife for Shredded Wheat on 52 stations in transmission, and on air BBC-Red stations, through Federal Adv. Agency, New York. The program was heard during the spring for Premium Soda crackers, through McCann-Baker, and will probably switch back in September after a 13-week run. Stations carrying the transmissions include the following: WRDC, WSB, WHAM WGY WFR, WPTP WLY WTM KY WESI KOKA WIA WIS WMC WDSA WFFA KPRC WTMJ.

National Porcelain Co., Trenton, N. J.
Will participate in Martha Dean's Women's program on WOR, Newark, for its ash trays and candlesticks, placed direct. No other radio is utilized.

National Lead Co., San Francisco
Recently completed spot announcement campaign over KINY, Juneau, Alaska on behalf of its paints. Plans to continue and will continue indefinately. Agency is Erwin, Wasey & Co., San Francisco.

National Transportation Co., New York
Will continue its weekly quarter-hour on WHN, New York, for Parmelec cabs and has no other plans at present. Agency is World Wide Adv. Corp., New York.

Natone, Los Angeles
Advertising plans not completed, butcontemplates using live spot announcements in a fall campaign as new markets are established for Sava-Nal, a manicure wax. Agency is James Morton, Los Angeles.

Natural Chemicals, New York
Considering use of radio through Atherton & Currier, New York, for its tonic.

Has made no definite spot plans for the fall, but may use a 13-week announcement campaign on 10 to 20 stations for climate brakes. Lord & Thomas, New York, is the agency.

7 out of 10 Listeners to BUFFALO STATIONS
Tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by FREE & PETERS
New York State Milk Publicity Bureau, Albany, N. Y.
Continues its one-minute daytime announcements on 18 stations within the State to advertise milk, placed through J. M. Mathes, New York.

New York Telephone Co., New York
Continues its participating sponsorship of Martha Deane five days a week on WOR, Newark, handled by RHIQ, New York.

North American Accident Insurance Co., Newark
Will continue its use of spot programs, chiefly news, on WWV, WMCA, and KFI and will add other stations, beginning in October. Franklin B. Beck Adv. Corp., New York, is agency.

Oakite Products, New York
Will continue its present schedule of home economics programs on about a dozen stations, through Calkins & Holden, New York.

O-Cedar Corp., Chicago
Plans a national spot campaign on 22 stations for fall. John H. Dunham Co., Chicago, is agency.

Ogilvie Flour Mills Ltd., Montreal
Renewing with extensions number of morning and evening transcription programs over Canada-wide number of stations. Extending weekly voice pop shows which proved highly successful over CFRB Toronto, CKSO, Sudbury, CKGB Timmins. Will renew for this winter Sunday afternoon program in which no commercials are used, only a sponsored by credit. Agency is J. J. Gibbons Ltd., Toronto.

Oshkosh Overall Co., Oshkosh, Wisc.
Will use Les & Martha, quarter-hour transcriptions five weekly on 13 stations in the West, Ruthrauff & Ryan, Chicago, is agency.

Used spot announcements at new car time last year over around 125 stations. No announcement plans completed yet, but outlook is for some radio time when 1938 models are announced. Agency is D. F. Brother & Co., Detroit.

Omar Mills, Omaha
Using 15-minute transcriptions titled Mother Raudall's Blue Ribbon Melodies beginning Aug. 15 for 39 weeks on WHO KOR KMJJ WOW WNAX KDFN WOC KAO. Lyle T. Johnston Co., Chicago, is agency.

BEFORE the monitor panel at a demonstration by Midland Television Inc. at KFRC Kansas City, Arthur B. Church (left), president of KFRC and a principal stockholder of Midland, J. R. Duncan, chief television engineer and G. L. Taylor, president of the company, study the 441-line television image of Caroline Ellis, who begins Caroline's Golden Store for General Mills, Minneapolis, on WHO, Des Moines, Aug. 15.


KMA's Summer Mail increases 425%

5000 Watts — 930 Kcs. NBC BLUE

Representatives
Howard H. Wilson Co.

An increase of 425 percent in advertisers mail response is KMA's good deed for its summer clients. It is graphic proof that KMA can stimulate and sell during the hottest months of the year. Blue network programs plus live talent shows are daily increasing KMA's already high popularity. Advertisers who use KMA's facilities will reap consistent results from the four state area that it serves. KMA is the only station that can fully cover its market. Write us direct for station and market data.

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Philco Products, Toronto

Plan to promote dramatized spot announcement programs in certain sections of Canada for Philco radio. United States Philco stations, if program, if developed, may be piped to Canada. Agency is Hutchinson Adv. Co., of Toronto, Ont.

Dr. Philip Canning Co.,
Orlando, Fla.

Plans to continue throughout the fall, using a home economics promotion program on KSFO, San Francisco, to advertise canned grapefruit and grapefruit juice. Long Adv. Serv., San Francisco, handles the account.

Piel Bros., Brooklyn

Last year used a few spots in the second half of program on KNYX, and may return this fall. Agency is Kreyon & Eckhardt, New York.

Pilgrim Co., Chicago

For its refrigerator purifier is using half-hourly weekday live show on WHBM, Milwaukee. Will sponsor "Rexall's Review" featuring puzzles of biography. To continue throughout the fall, the series may be extended to other stations. Schwimmer & Scott, Chicago, is agency.

Pilot Radio Co., New York

Will use live programs on two or three local stations and is considering a national spot campaign. Agency is Adv. Agency, Chicago.

Pine Co., Ft. Wayne, Ind.

Will start a full campaign of live and transmitted programs on approximately 100 stations for its cough remedy. In the Midwest, five weekly quarter-hour live shows using local talent and 30-minute daytime live shows. Evening live shows have started on WLS, WLM, KMOX, WCDO and will be used on other stations yet to be chosen. In the East, five weekly quarter-hour disc programs titled Pinee Makers have started on KDKA, WJSV, WHZ, WWWA and WJR with other stations to be added. In the South and Southwest, four and five daily announcements will be aired on stations, titled "Baker's" M. Seeds & Co., Chicago, is agency.

Lydia E. Pinkham Medicine Co.,
Garden City, N.Y.

In addition to sponsoring Voice of Experience on Mutual network, will use transcriptions of that program on about 15 stations. Agency is Cahn, Chicago.


Expressed in and in-32 transcriptions series which were used past season over 33 and 33 Canadian stations respectively. Agency is Ronalds Adv. Agency, Montreal.

Plymouth Motor Corp., Detroit

Expected to duplicate last year's program in scheduling spot announcements over stations in major market areas to announce new cars. No other radio plans manifested. Agency is J. Stirling Getchell, Detroit.


Plans for extension of present modified advertising program contemplate this fall on general business conditions. Used the Faculty Hour and Kathryn Quinn over 11 radio networks last winter, but now inactive. Plans for new model introductions not yet completed. Agency is McCann.

Procter & Gamble Co., Cincinnati

Is planning the use of French-language programs on a Montreal station and two in Canada (Duilli title name for Cansy), and English programs on a station in Vancouver. Fall plans to carry "Road of Life" transcriptions and announcements.

Spot series titled "Houseboat Holiday" will continue on about 20 stations for Labor day, a week before KFYR, WFFA, WOW, WNEW to spot list broadcasting "The Golden Book and KTUL to the CBS network carrying the program. Spot campaign for "The Goldbergists" will be expanded in the fall in yet undetermined markets. Blackett-Sample-Hammett, Chicago, is agency.

The only ivory soap spot for the fall of its announcement of live disc foreign language programs. Agency is Goodhue, Chicago.

Will continue transcriptions of Carson Robson & Hla Buckaroo on Radio Luxembourg for its Oxydol export. Agency is Erwin, Wasey & Co.

A NEW STUDIO RECORDER - RADIONTE PR-20

As streamlined in action as appearance, the RADIONTE PR-20 allows every changeover at the flick of a finger — inside-out to outside-in cutting, change from 15 to 33 RPM, lines-per-inch from 25 to 100. Micrometer adjustment of cutting head gives close control. This 18-inch studio recorder offers the maximum of operating ease plus unbelievable fidelity. Write for information.

Radionote, Inc.

Pop'O Products, Chicago

Will start a fall campaign for its Pop'o Trout, consisting of 75-minute live disc spot announcements or participating programs in New England only. W. Cochran Adv. Agency, Chicago, is agency.

Postal Telegraph-Cable Co., New York

Continues its announcement schedule on KPRC, WOC, WABC. WTOP, WBBF, WPFA, WCY, KYK, KRKN, Press, New York, places the business which continues throughout the year.

Producers Distributing Agency, New York

Will again advertise Norbest turkeys with 25-minute broadcasts on WOR, New York, before Thanksgiving, Christmas and New Years, involving local chefs about their favorite turkey recipes and offering turkeys to listeners sending in the best recipes of their own. Similar series have proved unusually successful in both 1936 and 1937, according to J. Wilkes, account executive at Edson M. Phillips Co., New York, agency in charge.

Provincial Loan Society of New York, New York

Will continue to sponsor The Answer Man three-quarter hours weekly on WOR, New York. Agency is McCann-Erickson, New York.

Pure Oil Co., Chicago

Plans a fall spot campaign on a regional basis using an undetermined number of stations. Thornley & Jones Inc., Chicago, is agency for the Pure oil account.

Quaker Oats Co., Chicago

Using participation on WJR, quarter-hour three-weekly series on WJRT, 100-word announcements six weekly on WFBQ, WTHA. WTVX to continue throughout fall. Plans for expansion are indefinite. Mitchell-Faust Adv. Co., Chicago, is agency.

Will sponsor Dick Tracy on a total of 40 stations for Puffed Wheat, Puffed Rice, composed of an unscheduled series of B&I-Red stations and the others by transcriptions. Aunt Jemima Plunkett Flour will share the time, taking over one or both commercial announcements one day a week or possibly Friday. Agency is Sherman K. Ellis, New York.

For Ful-0-Days poultry feeds, a half-hour Saturday morning live show titled Men on the Farm is presently broadcast on WBBM, Chicago. September a combined live and transcribed series will be expanded to 10 other stations in the East, South and Midwest. Benton & Bowles-Chicago is agency.

Test for Farina breakfast food on WBZ, New York, quarter-hour, three-weekly series called The Wives consisting of interviews with shoppers who will continue during the fall with the possibility of expansion on other stations. Benton & Bowles Chicago, also handles the Farina account.

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU

Covers the Heart of Missouri

1938 SURVEY FIGURES

Page 68 • August 15, 1938

BROADCASTING • Broadcast Advertising

1938 SURVEY FIGURES

Page 68 • August 15, 1938

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Quality Bakers of America, New York

Will continue its advertising campaign with the three-weekly transcribed program, Speed Gilboa, on more than 40 stations nationally, having renewed the series for 20 weeks, effective Sept. 20. Organization sponsored the series on the same list of stations last fall. Placement is direct, with cooperation of National Radio Advertising Agency, Hollywood, producers of the program.

Railway Express Co., New York

Has reduced the station list carrying spot announcements to 10. Future plans are indefinite. Copies Co., New York, is agency.

Ready Foods Co., Chicago

Unusual spot for Perk dog food on a few Midwestern stations and the list may be slightly expanded in the fall. Mason Warner Co., Chicago, is agency.

Reno Bread Co., Oakland, Cal.


R. J. Reynolds Tobacco Co., Winston-Salem, N. C.


Rit Products Corp., Chicago

Has started a full spot campaign of one-minute announcements on 25 stations: 10 in the South and 10 in New England. Earle Ludgin, Chicago, is agency.

Rival Packing Co., Chicago

Will use spot this fall, but plans are indefinite. Charles Silver Co., Chicago, is agency.

Riverbank Canning Co., New York


Roaman's Dept. Store, New York

Considering use of participation programs on four or five stations. Albert Frank-Quinney Law, New York, for its mail order business.

Ross Bros., San Francisco

Recently renewed its Spotlights featuring Ernie Smith, three nights weekly on KHY, San Francisco, and plans to continue through the rest of the year. Account placed through Emil Brischer & Staff, San Francisco.

Dr. Ross Dog & Cat Food Co., Los Alamitos, Cal.

Currently using three weekly spot and time signal announcements and five-minute live programs on a group of Pacific Coast stations. Will substantially add to list regionally with an early fall campaign. Howard Ray Adv. Agency, Los Angeles, has account.

Royal Typewriter Co., New York

Planning a test campaign this fall in New York, using stations in the region. Agency is Buchanan Co., X. Y.

Royal Lace Paper Works, Brooklyn


Ruppert Brewery, New York

Will start a five-minute musical program two evenings weekly on WEAJ, New York. In September, through Leaun & Mitchell, New York.

Rolex Watch Co., Toronto

Continues with minute dramatized spots through end of year on 10 Canadian stations. Agency is E. W. Reynolds & Co., Toronto.

Rumford Chemical Works, Providence, R. I.

Will continue spot announcements on about 15 stations for baking powder. Agency is Atherton & Currier, New York.

St. Germaine Press, Chicago

Using quarter and half-hour live and transcribed talks on 36 stations nationally, will increase the list to 45 by mid-September. Allied Adv. Agencies, Los Angeles, has account.

St. Lawrence Star Co., Port Credit, Ont.

Continues in full sports broadcasts originating at CFRK, Toronto, to Ontario network six times weekly, and at CJAF, Montreal, to Maritime network three times weekly with extension to six weekly when hockey season starts. Continues live talent show originating at CKOC, Hamilton, to Ontario and Quebec network, and transcriptions now over CKY, Winnipeg, which may be extended. Agency is McClellan, Baxter & Eastman, Toronto.

Ross Federal Research Corp. Survey, Reveals—Janesville, Wisconsin

1st for TESTS

How Come?

Ross Federal Research Corporation asked 287 agency and manufacturer executives to pick test cities and best media for a hypothetical $25 cent mass item to be distributed through drug, variety and department stores: 227 cities are mentioned. See August 1st issue of SALES MANAGEMENT.

Janesville has been picked as the best market for radio tests of all cities under 100,000 population in the East North Central States comprising Ohio, Indiana, Illinois, Michigan and Wisconsin. This same survey (See August 1st issue of Sales Management) reveals that Janesville has been picked as the BEST MARKET FOR RADIO TESTS OF ALL CITIES IN THE UNITED STATES under 30,000 POPULATION.

WCLO is the only station in Janesville and the only station in the center of the Nation's Dairy and Swiss Cheese Industry.

During the past 12 months 167 local and national WCLO clients cashed in on this rich market where retail store sales totaled $85,200,000 last year. Potential audience, our primary area, 253,500 people.

Make your product as popular as WCLO in the Southern Wisconsin region with a WCLO schedule. If you need station and market data, write at once.

Ross Federal Research Corp., Janesville, Wis.

HOMER HOGAN, Manager

Address all communications to Homer Hogan, Janesville, Wis. WCLO is owned and operated by Janesville Daily Gazette.
Here’s Your Fall Show Ready to GO!!

“Night Court”

Human prey, caught in the trap of circumstance, set free!

A show any child can listen to, that the most critical will approve, because, like every Merritts and Price production, “it leaves a good taste in the mouth.”

“Your Family Counselor!!”

Heart throbs of a nation, with a kindly specialist diagnosing and prescribing.

S. A. Schonbrunn Co., New York (coffee)

Is using a quarter-hour weekly program in Italian on WOV, WPEN, and WWJ, and five quarters-hourly weekly on WGBH, New York, through Panorama Agency, New York.

Scott Powders, Chicago

Has discontinued quarter-hour live talent shows on four stations, but expects to start a spot campaign in the fall. First United Broadcasters, Chicago, is agency.

S. M. Screaton & Co., Toronto

Following successful tests of a women’s chatter program over CFRB, Toronto, for Hershey chocolates, the program is to be enlarged this fall to cover more Canadian stations. Agency is Tandy Adv. Agency, Toronto.

Scudder Food Products Inc., Monterey Park, Cal.

Will continue using participation six times weekly in the combined Weekend Protective League and Home Salute programs on KNX, Hollywood, and add other California stations to its list during fall. Emil Brinich & Staff, Los Angeles, has account.

Seaboard Finance Co., Los Angeles

With offices in several California cities, has been using five stations consistently during the past year and will substantially increase the number during fall and winter, using spot announcements and time signals. Company has increased its radio appropriation 20% over last year. Smith & Ball Adv., Los Angeles, has account.

Sears, Roebuck & Co., Chicago

By mid-August, 25 stations were broadcasting Grandma’s Traveler, a quarter-hour transcript series (Broadcasters, July 15). The campaign is stressing markets in Missouri and Texas. Example-Hum- mert, Chicago, is agency.

Sutton’s 12 Marlin

Fishing out of Ocean City, Md., now the leading port in the world for white marlin fishing, George Sutton, Washington radio attorney, since July 4 has landed 12 of the fighting monsters; largest weighing about 80 lbs. His is believed to be the record inidual take of this season. Mr. Sutton has his new yacht Happy Days moored at Ocean City.

Smith Bros. Co., Poughkeepsie, N.Y.

Will use spot announcements, weather, sports time signals, on about 100 stations, running from October to March, for cough drops. Brown & Tucher, New York, is agency.

Sohl-Off Co., Glendale, Cal.

With radio appropriation having been increased, on Sept. 8 it will start a 13 weeks a week quarter-hour program featuring Fletcher Wiley, commentator, on CBS Pacific Coast stations. Currently is using transmitted announcements on KDYL. Salt Lake City, KOR, San Diego, KGO, San Francisco and other West Coast stations which will continue. List of stations will also be increased during fall. Hillman-Shane Adv. Agency, Los Angeles, has account.

Stagg Beer, St. Louis

Plays to continue buying news in packages, 6 to 44 weekly periods, five to 15 minutes each. Now on seven stations in Missouri, Southern Illinois, Arkansas and Oklahoma. J. Ralph Thompson Co., Chicago, is agency.

Standard Air Conditioning, New York

Will continue its evening announcement campaign on KDKA, Pittsburgh, through BBDO, New York.

Standard Brands, New York

Will use a quarter-hour, five-a-week, daytime serial transcription program, Pastime Yarns, for Royal Yarn Powder, on WWFA, WOAI, KBRC and WTAG, through McCann-Erick- son, New York.

WEB-C

Tells Your Story In

AMERICA’S SECOND PORT DULUTH & SUPERIOR

And on the IRON RANGE IT’S

HIBBING

WH LB VIRGINIA
Stirling Coal Co., Detroit
Will use radio spot time this winter in Detroit. Agency is Charles A. Mason Adv. Agency, Detroit.

Stirling Furniture Co., San Francisco

Suer Bro's, Detroit
Using Detroit stations to promote its coal, fuel oil and gasoline business. Agency is Simons-Michelson Co., Detroit.

Superior Pant Mfg. Co., Toronto
Plans using a spot campaign in Toronto, Hamilton and Ottawa this autumn and winter. Agency is Ellis-McNielson Co., Toronto.

Superior Sea Foods Co.

Sur-Way Sales Co., Los Angeles
Currently using 18 transmitted announcements on KGER, Long Beach, Calif., for its electric hairbrush, and will increase it's Southern California coverage with additional stations starting in September, playing direct. Live talent and spot announcements will be used.

Sussman, Wormser & Co., San Francisco
Currently sponsoring the quarter-hour dramatic show, I Want a Divorce on NBC-Red network on the Pacific Coast. Plans to continue through the autumn. Agency in charge is Emil Brescher & Staff, San Francisco.

Swift & Co., Chicago
Plans full spot campaign in South, West Coast and New England for Allsweet margarine. Will use full spot announcement campaign in South for Jewell shortening. May expand present test campaign to general markets now on WHB, WDAF. KMBC, Kansas City, transcribed and live announcements in dealer campaign with names of local dealers broadcast. Agency is J. Walter Thompson Co., Chicago.

Sweets Co. of America, New York
Will start a radio test for Tootsie Rolls this fall through Franklin Brice Adv. Corp. New York, although plans have not been completed yet.

Tabex Corp., Chicago

For its insecticidal spot advertising during fall. Account has a quarter-hour twice daily disc series on WHRP and WAAAP and expects to expand the account nationally and begin a station by a vote of 49.8%.

Teegarden Products Corp., San Francisco

Plans to return to the air this fall after a summer lay-off following a nine-week series on the CBS Pacific Coast network. In all probability will increase its radio time and may use a scripted show on one of the coast networks. The agency is Robert, Constantine & Gardner, San Francisco.

Terminus Co. of So. California, Los Angeles

Radio is being considered in a regional fall campaign for its termite control. Agency is W. Austin Campbell Co., Los Angeles.

Texas Co., New York

Will start dealer cooperative campaign in September, using a 10-minute transcription series, Texaco Circle Service Hugs, once, twice or three times weekly as the dealer prefers. Agency is Buckham Co., New York.

Tillamook County Creamery Assn., Tillamook, Oregon

Off for the summer months but will return to both NBC and CBS Pacific Coast networks in the fall season. It is possible that more radio time than heretofore used will be contracted. Last season used quarter-hour participation on home economies programs. Account placed by Betts-Ford, Constantine & Gardner, San Francisco.

Cover Canada's Metropolis

with

CFCF MONTREAL

Wisely programmed—superior entertainment—world-wide sporting events—transradio news—are some of the reasons why the survey conducted by Might Research Bureau, Canadian affiliate of Ross-Federal, shows CFCF the "most listened to" station by a vote of 49.8%.

Station "A" . . . 26.8%
Station "B" . . . 15.9%
Others . . . . 7.5%

CFCF & SHORT WAVE CFCX

(IBC AFFILIATE)

Representatives:
U.S.A.: Weed & Company Canada: All Canada Radio Facilities
Tidewater Associated Oil Co.

Tivoli Brewing Co., Detroit
Now sponsoring a sports review over WJW and has just concluded a variety program over WJMC. Plans for fall not yet completed, but indications are that radio will continue to play a part in them. Agency is Mac Manus, John & Adams, Detroit.

Truly Warner Stores Corp., New York
Using announcements and sports programs on WSAI, Cincinnati, for men's wear. The company occasionally sponsors special events. Agency is Donahue & Coe, New York.

In Washington—

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Environment

Dr. Townsend Plan, Chicago
Using quarter-hour series of recital and live, WFCF, WEBQ, WQIL, with plans for expansion during fall. Burton-Keith, Chicago, is agency.

Now sponsoring the weekly quarter-hour Townsend-Townsend Radio Club on 11 California Don Lee network stations. WFCF, Chicago, has renewed Aug. 9 for 30 weeks. In addition on Aug. 10 started for 52 weeks a weekly transmitted version of that program on XEMK, Tijuana, Mexico, and XEMP, Piedras Negras. Plans to expand during fall through List Shelton Adv. Agency, Los Angeles.

John F. Tommer, Brooklyn
Using daily spot announcements on WGN for its beer. Plans for expansion. Agency is Cecil, Warwick & Legler, N. Y.

Underwood-Elliot-Fisher, Toronto
Extending autumn and winter Sunday afternoon piano recitals by Ernest Seitz, son of president J. J. Seitz, which have been running in Toronto for several years, to cover CFCF, Montreal, as well as CBL, Toronto. Agency is J. J. Gibbons, Toronto.

Union Oil Co., Los Angeles
On Sept. 8 will begin a series of weekly quarter-hour programs on Woman's Magazine of the Air of the NBC-Red network on the Pacific Coast, advertising its fly spray and glass cleaner. Agency handling the account is Lord & Thomas, San Francisco.

Union Pacific Railroad Co., Omaha
A consistent user of radio time, is using for transcriptions. Its 15-minute, twice-weekly transmitted serial, Strange As It Seems, on 15 stations nation-wide which will continue through fall and early winter. Agency is Caples Co., Chicago.

United Air Lines, Chicago
No plans for fall spot, but planning a spot campaign for next spring and summer. J. Walter Thompson Co., Chicago, is agency.

United Biscuit Co., Chicago
Using quarter-hour man-on-the-street five weekly series on WEBC with fall plans for possible expansion. Nesser-Meyerhoff, Chicago, is agency.

United Biscuit Co., Chicago
Beginning Sept. 26 will start the Lone Ranger on WTMJ and a program of announcements for Olympic, yet to be chosen. Sherman K. Ellis & Co., Chicago, is agency.

United Drug Co., Boston
Expected to conduct its usual semi-monthly one-centsale of Remedy products in October and November. Advertising the sale with five quarter-hour transcriptions Platz daily during the week of the sale on about 200 stations. Street & Finney, New York, is the agency for the account; the time is bought through Spot Broadcasting, New York.

U. S. Industrial Alcohol Co., New York
Will use some radio this coming winter for Super Pyro anti-fire. No plans will be made until late in August, according to H. M. Nussbaum, account executive of Lambert & Fensley, New York, agency in charge.

U. S. Maritime Commission, Washington
Has appointed Arthur Kudner Inc., New York, to direct advertising for the American Republic Line, operating sailings between New York and South America. Radio may be among the media used.

Utilities Engineering Institute, Chicago
Using five and 15-minute transcriptions on KEHE KFEL WWIN WIXW WWBN WYER and will expand in the fall to 50 stations. First United Broadcasters, Chicago, is agency.

Utica Knitting Mills, Utica, N. Y.
Will use spot announcements on about six stations, through John Thomas Miller, New York.

Univex Camera Co., New York

U. S. Rubber Co., New York
Has no radio plans at present, but may use an announcement schedule. Agency is Campbell-Ewald Co. of New York.

Vadsco Sales Corp., New York
In addition to its Mutual and Yankee network program, the company will use, for Quinlax cough syrup, a few stations or transcription of the program. Network and spot stations will total 26. Lawrence & Blocker Adv. Agency is in charge.

Vick Chemical Co., Greenbush, N. C.
For its cough-drops, the company will use the announcements on about 80 stations, through Morse International, New York.

Vocalion Service, Glendale, Cal.
Used spot announcements and quarter-hour programs on a group of stations nation-wide and will increase its coverage in fall with an extensive spot program. Agency is R. H. Alber Co., Los Angeles.

Wade-Kornor Laboratory Co., Plainboro, N. J.
Continues its announcement campaign for Mazine, on NAC, Boston, for acidophilus milk, placed through Young & Rubicam, New York.

Maurice J. Walsh Ltd., Toronto
Starts in September transcription series for Roman Powder, but plans for fall to use radio on Dominion-wide selected stations for its diamonds. Agency is MacLaren Adv. Co., Toronto.

Wander Co., Chicago
Will use spot on 14 stations as it did last year to supplement its Little Orphans Annie program on NBC-Red network for Ohio Valley. Blacket-Sample-Hummert, Chicago, is agency.

Ward Baking Co., New York
Testing on WJZ, New York, five days a week, a serial, Jeeves, which may be expanded to XRC-Blue network. A few stations will carry transcriptions of the program. Agency is Sherman K. Ellis, New York.

Weco Products Co., Chicago
Tentative plans include fall spot. J. Walter Thompson Co., Chicago, is agency.

Wesson Oil & Snowdrift Co., New Orleans

Participating on WOR's Martha Denne program five days weekly; will continue the fall and may use a weekly promoting program for the fall. Agency is Calkins & Holden, New York.

West End Brewing Co., Utica, N. Y.

Western Casualty & Protective Assn., Los Angeles
A heavy user of spot announcements during 1937. Using no radio at present, but plans for next fall are not completed. J. Walter Thompson Co., Los Angeles, has account.

W. B. G. Oil Clarifier Inc., Kingston, N. Y.
Will use five, ten and 15-minute spots on about six stations this fall for oil filters, through Willard G. Queens Adv., New York.

White King Soap Co., Los Angeles
Will continue its three-weekly transmitted program Lady Courageous on 10 stations nationally, having reviewed its plans for 13 weeks effective July 8, with an additional 13 weeks option. Agency is Barnes-CHASE Co., Los Angeles.

Willard Tablet Co., Chicago
Plans fall spot campaign on 40 stations in South and Midwest using five 10-minute spots. Plans are being made for WTMJ and KDKA with fall plans for spot on 30 stations on a national basis. John H. Dunham Co., Chicago, is agency.

Windsor House Ltd., Hollywood
Will use participating and women's programs in a regional campaign for its toiletries. List of stations and starting dates and activities has not been decided. Alvin Wilber Adv., Los Angeles, has account.

Workman Packing Corp., San Francisco
Using spot announcements over scattered stations in the West but plans to increase its radio expenditure in the fall and may use a network program on the Pacific Coast. Agency: Tomasevich-Elliot, Oakland.

Rudolph Wurlitzer Mfg. Co., N. Tonawanda, N. Y.
For its musical instruments and courses in musical instruction will use a series of quarter-hour disc specials on WMAQ, Chicago, Aug. 15 with possibility of expansion. Schwimmer & Scott, Chicago, is agency.

WYADAMS HOUSE
HAY-ADAMS HOUSE
SIXTEENTH AT STREET NW
WASHINGTON, D. C.

They're tuning in WAIL in Atlanta
IT'S A HABIT!
Atlanta listens to WAIL, Newscasts every hour on the hour. Available for sponsorship.

WAIL ATLANTA

2 STATIONS FOR THE PRICE OF 1

• NBC—Red or Blue added without any other station
• KFPY—Spokane
• KXL—Portland
• KRSC—Seattle

Member Pacific Northern Coverage Group

WAVING GOOD-BYE TO THE OLD RADIO BROADCASTING • Broadcast Advertising

Page 72 • August 15, 1938
KVOO and WAPI Now on Full-Time Directive Service

Special Programs Mark Event in Tulsa and Birmingham

INAUGURATING a new experiment with directive antenna arrays, designed to suppress multipath interference, KVOO, Tulsa, and WAPI, Birmingham, on Aug. 9 began full-time operation on the 1140 kc. channel, under special FCC authority. The event occasioned elaborate dedicatory programs in both cities.

The Tulsa event proved the occasion for a celebration attended by Oklahoma notables and important figures in broadcasting. Striking tribute was paid to William G. Skelly, Tulsa oil magnate and philanthropist, who owns the station, and to William B. Way, its general manager. KVOO, 25,000-watt NBC outlet, began its 18-hour per day operation after a number of years of part-time performance at night and simultaneous daytime operation with WAPI, CBS 5,000-watt outlet.

Lauded by Sykes

In a letter of congratulation to Mr. Way, E. C. Sykes, FCC acting chairman, said: "I very well remember in the early days of the Radio Commission we authorized synchronous operation at night of these two stations (KVOO and WAPI). Had we known then what we do now about directional antennas, I am sure that experiment could have been made a success. I am delighted that the listening audience of these two stations will now have the benefit of continuous programs both day and night."

In a one-hour dedicatory program over the air, NBC President Lenox R. Lohr praised the service of KVOO and also used the occasion to reiterate the right of "freedom of the air." He said:

"It is only by the jealous guarding of these rights that advances such as KVOO celebrate, and are made possible," he said. "And we must continue to guard them if our form of government is to survive."

Radio in America is not a channel for propaganda, the American audience is not compelled to listen to one program, dictated by a Government agency. The listener has the right to select any of the wealth of programs offered by the greatly competitive system of American broadcasting. The thumb and forefinger on the dial become a censor that, in some instances, corrects the commercial system of broadcasting, cannot be disregarded. We could not long remain a free people if these fundamental rights were nullified. Our form of government demands freedom of expression for survival."

A message of congratulation from NAB President Neville Miller was read by the network's official announcer, Ed Kirby, NAB publicity relations director. Also present on behalf of NAB was Philip G. Loucks, Washington attorney and counsel to the Association.

During the evening's ceremony brief addresses were made by a score of radio executives. Among those present were Niles Trammell and William S. Chilcote, NBC vice-presidents; Edgar T. Bell and Gayle Grubb, WKY, Oklahoma City; Harold V. Hough, WBAP-KGKO, Fort Worth; James Mooney and Martin Campbell, WFAA, Dallas; Arthur E. Church, WOR, New York City; Edward Pety, Edward Pety & Co., station representatives; Herb Hollister, KANS, Wichita; Marcelius Murdock, publisher, Wichita Eagle and general manager; KFH; Ed Zimmerman, KLRA, Little Rock, Executives of KTUL, Tulsa, including William T. Gillespie, general manager, also were present.

Mr. Skelly, in his address over the network, inadvertently alluded to "KVOR" (Colorado Springs station) owned by the Oklahoma Publishing Co. interests operating WKY, Oklahoma City. Afterward he told his "live" audience that the "slip" was intentional, since he desired to show program to his contemporaries. Several succeeding speakers jokingly alluded to the inadvertence.

The Tulsa Tribune published a special edition Aug. 9 devoted to the KVOO dedication.

WAPI DEDICATES its new studio and antenna Aug. 6. Here is Hugh A. L. Half, president and general manager of the station, speaking during dedicatory program over Texas Quality and NBC-Blue networks.

New San Antonio Plant Is Dedicated by WOAI

AN OVERALL 10% salary increase was granted to announcers employed by NBC in New York for sustaining programs under the terms of an agreement signed Aug. 12 by NBC and American Federation of Radio Artists. The contract calls for a 40-hour five-day week, with minimum salary of $250 monthly for senior announcers and a graduated scale of from $110 to $178 monthly for junior announcers, network to make pro-rata deductions for time within this period taken for commercial work. The contract calls for sick leave and vacations in line with regular network policy by contract of disputes, although NBC reserves the right to hire and fire as it sees fit, subject only to state and national laws, and contains a no-strike clause. Signing of this contract, which does not touch on commercial fees, and which affects only announcers at NBC in New York, permitted the four-city singer-actor contract signed by NBC and CBS with AFRA last month (Broadcasting, July 15) to go into effect Aug. 14.

Gala Inauguration Staged by WAPI

WAPI, Birmingham, celebrated both the inauguration of full-time operation and its 16th anniversary Aug. 9 with a special program from the stage of the Alabama Theater before a packed audience. A half-hour of the show was relayed to CBS, including an address by Rep. William Bankhead, Speaker of the House of Representatives, who read a message from "Jim Bludsoe" to prove that his daughter Tallulah was not the only talented member of the family.

Three thousand persons in the audience joined with Stanleigh Malloite, one of the singing favorites of the South. Speaker Bankhead was introduced by his daughter, speaking from CBS studios in Hollywood. Oliver Naylor's band provided the music.

The technical and directional antennas under a recent FCC grant now operates full time on 1140 kc., which is an additional shared night with KVOO, Tulsa.

Signs 1939 Baseball

KELLOGG Co., Battle Creek, Mich., will sponsor baseball games on WBBM, Chicago, during the 1939 season. J. Walter Thompson Co., Chicago, is agency. The games, which were jointly sponsored this season by Soony-Vacuum and General Mills (Wheaties), will include the home games of the Cubs and Sox and broadcasts from the wire of games away.

Radio Service Stations

THE AUTO radio listener is now receiving service from gasoline stations long distances from his home. J. H. Weed, president of Weed & Co., station representatives, has discovered through a recent survey of the motoring audience. Along with water, air and road data, service stations now sell toll tickets which stations can be heard best in the areas they will cross. Some of the companies are printing station logs on their sectional road maps.

NBC to Resume Video

NBC reports that work on W2XBS, its experimental television transmitter, atter the Empire State Building in New York, is progressing satisfactorily and that the network's experimental video broadcasts will probably be resumed before Sept. 1.

HARRY G. KOSCH, general counsel for Allied Theatres of New York, is preparing an anti-ASCAP bill similar to that of Joseph Warington, for introduction before the New York City Legislature. The measure would pay ASCAP a per-seat fee for the right to perform copyrighted music, Mr. Kosch says.

KYTV, Twin Falls, Idaho, is expected to be linked by Oct. 1, when lines can be brought into that city. The 1400 kc. station also owned by O. P. Soul, of Salt Lake City, was linked to NBC last March.

room so engineers can watch from one point. During the dedication day some 4,000 visitors inspected the new facilities of WOAI.

BROADCASTING • Broadcast Advertising

August 15, 1938 • Page 73
Label Contest
KSFO, San Francisco, has started a contest among the station's 55 employees for package tops, labels and sales slips proving purchase of sponsors' products and services. Whoever produces evidence of the biggest dollar volume of purchases of the station's advertised items wins a first prize of $5. Runners-up win $5 and $2 respectively.

The Joy of Pets
SNAKES dominated a program Aug. 4 on WICA, Ashtabula, O., when representatives of the Cleveland Reptile Society broadcast on the station. Robert T. Jones, president of the group, along with his wife and son, told about the fun folks can have with cuddly little crawlers.

Malone's Epic
WITH LISTENERS submitting verses, an epic poem based on the history of the United States is taking shape under the guidance of Ted Malone as a feature of his Between the Bookends program on WOR-Mutual. Mr. Malone, who suggests subjects to his listeners, is shaping the work to follow the course of American history. Employing a simple meter, clay to follow, he hopes to build up the epic at the rate of about four stanzas a week into the world's longest poem.

On the Range
SHOOTING MATCH, with a dozen semi-pro riflemen competing, is sponsored each Sunday by KYOS, Merced, Cal., and described by Manager Johnnie Crews. Riflemen, sponsored by manufacturers, in each community at a cost of $5 per broadcast, compete for prizes offered by KYOS.

Reports From Resorts
BIDDING FOR tourist business, a vacation-bound young motor up Minnesota's North Shore, discussing scenic beauties and advantages of sponsoring, road route on the weekly quarter-hour, North Shore Travologue, of KDAL, Duluth.

Kiwanis Leisure
DOWNTOWN Kiwanians of St. Louis recently took over At Your Leisure, KMOX program devoted to spare time hobbies of St. Louis people. Kiwanians now dig up scripts and speakers for the feature.

Rural Quiz
AGRICULTURAL quiz, A Case of Questions, on KMOX, St. Louis, Saturdays, brings together teams from Missouri and Illinois rural communities to compete for cash prices. Charlie Stoecky, KMOX farm editor, conducts the program. Prizes are also given for questions.

For the Blind
BLIND artists are featured on The Seeing Blind, an half-hour daily program on WHIP, Hammond, Ind. The series is a variety show produced and given by blind artists under the direction of Mila Baker. It has created a strong listener following, according to WHIP.

L.Q.'s of Co-Eds
I. Q. TESTS for college co-eds were featured on the broadcast by KRLD, Dallas, of the annual A. Harris College Co-Ed Week and Fall Style Fengue for the Dallas department store. Howard Bogarte, KRLD announcer, questioned 12 Dallas co-eds on colleges and college life, in an interview of three at each of four programs during the week, the girls vieing with a dozen outsiders. Each of girls' written prizes, with final contest between all winners on day of the annual Full Style Review.

Which College?
TO HELP parents solve the problem of where to send their sons and daughters to college, two students from different colleges will be interviewed daily the week of Aug. 22 during Feature Foods, a participating morning series on WGN, Chicago. Helen Joyce and Martha Crane will conduct the interviews with students from girls schools, boys schools and coeducational colleges.

Mike Takes the Farmer
TOUO IN North Dakota with his portable transcription equipment, Earl Hodgson of the North Dakota Agricultural College extension service records programs on visited farms, telling of farm development and crops, for the daily Man in the Country feature of WDAY, Fargo.

Month of Drama
NEW technique in dramatic production is that of The Story of the Month, a five weekly series quarter-hour morning series on NBC-Blue originating in Chicago. The show will present a serialization of a drama lasting just one month from beginning to end. Original romances, comedies, mysteries and adventure serials will be presented in succeeding months, the vehicle for August being "This Is Sylvia" by William Meredith. Wynn Wright will direct the series and a different cast will be used each month.

Hope for the Heartbroken
DR. ERNEST R. TRATTNER, author and lecturer, is conducting Something to Live For, new series devoted to "those people, who, despite disappointment and heartbreak, have found something to live for," according to WMCA, New York, which broadcasts the half-hour programs each Saturday evening.

UPS AND DOWNS of this broadcast business came out recently when KDYL, Salt Lake City, originated a coast-to-coast NBC broadcast, with shortwave pickup by Myron Fox direct from the high wire on which Billy Crowson balanced and played an organ 200 feet above Main Street during "Covered Wagon Days," July 22-25, AND when WHIS, Bluefield, W. Va., re¬moted from a Pocahontas coal mine an interview between Announcer Ed Kitts and John J. Lincoln, president of the Pocahontas Operators Assn., with Chief Engineer Pat Flanagan handling the pick¬up.

For specialized and intimate approach to the foreign residents

THE answer is WBNX "the answer is WBNX."

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

BUILT TO BUILD GOOD WILL

LEHIGH VERTICAL RADIATORS

Lehigh Vertical Radiators in operation throughout the world have proved their durability and efficiency. Whatever your requirements and efficiency, Lehigh's years of experience in manufacturing and fabricating are of valuable assistance, when contemplating a new system.

Radio Division
Lehigh Structural Steel Co.
17 Battery Place New York, N. Y.

Illustrated: 100-ft. Shure-Red Lehigh antenna at WLAW, Lawrence, Mass.

Are your sound effects up to standard?

A complete, quality catalog of unuplicated Sound effects discs, finely recorded from life and released on quiet, unbreakable Victrola discs. Preferred by leading networks and studios throughout the world. Writes for catalog.

Standard Radio
180 N. Michigan Avenue, Chicago

BROADCASTING • Broadcast Advertising
WHO'S BEING MISQUOTED?

Quotations
by the studio orchestra, directed of soloists, teams and groups identifying any subject except law, anywhere in the United States. WOAR, New York City, moved into its new modernistic studios at 117 W. 46th St. in early August, occupying four studios, one of which will accommodate an audience of 100. At the same time it announced plans for its University of The Air programs this fall, to include debates, forums, symposiums, interviews, musicals and dramatizations of an educational character. WOR joins the farm parade Aug. 15 with the inauguration of Voice of the Farm, a new Monday and Friday 12:15 p.m. series to be handled by Everett Mitchell as m.c., with authorities on farming as guests.

KORG, Portland, Ore., announces a new rate card (No. 9) with several adjustments effective Sept. 1. New rates quote evening quarter hours at $6.00, evening five-minute spots at $5.00, daytime quarter hours at $2.50, and daytime five-minutes at $2.75. KORI quotes onetime rates only and does not offer frequency discounts.

WROK, Rockford, Ill., has established a remote studio in the Smith Bldg., Freeport, Ill., a community of 25,000 just 29 miles away. Full-time lines were installed and WROK is now carrying about three hours a day from Freeport; according to Lloyd Thomas, WROK manager. Mrs. Beza Stas, formerly with WLC, Chicago, is in charge of the Freeport studio.

Cooperating with the Washington Police Department, WRC, Washington, carries a daily missing person bureau at 12 midnight, listing names and descriptions of persons reported as missing to the police. The new service supplements the previous arrangement under which WRC made announcements upon request of the police department.

CALL letters CFOS have been assigned to Howard Fleming of the Olsen Sound Sales-Times, Olsen Sound, Ont., for a 100-watt station to operate on 1370 kc.

KSFO, San Francisco, has signed with International News Service for its releases for news periods. A series of new broadcasts will be launched on the station before the end of the current month, it was stated.

WHFV, Rock Island, Ill., will hold its third annual softball tournament Aug. 21, 22 and Sept. 4 under the direction of Ray Johnson. Sponsored by the station, the tournay has attracted teams from towns in the area, and a winning team will be given an all-expense trip to Chicago to see a major league game.

KATE, Albert Lea, Minn., has established its own Twin City offices in the Rand Tower, Minneapolis, with Allene R. Grimes in charge.

NEW PORTABLE PLAY-BACK

See Your Dealer or Write

SOUND PROJECTS COMPANY

3140 W. Walton St. • Chicago

KGFW Dedicates Studio

KGFW, Kearney, Neb., recently transferred to new ownership and management, on Aug. 9 dedicated its new studios in Kearney and on Aug. 10 opened new remote studios in Grand Island. Studios are equipped with RCA apparatus and new transmitter is a Collins 300F. William Baker is now manager of KGFW, having succeeded Clark Standfor, former half owner who sold his interest to R. H. Dryden. The other half is owned by Mrs. Hugh Brown, wife of the late publisher of the Kearney Daily Hub. The station staff includes Emma Baker, program and continuity director; Walter Ely and Lee Gustafson, engineers; Al Brown, Gray Sterling, Harley Hubbard, Ray Harrison, B. Bone, J. Kahn and Bob Minnick, announcers.

JEWISH ADVERTISING

If you are thinking about

Think of

WLTH

NEW YORK

Jewish Market Merchandising Information Service

'Any Mortgages' You Say?

-What's Them?

Here in this fertile Red River Valley, our average farmer is too prosperous to know much about mortgages and such. His farm lands and buildings are worth 33% more, on the average, than those in the rest of the West North Central area [§927.18 as against §695.62]! And he's got cash to pay for anything he wants!

WDAY is the ONE station that serves the entire, rich Red River Valley—and the only chain station within 100 miles! . . . Why don't you send for the whole WDAY story?
Moody MBS Series

MOODY BIBLE INSTITUTE, Chicago (religious), will start a half-hour Sunday afternoon series Sept. 25, 2-2:30 (EST), on seven Mutual stations, with the program originating at WMBI, Chicago, by the Institute. The series will feature Dr. E. H. Terry, president of the Institute, and music of student chorus. Stations are: Chicago's WMJF, St. Louis's KFIL, Minneapolis's WABE, Milwaukee's WSLK, Columbus's KLII, Chicago's WMBI, and Philadelphia's WDRE. Station list may be expanded during the fall. Agency is Crichton & Co., Chicago.

Farnsworth Shows Visual Equipment

Demonstration in Los Angeles

The LATEST advancement in television as developed by Farnsworth Television, was demonstrated in Los Angeles Aug. 3 to scientists, capitalists and the press. George E. Everson, secretary, and for 12 years active in the firm's progress, put on the demonstration at 214 S. Vernon Way, that city, in the studios of Television Inc. It was similar to that staged by Farnsworth in Philadelphia some months ago.

The Farnsworth equipment, manufactured in San Francisco and brought to Los Angeles for the demonstration, made pickups from both live and inanimate subjects. The pictures, each consisting of 441 lines, were transmitted at the rate of 30 per second. Direct transmission brought a clearly defined reproduction to the receiver's 9x12-inch screen. Pictures were clear, with a black and white-gray-tone background. Everson also was televising the game made by Farnsworth since the first experiments in Los Angeles 12 years ago. Only one camera was used, precluding an unbroken continuity of action.

Says 50 Miles Is Possible

While the Los Angeles demonstration was around 75 feet, Everson declared that similar quality and definition could be obtained over distances up to 60 miles from a transmitter. He said that German scientists are utilizing Farnsworth patents and are making remarkable progress in quality. He stated that German engineers have achieved a 700-line image televised on a screen 6¾ feet square and that their progress is far ahead of that in England.

Mr. Everson indicated that commercial television in the United States is only awaiting authorization by the government. He also claimed that scientific television is practical and technical so far as broadcasting is concerned. Everson expressed the belief that the next nine months will see very definite activity in the commercialization of television.

"I believe that in five years television receivers will be as common as radio receivers are now," he added. Everson expressed the opinion that the first receivers, with a 9x12-inch screen, will retail for from $550 to $450. Smaller models, with a 6x8-inch screen, will cost about $200.

Two Way Communication

Inter-office, remote studies, office to office, house to suburbs, Hundreds of other uses. Simple to install. Any number of 'phones on same circuit. Microphone Division UNIVERSE MICROPHONE CO., LTD., 434 Warren Lane, Islington, Calif., U.S.A.
Ultra-High Bands

Grant Extension

FCC Order Covers Services in 30,000-300,000 kc. Class

Allocations in the ultra-high frequencies from 30,000 to 300,000 kc. to specific services, including the various broadcast stations, were extended from Oct. 13 to April 13 by the FCC on Aug. 2. Exempted from the extension were noncommercial educational broadcast stations which already have received allocations as of Oct. 13, and emergency service stations, including municipal and state police, marine, fire and forestry.

Insofar as allocations to broadcast stations operating below 60,000 kc. are concerned, such as two television channels, relay broadcast stations facsimile and high-frequency broadcast stations, the six-month postponement order does not definitely mean that allocations to these services will not be affected prior to the new date. The Commission is favorably disposed to allocations any time it is ready to those services but it has until the new April date to do so if it requires that time.

Dispute Over Ultra-Highs

Virtually all of the present broadcast services, such as relay, facsimile and high-frequency broadcast (both frequency modulation and broadcast) are in the band below 60,000 kc., along with the noncommercial educational stations. Above 60,000 kc. there are five television bands of 6000 kc. width, relay channels for pack relay transmitters and other experimental broadcast operations. These are in the band from 60,000 to 105,000 kc. In the bands above 144,000 kc. to 300,000 kc., where a number of experimental television services were tentatively allocated, some dispute has developed and it was largely because of developments at the June 20 ultra-high frequency hearings with regard to these frequencies that the six-month postponement was decided upon.

It was pointed out the action will permit more time to consider the record of these revised allocations and will allow the FCC to work out allocations on a more orderly basis.

Insofar as the order relates to services other than the emergency service and non-commercial educational broadcast stations, which are allocations as of Oct. 13, the order will provide:

1. Extension of existing licenses of all general experimental services which authorize the use of any frequencies above 30,000 kc. until 3 a.m. (EST) April 13, 1939, permitting operation in exact accordance with the existing Rules and Regulations governing the operation of stations in the Experimental Service.

2. Requirement that all stations operating with frequencies between 30,000 and 60,000 kc. do so upon the additional and express condition that no interference shall be complained to stations of these frequencies from the emergency service or non-commercial educational broadcast bands.

THE LATEST IN TRANSMITTERS

New KNX Plant Includes Innovations, Building Has Expansion Joint for Quakes

WITH formal dedication of the new $350,000 KNX, Hollywood, transmitter in Columbia Park, Torrance, Cal., tentatively set for Sept. 10, CBS West Coast headquarters will be the most modern and complete radio plant in the world, according to Donald W. Thorough, vice-president in charge of the network's Pacific Coast operations.

"The new CBS facilities in Southern California represent an investment of approximately $2,000,000 and incorporate all the most recent radio discoveries," Mr. Thorough said. "We are elated to be able to place the new transmitter in operation so soon after dedication of our new Hollywood studios at Columbia Square. They give us now the only complete new broadcasting station throughout in the world."

Located four miles from the Pacific, on land which the King of Spain granted in 1788 to Juan Jose Diminguez, one of the early Cali-

fornia Dons, in 1875, the Torrance City Council designated the 37-acre transmitter site as Columbia Park. The white and red concrete building resembling in exterior design a swank country club, sits back from the highway approximately 20 yards, facing a lawn landscaped with trees and flowers. Some hundred yards to the rear of the building is the 490-foot Ideco vertical radiator, built by International Derrick & Equipment Co.

Quake Resistant

The transmitter structure is built in two sections, separated by a six-inch expansion joint, and will withstand a far greater lateral shock than has ever been recorded, according to James Middlebrooks, CBS in Angeles.

The building, designed to be earthquake-proof, rests on a solid concrete foundation. A copper mat of 150,000 feet of wire at the foot of the mast aids the conductivity of the radio waves. At the top of the tower is a beacon which flashes 30 flashes per minute, and which, on a clear day, is visible 20 to 30 miles. Other safety lights are provided for the six guys which support the tower, and all beacons are automatically illuminated by a photoelectric cell when visibility becomes insufficient.

Every precaution has been taken for the safety of the employees and visitors. Every piece of metal in the building has been grounded. Each door leading to live power has been equipped with both an automatic electrical and a mechanical switch, which grounds the power. A safety fence approximately 50 yards in diameter has been erected around the base of the tower.

The entire transmitter building is of functional design and includes the most recent developments in radio science, such as the negative feedback, which reduces harmonic distortion and carrier hum to a minimum. The transmitter, Middlebrooks predicts, will operate at 75% efficiency, as compared to 26% for the average plant.

The 490-foot Ideco tower is constructed to withstand lateral earth shocks, and winds of 120 miles per hour. It is a uniform cross-section, guyed, vertical steel tower, supported by a porcelain insulator base on a concrete foundation. A copper mat of 150,000 feet of wire at the foot of the mast aids the conductivity of the radio waves. At the top of the tower is a beacon which flashes 30 times per minute, and which, on a clear day, is visible 20 to 30 miles. Other safety lights are provided for the six guys which support the tower, and all beacons are automatically illuminated by a photoelectric cell when visibility becomes insufficient.

TO BUILD its new transmitter plant, KNX, Holly-

wood affiliate of CBS, will spend $350,000 to construct a new $350,000 complex. It is to be dedicated Sept. 10 and is the latest unit in CBS's Southern California facilities. Equipment is RCA throughout. The 490-foot Ideco vertical radiator, designed to withstand lateral earth shock and 120 m-p-h wind, was built by International Derrick & Equipment Co. of Cal.

DuMont Video Interest Acquired by Paramount

For Movie Experiments

INTEREST which motion picture producers have consistently shown in the development of television took tangible form last week when Barney Balaban, president of Paramount Pictures, announced that this company has arranged to purchase an interest in Allen B. DuMont Laboratories and to advance funds to this company for further experiments in video broadcasting.

The DuMont organization, which has been manufacturing cathode ray tubes for use in scientific instruments and especially in television cameras and receivers, last May demonstrated model video receiving sets to the public in a New York department store, picking up one of NBC's experimental television broadcasts. DuMont also has an application before the FCC for a television transmitter for experimental use in the New York metropolitan area.

Details of the arrangement between Paramount and DuMont were not available. All requests for information at Paramount were referred to Paramount, which refused to augment its official announcement. In answer to direct questioning, however, Paramount's general counsel told Broadcasting that the step was "to allow Paramount's picture and theatrical technique to be applied to television whenever and however this new entertainment medium develops." It was also disclosed that Paramount is extremely interested in the possibilities of sight broadcasting as theatrical entertainment, with paid audiences viewing televised plays or sports events in the area.

The only other film producing company to have a television affiliation is RKO Radio Pictures, a subsidiary of RCA and hence allied with the experiments of that company and NBC in the manufacture and use of television broadcasting equipment. Warner Brothers Pictures is a major stockholder in Pacific Telecasting, a broadcasting company, but this organization so far has devoted its attention to sounding without entering into the sight transmission field.

THOS. LIEEMING & Co., New York

(Bayard Benge, Producer-Location)-

on Oct. It will start a musical program on WBAI, New York, featuring Richard Maxwell. The program will be heard Tuesdays, Thursdays and Saturdays at 9-10 a.m. through Wm. Eddy Co., New York.
Listseners will be asked to fill in questionnaires giving their opinions and reasons for their votes. While the Chautauqua audience is probably above the national mental average, similar tests will be made at the Trenton State Fair, among the Atlantic City crowds and, next winter, in Canada. In the first work of the kind the organization has done, and these early tests are preliminary to the big job at the World's Fair, where your responses will be equipped to canvass the public's tastes in radio.

$\textbf{WNYC Probe Delayed}$

\textit{LEGAL complications arose to postpone the questioning of Norris Novik, director of WNYC, New York, by the City Council, following charges that the station has broadcast "Communist propaganda" [\textit{Broadcasting}, March 15]. Mr. Novik was served with a summons to appear before the Council's special committee on Aug. 10, but counsel for the city contends that the committee can do nothing without the approval of the Mayor and, pending settlement of this question and of the Mayor's approval, the hearing has been postponed. When Mr. Novik appears, other witnesses called will include James R. Angell of NBC; Alfred J. McCooker, WOR; William S. Paley, CBS; P. A. Willis, CBS; Walter Neff of Neff-Rogow, and other radio executives.}$

\textbf{CONSENT DECISION ON WMCA REACHED}$

\textit{IN A CONSENT decision made public Aug. 3, the National Labor Relations Board issued an order against the Knickerbocker Broadcasting Co., (WMCA) New York, pursuant to a stipulation entered into April 21 by counsel for the company, the NLRB, and the American Guild of Radio Announcers and Producers. The agreement, which settles charges of unfair labor practices filed by the union several months ago, provides that Knickerbocker Broadcasting Co.:}

\begin{itemize}
  \item Cease discouraging membership in the Guild or any other labor organization and in any other manner interfering with or restraining, or coercing its employees in the exercise of their rights under the National Labor Relations Act.
  \item Offer reinstatement with back pay to three employees, as follows: James P. Clemenger, \$214; Richard Blayne, \$885; and Anton Leiber, \$885.
\end{itemize}

\textit{Upon request, bargain collectively with American Guild of Radio Announcers & Producers as the exclusive representative of all announcers, production employees, and assistant directors in respect to wages, hours of employment, and other conditions of employment.}

\textit{Post copies of the Board's order in conspicuous places throughout its plant for 30 days.}$

\textbf{AS THEY did at their last two conventions, officers and spokesmen of the National Association of Music Merchants and the National Piano Manufacturers Association, meeting in Chicago the first week in August, again reported that the music business is good and that radio has proved a spur to appreciation of music and is helping sell instruments.}
_of the adjusted programs, the instrument
signed to Hollywood song
BERT simile and television.

signal stations and
Hood Dell in
neers
the New York
address
directional
A

BROADCASTING

lc,

, especially designed for musical programs, the instrument can be
adjusted to pick up sound from all
directions or from the front and
back with the sides dead, or
from the front only. Mr. Poppele also
gave the students a brief history of the engineering side of broad-
casting from the early days to the
present, explaining why the K and
W call letters came to be assigned
to all U. S. stations, how the di-
rectional antenna was developed
to avoid interference of high-powered
stations and to lay down a strong
signal in a station's major market
area, and glimping into the future
of such recent developments as fa-
simile and television.

BERT KALMAR and Harry Ruby, Hollywood song writers, have been
given the right to do a series of short music
productions for the Buds & Alle series scheduled to start Sept. 30
on 97 CBS stations under sponsorship of Liggett & Myers Tobacco Co. (Ches-
terfield). John P. Molbury, Harvey Helen and William Burns, writers on
previous Burns & Allen sponsored programs, have been given the
new series.

WHHC, Canton, O., applied to the
FCC Aug. 6 for modification of its
CLP to replace present composite equip-
ment with RCA 550-watt equipment
throughout, including new transmis-
sion and 450 ft. vertical antennas, and
to move the transmitter to Hills &
Dailes Road, just outside Canton.

PROFESSIONAL DIRECTORY

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

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

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NATIONAL 7787

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Planning Equip-
ment, Field Strength Surveys, Station Location Surveys.
280 E. 149 St., New York City

ROBERT S. RAINS
Special Consultant
Consulting Engineer
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

BROADCASTING • Broadcast Advertising
August 15, 1933 • Page 79
DIGESTS

FEDERAL COMMUNICATIONS COMMISSION

AUG. 2

MISCELLANEOUS—WCAO, Baltimore, granted to be

owned by Chicago Tribune-Manila Press. WCAO, granted
new license for CP new station 1600 kw.

Frank, New Bern, N. C.: New

Greenville Bect, Co., Greenville, N. C.

WMEC, Augusta, Ga., granted extension of temporary
license for CP new station.

KAJA, Rawlins, granted extension for CP.

KLYM, Grants Pass, granted extension for CP.

WKG, Galveston, granted extension for CP.

WOKS, New Orleans, granted
extension for CP.

WOMA, Chester, granted extension for CP.

WJW, Cleveland, granted new license for CP.

WPLP, Des Moines, granted extension for CP.

KIPB, Reading, Pa., granted extension for CP.

KFI, Los Angeles, granted extension for CP.

KCMO, Kansas City, granted extension for CP.

WABM, Washington, granted extension for CP.

WFDJ, Jacksonville, granted extension for CP.

WQAM, Miami, granted extension for CP.

REALIZATION—J. A. Henry, granted license for CP.

KQW, Portland, Oreg., granted
license for CP.

WJPN, Bridgeport, Conn., granted extension for CP.

AUG. 3

NEW, Martin R. O'Brien, Aurora, Ill., granted license for CP.

NEW, Cumberland Bect, Co., Fayettevil-

le, N. C., granted license for CP.

NEW, Harry M. Avera, Atlanta, Ga., granted
license for CP.

KBTM, Jonesboro, Ark., granted
license for CP.

SET FOR HEARING—NEW, Spring-
field Bect, Co., CP 1510 kw.

w unin.; NEW, James B. Brody, Sumter,
S. C., CP 1510 kw.

NEW, Andrew M. X., CP 1510 kw.

NEW, Portland, Oreg., CP directional change.

AUG. 4

NEW, Portland, Oreg., CP.

KBTM, and Grant, CP directional change.

AUG. 5

MISCELLANEOUS—NEW, Teama Bect, Co., CP 1250 kw.

NEW, and dropped petition for pro-

test: WBT, Richmond, Va. name; WBNJ, dropping CP.

NEW, and dropped petition for pro-

test: WREH, Indianapolis, Ind. license application.

NEW, TWX, and dropped petition for pro-

test: WHK, Kansas City.

AUG. 6

NEW, Buffalo, CP 580 kw.

NEW, Bernard Goldenberg, granting
license for CP.

W-CN, New York, CP.

AUG. 7

NEW, South N, CP.

AUG. 8

NEW, and dropped petition for pro-

test: WRC-AM, CP.

AUG. 9

MISCELLANEOUS—WTCN, Minne-

apol., granted CP change equip. KDKA, Pitts-
burgh, granted license for CP change equip. KLIM, La Grange, granted CP.

AUG. 10

MISCELLANEOUS—NEW, Eugene

Dean, Dallas, granted without prejudice app., honorable ref.

lic. CP 1500 kw.

NEW, Voice of B., Chicago, granted
licensing for CP.

NEW, and dropped petition for pro-

test: WGBH, Boston.

NEW, Larry Rhine, San Francisco.

NEW, W. G. Miller, Chattano-ga.

KBTM, and dropped petition for pro-

test: WJW, Cleveland.

KIRC, Lincoln, granted extension.

Charles L. Jaron, Fergus Falls, Minn., granted extension.

KPRC, Houston, granted extension.

Simul-

trans., New York.

NEW, Michael J. Matthews, Janesville, Wis., granted
license for CP.

VHF, Raleigh, granted extension.

NEW, Macys, plugged for CP.

NEW, Frank P. R., denied "right.

KIF, for CP.

grant.

AUG. 11

MISCELLANEOUS—NEW, Herbert B.

Wooten, pres. and owner of WREC, granted
license for CP.

KFOG, San Diego, granted extension.

KCIW, Kansas City, granted
license for CP.

KCLIP, Galveston, Tex.

AUG. 12

MISCELLANEOUS—NEW, Kansas

City, granted license for CP.

KFAQ, Fort Smith, Ark., CP increase to 15 kw.

KFWI, Fort Worth, Tex., CP increase to 15 kw.

KPER, Portland, Or., CP.

KDKD, Dubuque, granted
license for CP.

KJAC, Chattanooga, granted
license for CP.

KPBW, Minneapolis, granted
license for CP.

KXPN, Portland, Oreg., granted
license for CP.

KDFW, Dallas, granted extension for CP.

KXTL, Hollywood, granted extension.

KFAZ, Phoenix, granted extension.

KXIC, Des Moines, granted extension.

KXIP, Idaho Falls, granted extension.

KXLR, Lewistown, Mont., granted CP.

KWA, New York.

KXAK, Klamath Falls, granted CP.

KXAL, Fort Worth, granted CP.

KXAS, San Antonio, granted CP.

KXBB, Coffeyville, Kans., granted CP.

AUG. 13

MISCELLANEOUS—NEW, Chance

City, granted license for CP.

NEW, Houston, granted license for CP.

KXDN, Dallas, granted license for CP.

KXHD, Houston, granted license for CP.

KXIF, Fort Worth, granted license for CP.

KXIE, San Antonio, granted license for CP.

KXIC, Des Moines, granted extension.

KXIR, Klamath Falls, granted
license for CP.

KXKL, Lewistown, Mont., granted CP.

KXKM, New York.

KXMY, Lewistown, Mont., granted CP.

KXMT, New York.

KXOR, Fort Worth, granted license for CP.

KXNR, Klamath Falls, granted license for CP.

KXRED, Lewistown, Mont., granted CP.

KXSC, New York.

KXTC, New York.

KXTF, New York.

KXTV, New York.

AUG. 14

MISCELLANEOUS—NEW, Chicago.

WLS, Chicago, granted license for CP.

WMAQ, Chicago.

WEE, Chicago.

Weil, Chicago.

KATX, Houston.

AUG. 15

MISCELLANEOUS—NEW, Kansas City, granted license for CP.

NEW, New York.

KXXM, Fort Worth.

KXWY, Klamath Falls.

KXZ, New York.

KXZV, New York.

KXYL, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXYW, New York.

KXYY, New York.

KXZZ, New York.

KXZ, New York.

KXZC, New York.

KXZK, New York.

KXZL, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.

KXZM, New York.

KXZT, New York.

KXYZ, New York.

KXZI, New York.
NETWORK ACCOUNTS
(All time EST unless otherwise specified)

New Business
PET MILK SALES Corp., St. Louis (Pet Evaporated Milk), has renewed Your Pet Parade, Sat. 9:30-10 p. m. (EST) starting Oct. 1 on 54 CBS stations. Guardian Adv. Co., St. Louis, is agency.

PHILIP MORRIS & Co., N. Y. (True Jones cigarettes) on Aug. 23 will feature John Hughes’ novel 100 miles on 4 Mutual-Don Lee stations in Northern California, Mon. thru Fri., 7:15-8:30 p. m. (PST). Agency: Bow Co., N. Y.


LAMONT, CORLIS & Co., New York (Neato’s Eveready cocoa), on Oct. 2 starts Quality Breakfast on 5 NBC-Red stations (WRAF, WMAQ). Tues., 7:30-8 p.m. Agency: Cecil, Warwick & Legg, N. Y.

Renewal Accounts
ANACIN Co., Jersey City (Auscen ashenic tablets), on Sept. 29 renew Just Plain Bill on 19 NBC-Red stations, Thurs., Fri., 10:30-11:45 a.m. Agency: Blackett-Sample-Hummitt, N. Y.

KOLYNOCo, New Haven (toothpaste), on Sept. 29 renew Just Plain Bill on 19 NBC-Red stations, Mon. thru Wed., 10:30-11:45 a.m. Agency: Blackett-Sample-Hummitt, N. Y.

WYETH CHEMICAL Co., New York (Feverette), on Sept. 29 renew John’s Other Wife on 19 NBC-Red stations, Thurs., Fri., 10:15-11:30 a.m. Agency: Blackett-Sample-Hummitt, N. Y.


BROADCASTING • Broadcast Advertising August 15, 1938 • Page 81

DISC REHEARSALS
Klein Smooths Rough Edges
Via Transcription

RECORDINGS will be used to smooth out production of smooth talent shows produced by BBDO, Chicago. According to Henry W. Klein, radio director of the agency, this technique is being used by Mr. Klein in the production of It Can Be Done, a Wednesday evening CBS series featuring Eddie Guest.

The players are assembled on Monday morning for an hour rehearsal with sound and at the end of the hour they record the dramatic portion of the show.

Mr. Klein spends the remainder of the day playing the transcription, picking out flaws and planning methods of heightening the effectiveness of each scene. On Wednesday morning the cast hears the transcription, notes its errors and makes further suggestions. Sound and musical effects can be blended smoothly and the entire rehearsal completed in record time, according to Mr. Klein.

CHAS. H. PHILLIPS Chemical Co., New York, on Sept. 29 renew for 52 weeks Lawrence Jones on 25 NBC-Red stations, Mon. thru Fri., 11:15-11:30 a.m. Agency: Blackett-Sample-Hummitt, N. Y.


C. H. F. CRYSTAL CO., New York, on Sept. 15 renew for 52 weeks Major Bowes’ Top Workers Series on 30 CBS stations, Thurs., 9-10 a.m. Agency: Blackett-Sample-Hummitt, N. Y.


Network Changes
PHILIP MORRIS & Co., New York (Philip Morris cigarettes), on Aug. 14 replaced Frontier Page News with A Study in Indian Detection on its CBS Johnny Presents program. The first case in this new series was that of Jack the Ripper, who was finally captured through a series of dreams reported to police. FM-agency is the Bow Co., New York.

W. F. FITCH Co., Des Moines, Ia. (shampoo), on Sept. 4 replaces Interesting Neighbors with the Pitch Bandaids on 41 NBC-Red stations, 7-8 p.m.

KELLOGG Co., Battle Creek, Mich. (Kelloggs), on Aug. 15 switches Don Winslow of the Navy to 30 NBC stations (WJZ, WHB-WHIZ, WFIL, WBAL, WLS, WGN, WOR, WGN, WOC, WTM, KDKA). Mon. thru Fri., 4:30-4:45 p.m., adding six stations on Sept. 18.

L. H. L. AIRLINES, Chicago (WGN, WLS, WJR, WTM, WNIR, WOC, WOC). On Sept. 28 will begin 5:15-5:30 p.m. on WGN and WLS of Richfield, N. Y. Agency: Hays MacFarland & Co., Chicago.

Gates Remote Equipment
"Does a Better Job at a Lower Cost"
Gates Radio & Supply Co. Quincy, Ill.

An Advertisement of RCA MANUFACTURING COMPANY, INC.
KQV's Broadcasts Of Pirates Games Enjoined by Court

General Mills, Socony Secure Injunction Pending Suit

A PRELIMINARY injunction put a stop to alleged "pirating" of baseball broadcasts by KQV, Pittsburgh; ordered enjoining KQV or its agents from broadcasting over its $10,000 bond by order of the U. S. District Court. The injunction was asked jointly by Pittsburgh Athletic Co., General Mills, Socony-Vacuum Oil Co., and N. B. C. for damages resulting from its "unauthorized" play-by-play broadcasts of both home and away games. The suit was filed by General Mills, Socony-Vacuum, which is owner and operator of Pirates games in Forbes Field. Observing that it had discontinued and would not resume broadcasts of out-town games, did not extend the injunction ruling to include away games, so as not to "constitute a danger of imminent injury to the rights of the plaintiffs."

By the ruling, KQV is enjoined from broadcasting its play-by-play accounts of Pirates games in Forbes Field before "official termination" of baseball season. The injunction does not apply to accounts furnished to news reports of the games to give away or sell these accounts, or in any way use them while the game is in progress; interfering with the "exclusive right to the broadcast program" of the two companies. The injunction is against KQV, its agents and representatives. The record represents that both defendants and plaintiffs are using baseball news as material for profit, the court describing it as "unfair competition," KQV's use of its facilities for "giving out the identical news obtained by different means, and designated at points outside Forbes Field for the purpose of securing information which it cannot otherwise obtain, other than at the cost of action at law."

The communication of news of ball games by the Pittsburgh Athletic Co., is not a general publication and does not constitute a public service. The record shows the suits for the purpose of securing information which it cannot otherwise obtain, other than at the cost of action at law."

KQV's, by D. D. DURK, Southern California advertising manager of Tide Water Ass'n, has resigned effective Aug. 15 to become chairman of the board of Newspaper Publishers Assoc. His successor is Nat A. McKown, transferred from the Los Angeles bureau where he was assistant advertising manager of Associated, working under Harold C. McMakins. McKown has been sales manager of Associated advertising in southern California, Arizona, and New Mexico.

SAM C. MITCHELL, advertising manager of the Kelvinator division of Nash-Kelvinator Corp., resigned this month after a year's vacation. Walter Jeffrey has been designated acting advertising manager.

W. McCarthy, radio editor of the Chicago Tribune, and radio lecturer at Northwestern, has been named an account executive of Ruth Institute.

BILL RING, formerly with KWTX-KGBX, has returned to the staff of the Springfield, Mo., stations, after a brief interlude as a night club entertainer. Karl Zorner, who conducted the KWTX shows and three affiliated radio stations, is now operating as a musical director for the station.

MILTON WEINSTEIN, president of Milton Weinberg Adv. Co., was in New York to take part in a weekend inspection tour, during which he attended NBC's practice in broadcasting from England, Germany, France and Holland.

EUGENE E. RITTER has been promoted to general manager of the RCA Mfg. Co.'s Harrison plant, replacing the late J. C. Warren. D. Schmit has been named to succeed Mr. Ritter as manager of research and engineering at the company's tube plant.

WALTER ZIVIS of Selvair Broadcasting System, Chicago agency, has written a play about an advertising agency and its troubles with a radio client called "Doubtful Merchandise." The play is enjoying a successful summer run at Oconomowoc, Wis.

R. H. HENRI, president of Henri, Hoot & McClung, formerly a director of W. H. Pumpkins, director of mandolin, guitar and stringed instruments of the Dulcita Ed McConnell show, whose series begins Sept. 16 for Ballard & Ballard, that Louisville (Owen Reedys) publicity), says, "the preview was attended by 25 of the firm's sales executives.

EDGAR P. KAMPF, formerly with NBC master control, has joined E. V. Brecherhoff & Co., New York, as trans- mission director. KQV is a service of the Daily Express.

THE fact that no revenue is obtained directly from the broadcast is not controlling because the stations are "audibly" designed to aid in obtaining advertising business. KQV's management has pointed out in its answer to the complainant's "trick of entering a business in competition with a complainant's is "a very different matter" from spreading such information "for competitive purposes not unreasonably interfering with the complainant's right to make merchandise of it." It also cites the 20th Century Sporting Club vs. Transradio Publications Co., Ltd., in which the New York Supreme Court applied the principle of unfair competition to stations directed to the Louisville market and entered an injunction.

Radio Industry Leaders Aid N. Y. College Course

A 16-WEEK survey course in the radio industry will be held by Seymour B. Seigel, program director, WNYC, New York's municipally owned station. The course will be offered as a part of the training course for young men and women intending to make a career of radio, the curriculum will cover all phases of radio production, engineering, production, publicizing and presentation, presented in a series of eight-week sessions. Mr. Seigel, a graduate of the University of Pennsylvania, will be assisted by a number of experts in the various phases of broadcasting who will guest lecture for the course. Courses at NBC, CBS, MBS and WNYC will supplement the classroom sessions.

Radio legislation is being considered by a subcommittee of the Education Committee.

Don Lee-Mutual Change Pacific Coast Personnel

PREPARING for a heavy fall schedule of coastwide as well as coast radio networks, Don Lee Broadcasting System, Pacific Coast outlet of Mutual, has made several changes at KHJ, Los Angeles. Van Newkirk, for the last year special events director, has been appointed director of program operations for the entire network. This appointment is in the position of program director at present held by Jack Joy, who leaves the station Aug. 15 to become program director of Mutual in Los Angeles, and become head of the station, Bob Chapman, for the last eight years program director of WJR, Detroit, will become head of the KHJ production department on Sept. 1. Mr. Chapman who has been six years program director of WOR, Newark, has joined the Mutual to become program director at present held by Jack Joy, who leaves the station Aug. 15 to become program director of Mutual in Los Angeles, and become head of the station, Bob Chapman, for the last eight years program director of WJR, Detroit, will become head of the KHJ production department on Sept. 1. Mr. Chapman who has been six years program director of WOR, Newark, has joined the Mutual to become program director at present held by Jack Joy, who leaves the station Aug. 15 to become program director of Mutual in Los Angeles, and become head of the station, Bob Chapman, for the last eight years program director of WJR, Detroit, will become head of the KHJ production department on Sept. 1. 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the story of “MID-STREAM”

WLW has available for sponsorship the new listener-tested show “Mid-Stream”, the powerful day-time serial written up to night-time standards. In “Mid-Stream” we have developed a pace-making spirit and tempo, a successful treatment that makes it a top feature. It is the story of the dramatic struggles and family problems facing a husband and wife who are at the mid-stream of their lives. In it is the thoughtful, careful writing and production that have made WLW’s great creative reputation. “Mid-Stream” has been listener-tested during the past three months on both WLW and the Mutual network—a proven program. Won’t you let us show you how you can really stretch your budget by producing daytime serials in Cincinnati with the facilities of.

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CINCINNATI
The highest efficiency circuit of any commercial 5 kw. transmitter—plus successful air cooled tubes.

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And these features are valuable to you
Simple to adjust
— no complicated circuits
Long tube life
— low operating costs
Full power in the antenna
No water cooling
— lower installation costs
Vertical chassis construction.

One of the 9 stations now employing the RCA 5-D is WJDX. Transmitter installation illustrated.

RCA 5-D's high efficiency circuit and low operating costs are pleasing the owners of station KGKO. Installation shown above.

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Use RCA Tubes in your station— for finer performance.