Bill Brown gets “Iowa PLUS”
THREE announcements on his SPORTS REVIEW PULL 6,504 RETURNS!

Each night at 9:15 during the summer, Bill Brown, WHO’s sports authority, went on the air to give Mid-West listeners the current sports news. On three of these broadcasts in June, he inserted a short announcement offering a Sinclair Oil Company road map of the U. S. to anyone who would ask for it.

The response tells the story of WHO’s summer coverage. A total of 6,504 requests were received—from Iowa came 4,788 or 73.5% of the total—from the “plus” of “Iowa PLUS” came 1,716 or 26.5% of the total (in spite of summer-time atmospheric disturbances).

In this instance, the “plus” of “IOWA PLUS” meant an average of 44 requests from each of 39 other states. (Yes, and the cost for the 6,504 requests was slightly less than 6c per inquiry!)

That’s the story. You can draw your own conclusions. If you decide you want MORE RESULTS from radio in the Mid-West, we’ll carry your message into most of the radio homes in Iowa—plus thousands of others in “Iowa Plus”.

WHO
FOR “IOWA PLUS!”

Des Moines . . . 50,000 Watts
J. O. Maland, Manager
FREE & Peters, Inc., Representatives
SPEAK YOUR MIND

Demand and Get Actual Station Coverage Data of the Denver-Rocky Mountain Region!

How do you like to have your station coverage data presented?

KLZ provides two thoroughly reliable and accepted methods of station coverage measurements. For those who prefer to think in terms of listeners' response there's the CBS 4th Listening Area Study. More technical minded buyers find areas established by field strength measurements more to their liking. Take your choice, KLZ has both with separate daytime and nighttime coverage areas.

Where people listen to KLZ and these areas indicate where they do—KLZ is the liveliest, most interesting station to listen to. A program structure that's just a jump ahead with a direct appeal to all classes makes KLZ the most listened to and most talked about station within the area which it serves.

Denver merchants know of KLZ's broad coverage and enthusiastic efforts to play to the Rocky Mountain region's biggest audience. They, along with a dozen new network and national sponsors, in addition to renewal of practically all of past year give significance to the statement that KLZ is the most effective, economical medium for advertisers in the Denver-Rocky Mountain region.

KLZ Denver

560 Kc.

UNDER AFFILIATED MANAGEMENT WITH WKY — OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING CO. — REPRESENTED BY THE KATZ AGENCY, INC.
Neighbor-to-Neighbor Contacts with New England’s Local Stations

SIXTEEN local stations, each enjoying the friendship and confidence of the people in its vicinity, comprise The Colonial Network.

Each station is established and closely identified with the interests and affairs of its community; hence each station is associated with its service area in a bond of neighborliness.

The locality of these stations is of vital importance in connection with coverage of the New England market. As shown by the stations listed, the network reaches major trading areas from southern Connecticut to northern Maine, covering more sales territory than you can reach through any other network at such low cost.

The COLONIAL NETWORK
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., Inc., Exclusive National Representatives


www.americanradiohistory.com
THE MOST SOUGHT-AFTER GIRL IN THE WORLD . . . WORKS FOR CBS

Who is she? Annie Oakley, of course — the “free-ticket” girl.*

This has been the best year in history for getting Annie Oakleys to sports events. It should have been the worst, since sports are now enjoying their greatest paid audiences. But Annie is getting more front-row seats for more people than ever before. How—and for whom? For the nation’s millions, through Columbia’s dominant schedule of exclusive sports broadcasts. The next page gives up-to-date details.

*Anne, the world's greatest markswoman, could shoot a hole through anything thrown in the air. At the height of her popularity, the custom of punching holes in free tickets began. This prompted a wag, when handed a pass, to comment: "Ah, Annie Oakley must have worked on this." His remark has long outlived both of them. The photograph shows Annie at the age of 15, when she was already known as "Little Miss Sure-Shot."
SPORTS ARE IN THE AIR!

Columbia swings into a Fall season of cups, titles and championships after the heaviest Summer sports schedule in network history. Columbia continues to broadcast, exclusively, more sports events to more listeners than ever before. Tennis at Forest Hills. Polo at Meadowbrook. Golf at Oakmont and Westmoreland. Racing at Belmont. Football at the country's leading stadia. Columbia is there—with free, front-row seats for America's millions.
The National Open Polo Championship was played on September 11 before a record crowd of 36,000 people, and broadcast by CBS to millions. Granted exclusive rights to all games under U. S. Polo Association auspices, CBS brings polo “to the people.”

Columbia's weekly football schedule begins on September 24 with the Minnesota-Washington battle, continues each Saturday with such major games as Harvard vs. Army (Oct. 15), Army vs. Navy (Nov. 26), the Orange Bowl Game (Jan. 1st) and many others.

When the golfing sorority gathers at the Westmoreland Country Club, outside Chicago, at the end of this month, CBS and the nation will be on hand for the result of each day’s play of the Women’s Amateur Championship from September 19 to 24.

CBS SPORTS EDITORS

TED HUSING—In his 11 years with Columbia, Ted Husing has become radio’s foremost and most popular sports announcer. Tennis, football, polo, track, soap-box derbies and special events find him equally expert.

BRYAN FIELD—From coast to coast the nation’s favorite race caller, Bryan Field is noted for his crisp descriptions, achieved through more than 250 broadcasts of the Sport of Kings.

HARRY NASH—Long a golf expert on the Newark Evening News, Harry Nash is calling the hooks and slices this year for CBS and the nation at the National Amateur and Women’s Amateur Championships.
SANTA BARBARA is 100 miles north of Los Angeles. It is a wealthier city than you would find in a day's walk; and unusually attractive.

This miniature city (of large buying power) has two good local radio stations. Both are network affiliates, although neither is a Columbia outlet.

Yet, first choice of Santa Barbara radio audiences is a station in Los Angeles—which is nearly 100 miles away. First choice is KNX!

1000 Santa Barbara listeners, in a recent study, chose the stations they listen to most. Here are the results in percentages:

- Station KNX, Los Angeles, named as "first choice" by 45.8%.
- Station B, Los Angeles, named as "first choice" by 29.2%.
- Station C, Santa Barbara, named as "first choice" by 11.8%.
- Station D, Santa Barbara, named as "first choice" by 8.4%.

This proof of KNX's popularity one hundred miles from home (further details will be sent to all who are interested) gives increasing credence to those major surveys of the Los Angeles audience which repeatedly show that KNX is first in popularity, with more quarter-hour periods of top listener-interest than all other Los Angeles stations combined!
"But I always thought it was a market," said Alice.

"WHAT are all those cities you just pulled out of your hat?" asked Alice, a curious light in her eye.

"They are fourteen cities in the WOR-market that have more than 100,000 people each, including the 1st, 3rd and 18th greatest markets on earth," said the White Knight.

"Please don't tease me," said Alice. "One station just couldn't cover THAT many cities."

"Who said anything about teasing you?" demanded the White Knight. "WOR not only covers that many cities, but sixty-one others with more than 25,000 people each."

"Well, then, hasn't WOR got anything else?"

"Oh, you ARE an exasperating person," cried the White Knight. "Of course, it has!"

"Why are you so secretive about it?"

"WOR has about 4,500,000 homes that own radios."

"And they ALL listen to WOR?" exclaimed Alice.

"Certainly not. They don't ALL listen at the SAME time. But with the job WOR does for Bristol-Myers, Sunkist, Tydol, Lamont-Corliss, Atlantic Refining and a lot of other national advertisers, one would think they did."

"But, still, I always thought it was a market," said Alice, bringing one small foot down stubbornly to emphasize the point.

"Primitive notion," sneered the White Knight, "And, anyway, you're starting the argument all over again."

"Not unless YOU want to," said Alice.
“Well, he ought to know how!”

With 165 cumulative years of experience in radio and advertising, it’s hardly surprising that Free & Peters is the best-equipped firm in the field, to help you wrestle with your radio problems.

Not that experience is everything. But now that radio is settling down into the hard competition of adult life, it’s worth a lot to know that even radio can’t sell those hypothetical fans to Eskimos—to know who tried it, and when, and why it didn’t work.

It’s dollars in your pocket to know you can (again hypothetically) sell fans in Florida—who buys them, and what stations they listen to, and what times they listen, and what kinds of programs will fetch them.

Don’t “send a boy to do a man’s job”... We’ve got experience. You’ve got problems. Can’t we help you?

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

Exclusive Representatives:

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FREE & PETERS, INC.

Pioneer Radio Station Representatives

CHICAGO 180 N. Michigan
         Franklin 6978

NEW YORK 247 Park Ave.
          Plaza 5-4131

DETROIT New Center Bldg.
         Trinity 2-8444

SAN FRANCISCO One Eleven Sutter
                 Sutter 4353

LOS ANGELES C. of C. Bldg.
             Richmond 6184

ATLANTA Ross Allen Bldg.
            Jackson 1678

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BROADCASTING • Broadcast Advertising
WBS Project Starting With 25 Stations

Fifteen Others Ready to Join as Affiliates of World Transcription System, WBS Adjunct, Says Deutsch

WORLD Transcription System, long-planned major market "wax chain" subsidiary of World Broadcasting System, will begin operations Sept. 15 with a list of 25 affiliate stations, located in as many major markets.

Fifteen additional stations have expressed a desire to become members of this transcription system and will probably sign up as affiliates within the next few weeks, according to Percy L. Deutsch, president of WBS, who said his goal is a total of 75 stations covering the country's 75 principal markets. Membership in WTS is being limited to one station in a market.

Stations already allied with this first disc system include: WOKO, Albany; WBAL, Baltimore; WGR-WKBW, Buffalo; WCKY, Cincinnati; WHK, Cleveland; WHK, Columbus; KGKO, Ft. Worth-Dallas; KMBC, Kansas City; KHJ, Los Angeles; WREC, Memphis; WIOD, Miami; WINS, Milwaukee; WLAC, Nashville; KOMA, Oklahoma City; WCAU, Philadelphia; WCAE, Pittsburgh; KOIN, Portland, Ore.; WHAM, Rochester, N. Y.; KDYL, Salt Lake; KTSA, San Antonio; KGB, San Diego; KFRC, San Francisco; KWK, St. Louis; KHQ-KGA, Spokane, and WFBL, Syracuse.

Low Cost and Package

Purpose of WTS, as outlined to Broadcasting by Mr. Deutsch, is to remove from spot broadcasting two major handicaps which have been largely responsible for retarding the growth of this medium of advertising in comparison with network advertising. These handicaps have been the mechanical costs of producing programs, which the networks absorbed but which have been passed along to the advertiser using transcriptions, and the previous impossibility of buying a spot campaign in a "package" similar to those offered by the networks.

Advertising has been buying of spot radio, a much more arduous task than securing a comparable network schedule and to that extent gave the networks the inside track.

Advertisers sponsoring musical programs on the networks have paid for talent only in addition to the time charges. Transcription advertisers have been hit in the studio time, talent, the cost of the master record and the pressings and musical royalties in addition to the cost of station time. To some extent the lower wage scale of musicians employed in the production of transcriptions, in comparison to the wages of network performers, relieves these other charges, but the new American Federation of Musicians wage scale, which goes into effect Sept. 15, wipes out this differential.

World Transcription System, says Mr. Deutsch, offers the advertisers the major market spot campaign on the same basis as he is offered a network schedule. It sells him his whole campaign in package form, with one organization preparing his program, sending him a single invoice for the entire job. It also absorbs the mechanical costs of production, which, as in the case of the networks, are assumed by affiliates.

Stations affiliated with WTS pay this organization for commercial time it has sold and produced for them a sliding scale of commissions based on the one-time quarter-hour evening rate of the affiliate. Class A stations, with rates of $80 or more, will pay 15%. Class B stations, whose rates are between $60 and $80, will pay 20%. Class C stations, with rates of less than $50, will pay 25%.

FCC Conference Is Planned On Industry Financial Data

PURSUING its plan to establish a permanent policy of collecting annual basic operating data for the broadcasting industry, the accounting department of the FCC is completing the preliminary drafts and will call a conference with the industry later this month.

Chief Accountant William J. Neubert, it was announced, will invite the NAB accounting committee, headed by Col. Harry C. Wilder, president of WSYR, Syracuse, to confer about Sept. 26 with his staff on the proposed procedures. By that time it is expected the Commission will be in a position to prescribe the specific information it will seek for these industry analyses, which would cover financial program and employment data. The plan does not encompass the mooted "uniform system of accounting" but likely would require similar data from all stations and networks without, however, prescribing the type of bookkeeping forms that should be kept.

Following these discussions the FCC accounting department plans to call an industry-wide conference for discussion of the whole subject, probably by mid-October. The department then would submit the entire plan to FCC. It is expected FCC approval will be forthcoming, since there appears to be agreement that industry data should be collected on an annual basis.

The new developments confirm the prediction by Broadcasting in its July 15 issue that the FCC would collect permanent industry data.

The data to be collected would consist revenue on an annual basis, plus employment and programming data. Last summer the FCC for instance, it was reported, sent out a questionnaire by use in connection with the hearings on proposed new rules and regulations. The new procedure is expected to be different. More than likely, the information sought will be of a more complete nature and will be requested on the basis of regular forms to be decided upon.

Calendar Year Figures

Under present plans the data would be sought on a calendar year basis, but would not be requested immediately but perhaps several weeks or even months later.

The NAB accounting committee has been active in connection with the plan. Mr. Wilder has been in frequent conferences with Chief Accountant Neubert.

Members of the NAB accounting committee, in addition to Col. Wilder, are E. M. Steer, Heart Radio; Frank White, CBS; Mark Woods, NBC; E. E. Hill, WORC; L. A. Benson, WII, and Harold Wheelahan, WSBM.

These commissions, says Mr. Deutsch, will be divided two ways: 50% for World Broadcasting System, for collecting the data, and 50% for the networks.

Henceforth World will offer two types of service to advertisers. One will be the WTS service, which gives the advertiser selectivity of market but which requires him to use WTS stations in the markets chosen. The other is a continuation of the present form of transcription service, giving the advertiser complete selectivity of both markets and stations. But whereas the WTS set-up absorbs the mechanical costs and gives the convenience of package buying and selling, the other method requires the advertiser to pay for his own production costs and to deal individually with the stations or their representatives.

Not a Representative

In this connection Mr. Deutsch emphasizes the point that WTS is a system, offering group services, and not a station representative organization. It will not attempt to sell individual stations nor in any way compete with the established exclusive representative structure, he said, pointing out that the members of WTS are only affiliated with WTS are represented by a number of representative firms, which will continue to act for these stations in all non-WTS operations.

Campaigns, not individual stations, will be the primary sales goal of the new wax system. The WTS sales staff will be divided into two groups: The creative and program staff and the market analysis staff, which will function cooperatively to give the national advertiser the kind of program he needs to do a sales job in the markets in which his products are or can be sold.

A. J. Kendrick, vice-president of WBS in charge of Chicago operations, moves to New York Sept. 15 to take charge of system operations. Reed Wight will become business manager of Chicago operations and Pat Campbell continues as the West Coast head.

The idea of a wax system is not a new one, Mr. Deutsch said, having been in the back of his mind as long ago as 1929 when he named his transcription business not World Broadcasting Company, but World Broadcasting System. But, while the idea had never been forgotten, it has taken nine years for its application to be practicable as well as logical.
Heard Properties
In Texas Sold for $400,000 Figure
Ted Taylor Group Buys KTSA; WACO, KNOW to Oil Men
CONTINUING its policy of liq-uidi-ating Heard Radio properties, the company has announced that KTSA, San Antonio, KNOW, Austin, and WACO, Waco—have been sold for approximately $400,000, subject to FCC approval.

E. M. Stover, comptroller of Heard Radio Inc., on Oct. 12 con-firmed sale of these stations. It was learned that negotiations are going forward for the sale of KOMA, Oklahoma City, at approximately $350,000, and KYA, San Francisco, to interests headed by Fred Hart, former general man-ager of Honolulu Broadcasting Co. (KGBM), for $150,000.

KTSA was sold to the Sunshine Broadcasting Co. for approximately $300,000. O. L. (Ted) Taylor, general manager and part owner of KGNC, Amarillo, KFYO, Lub-bock, and KRGG, Weslaco, is president of the company, with Truss Snowdon, Atchison, Kan., as his assistant in both newspaper and radio enterprises. vice-president, and Gene Howe, the publisher and station owner, as secretary-treasurer. The station operates on the air at 5,000 watts day and 1,000-watts night and is a CBS outlet.

WACO and KNOW were sold for approximately $50,000 each to the Frontier Broadcasting Co. S. W. Richardson, the owner of Fort Ro-sier, millionaire Fort Worth oil operators, are president and vice-president, respectively, of the com-pany with Harry A. Hutchinson, general manager of the new Texas State Network as secretary-treasurer. Messrs. Richardson and Rooser are financially interested in the Texas State Network of which Eli-lott Roosevelt stays, president of Hearst Radio, is president.

Elliott Roosevelt Stays

It was learned that Mr. Roose-velt will continue as president of Hearst Radio and its active operat-ing stations. While it is not expected that he proposed to leave that post to devote full time to Texas State Network were denied at Hearst headquarters.

Applications for transfer of the three Texas stations shortly will be filed with the FCC, Mr. Stover declared. Now pending before the FCC is an application to transfer of KECA, Los Angeles, from Hearst Radio to Earl C. Anthony, operator of KPFI-KECA, for approxi-mately $400,000.

It was learned that an option for the purchase of KYA by Mr. Hart and his associates is now in force and has some two months to run. It is confidently expected this transaction will be completed.

Negotiations are going forward for the sale of KOMA, Oklahoma City, but several weeks may elapse before any definite arrangement is made. Four different interests are negotiating for the station, but nothing approaching a final deal has been reached.

It was understood that Emrie Gough, former president and general manager of Hearst Radio, is considering an offer to sell WISN, Milwaukee, WINS, New York, and WBAL, Baltimore. This

Auto Industry Delays Promotion Plans; Spot Buying at Last Minute Forseen

I N D I C A T I V E of the attitude among Detroit automobile manu-facturers is the fact that only broad lines of general promotional activity—radio included—have been laid for the forthcoming new model announcements, even though the announcements will be bunched in early and mid-October.

Indications are that networks showed sponsored by the Detroit manufacturers will be at a very minimum during the fore part of the ensuing model year, and that attention will be concentrated in a radio way on spot announcements. This grows out of the attitude already men-tioned—a desire to wait until the last possible minute to see what the customer reaction is likely to be, and to make no commitments of importance until the outlines of the buying are clearly defined.

Despite newspaper enthusiasm over prospects for the coming model year, the auto producers are fairly well agreed that there will be no sensational advance, but rather a slow, steady and consist-ent growth in the market. Whatever the modesty of budgets are being held within very tight limitations, and all mediums that are being used are the most efficient way of spending the money available.

The sum total of the spot pro-gramming is apt to suffer if Musi-cal Moments is discontinued by Chevrolet. Some radio promotion is likely to come, and in all prob-ability there will be large-scale spot campaigns in all areas when the new Chevrolets are announced, but no schedule has yet been set.

Plymouth division of Chrysler Corp. is the first producer to an-nounce 1939 cars. The Plymouth division, in a statement issued last week, will be heralded by spot an-nouncements over a list of around 150 stations. A minimum of four to six announcements will take place every two a night from Sept. 22 until the first week in October. The campaign will be broadened and will gain additional support, it is said, when new dealers will be on the lot and able to sell the 1939 cars. The spot announcements for the new cars will go on over 100 stations.

Ford Motor’s Spots

Ford Motor Co., Dearborn, Mich., used 25 spot announcements in a ten-day campaign, running Sept. 1-10. Stations were WNEW and WMCA, New York; WBRY, Waterbury; WELI, New Haven, and WMGC, Newburgh, N. Y. Agency is McCann-Erickson, N. Y.

Olds Buys Football

MICHIGAN Network will carry play-by-play accounts of all Michi- gan State College football games this year, sponsored by Olds Motor Works. The Olds company spon-sored the games last year also. The home games willoriginate with WJIM, Lansing. The Michigan State College station, WKB, will carry independent broadcasts.

Copyright Slated
For NAB Session
Proposal for Federal Inquiry Before Executive Committee
A MEETING of the executive com-mittee of the NAB tentatively has been called by President Ne-ville Miller for the week of Sept. 26 to discuss the entire subject of copyright. The six members of the committee were advised by tele-gram Sept. 13 by Mr. Miller of the call, and, barring conflicting plans of members, it will be held Sept. 26 or 27 thereon, he said.

The executive committee, among other things, will discuss the matter of seeking action by the Fed-eral Monopoly Committee, of which Senator O’Mahoney (D-Wyo.) is chair-man, in connection with ASCAP (Broadcasting, Sept. 1). Referring to this matter, Mr. Mil-ler said:

“A letter on the subject of ASCAP has been drafted with the intention of forwarding it to Sen-ator O’Mahoney. However, due to the fact that the action of the ex-ecutive committee was to be held in the very near future, it was thought wise to defer the sending of the letter. The entire subject of copyright has been thoroughly discussed at the meeting.

Mr. Miller is chairman of the executive com-mittee are Mark Ethridge, WHAS, Louisville, former NAB president, and Dr. E. S. W. Craig, WJIM, WJPN, WSH, WJMC, and other radio affiliates, was vice-president representing WRC, Washington, regional representa-tives; John P. Karr, WCL, WGO, and Herb Hollister, KANS, Wichita, and local representatives.

In addition to copyright the com-mittee is expected to discuss NAB’s participation in the chain-monopoly investigation of the FCC, national and state legislation, and numerous other subjects accumu-lated since Mr. Miller assumed office last W. Craig, the acting chairman of the meeting with the committee as NAB head.

Labor Standards Board
Is Sought by AGRAP

APPOINTMENT of a board of labor standards for the broadcasting industry is urged in a letter written to Elmer F. Andrews, Wage and Hour Administrator of the Department of Labor, by Ger-ald Dickler, general counsel for the American Guild of Radio An-nouncers and Broadcasters. The letter points out the “necessity for exten-sive wages and hours regulation among broadcasting stations” and for low wages and long hours are far from commensurate with the abil-ity of the industry to pay or its avowed interest.” Further observing that AGRAP, although affiliated with neither APE or ASCAP, is recognized by the National Labor Relations Board and has negoti-ated with employers, the letter recommended that Roy S. Langham, CBS production man who is presi-dent of the Guild, be named labor represen-tative on the board. A reply has been received from Mr. Andrews promising that the matter will be given immediate attention.

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Oct. 17 Tentative Date for Net Study

By Sol Taishoff

Formal Notices for Chain-Monopoly Study Will Go Out Within a Week; Committee Handles Early Details

FINAL preparations for the expected to begin Oct. 17, are bringing its committee of four commissioners together for the first time since last summer, Chairman Frank R. McNinch hopes to have all machinery in motion for the hearings by Sept. 17, with the call for the hearings and the full bill of particulars out under the scope of the investigation released to parties. While Oct. 17 is the probable date for launching of the inquiry, the Commission may defer it a week until Oct. 24.

The committee, whose other members are Commissioners Brown, vice-chairman, Sykes and Walker, held its first session Sept. 12 reviewing preliminary aspects of the preparatory work handled by Mr. Dempsey and other branches of the FCC collaborating with him. Another meeting was planned Sept. 14 [after this issue had gone to press], when the formal date may be set. The bill of particulars, however, may probably not be released until later in the week, Mr. McNinch informed Broadcasting Sept. 13 that it was "in the rough" at that time.

Planning for Congress

While there is no formal mandate from Commercy to the chairman or the FCC to have deft legislative recommendations for changes in the Communications Act before the next session convenes Jan. 3. These presumably would be based not only on the outcome of the chain-monopoly inquiry, which in effect is an industry-wide survey, but also on the June hearings having to do with proposed new rules and regulations.

Chairman McNinch in his testimony before the House Rules Committee at the last session on the Consumer Research, was told by the industry, stated that the FCC, as a result of its chain-monopoly inquiry, would have legislative recommendations to make at the next session. To some extent, opponents of the Commercy Resolution relied on this statement to block the strenuous efforts of its supporters to jam the Congressional investigation proposal through.

Meanwhile, networks and other broadcasting groups were preparing for the inquiry. In addition to the major networks, some 20 regional and State groups will be invited to tell their story to both the House and Senate committees through which the inquiry will proceed.

Mr. McNinch has asked to limit its invitations to network organizations in issuing its call for the hearing. However, all groups in the industry are expected to have any bearing on the inquiry whenever it is opened. Despite that, it is felt the hearings will not run more than a month or six weeks.

For example, it is known that Independent Radio Network Affiliates plans to participate. Chairman Samuel R. Rosenbaum, president of WIPR, Philadelphia, already has announced that IRNA will file an appearance. NAB is expected to participate for the industry as a whole. Certain transcription groups likewise have indicated they will be present. It is presumed several educational groups and possibly "audience" groups recently formed may file appearances.

It was also reported that CIO planned to participate, not because of any complaint against networks but that on the ground that in some cities stations have refused to give or sell them time. What bearing that would have on the hearing is conjectural, but under the McNinch plans CIO will all be permitted to testify.

No Special Fund

Mr. Dempsey has worked with the regular FCC staff in preparing for the hearing. Unlike the A & T investigation conducted by the FCC, in which $1,700,000 was spent, the chain-monopoly inquiry resolves itself largely into a preliminary inquiry into the jocular activity of the Commission because there is no special appropriation for the inquiry. The investigative committee was established by both Chairman McNinch and Mr. Dempsey, to make an impartial fact-finding survey of all industry operations with particular reference to the network.

Mr. McNinch and Dempsey Visit Networks During Unannounced Trip to New York

TO SEE first hand "what makes the wheels go round" in network and station operations, FCC chairman Frank R. McNinch, and William J. Dempsey, FCC special counsel for the network-monopoly inquiry, made a surprise visit to New York over the Sept. 9 weekend. Mr. McNinch also attended a meeting of the commission of the FCC which will conduct the inquiry, beginning next month.

Chairman McNinch, who had other business in New York, devoted a portion of Friday to his network "educational tour." At CBS was visited, and the studios, master control and offices by William S. Paley, president, Edward Klauber, executive vice-president, and Harry C. Butcher, Washington vice-president. The next day Mr. McNinch slipped over to NBC where, with Philip J. Hennessey, Jr., attorney, and a regular NBC guide, took in the sights. One NBC technical expert displayed greatest interest in the new CBS sound effects machine, an ingenious precision machine that simulates everything from a collision to a cough. He also witnessed a number of rehearsals and at NBC saw a television performance, among other things.

Mr. Dempsey remained over the weekend and made a more comprehensive tour to acquaint himself with the mechanics of network operation at both NBC operations and the public's frozen eyeball. He was shown around by President Lenox R. Lohr and Mr. Hennessey, and also saw a television performance.

Policy Consultations

Meanwhile, Mr. Rosenbaum reported amicable relations with the major networks on the plan where, by affiliates will be consulted on all matters of policy. The three committees appointed by IRNA to serve with each network have been accepted, he reported [Broadcasting, Sept. 1]. Mr. Rosenbaum declared the plan, thus for the first time have a "consultative voice" in the formulation of trade practices and operating policies of the networks, this being accomplished without hampering the networks in any fashion. It is mutually felt, he said, that this cooperation, plan factoredly conducted, will result in improved public service by the networks and their affiliates, and more satisfactory relationship between networks and affiliates.

Following conferences with key network officials, it was concluded that the affiliate committees working with each network can serve their purpose by submitting ideas, or having ideas submitted to them, without the need of constant conferences in New York. The contacts each way would be between affiliate officials of the network companies and the members of the representative committees through the chairman and subcommittees would have its own arrangements to distributed information, gather facts and hold meetings. When members of the committee in New York they likely will review with network executives subjects currently under discussion. In that manner, the expense and inconvenience of special trips would be minimized. It has been tactfully noted that IRNA, will act as a collective bargaining agency for any individual affiliate with regard to business dealings between affiliate and network in matters involving compensation, rates, or other questions of private contract in which the public does not have an interest.

Smith Bros. Spots

SMITH BROS. Co. Poughkeepsie, N. Y. (cough drops), in mid-November will start a schedule of 40 spots a day on 10 stations, and participation seven days weekly in the Yankee Network's news program. Agency is Brown & Tucker, New York.
Six New Stations, One a Day Regional, Are Granted Permits in FCC Decisions

Six NEW broadcasting stations, one of them a full-time 750-kc. operation, have been authorized by the Federal Communications Commission for construction by the FCC during the coming six months. The new stations will have interlocking ownership with existing outlets, although the FCC rules for operators of existing stations seeking new stations were denied in favor of local interests.

The new station in Petersburg, Va., with 100 watts night and 250 watts day will be licensed to WMBD, Petersburg, on Dec. 29, 1936, the old WPHR which last year was moved into Richmond after sale to the Mutual Broadcasting System. The new Petersburg station will use the call letters WMBD.

The new station in Columbus, S. C., to operate with 100 watts night and 250 watts day on 1270 kc., will be licensed to WMBD, Columbus, on Dec. 29, 1936, the old WPHR which last year was moved into Richmond after sale to the Mutual Broadcasting System. The new Columbus station will use the call letters WMBD.

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Painless Commercials to Mark Atlantic Refining Grid Series

Two-Day Training Course for Announcers Features Extensive Schedule of Football Contests

By J. FRANK BEATTY

ATLANTIC REFINING Co., Philadelphia oil and gasoline sponsor, starts its 1938 schedule of 168 play-by-play football broadcasts with the attitude that it is the listener's host for the afternoon and that the commercial angle should be treated accordingly.

To insure uniformity in announcing of games to be broadcast on 74 stations, Atlantic and N. W. Ayer & Son conducted a two-day announcers conference at Philadelphia Sept. 8-9. Les Qualey, veteran spotter for Ted Husing and recently in charge of Ayer football broadcasts, presided at the sessions.

The Atlantic schedule [Broadcasting, Sept. 1] will be handled by some two score announcers, aided by spotters who will aid in supplying names and other details. Much of the time at the Philadelphia conference was taken in drilling announcers and spotters in best methods of working together and in stressing the Atlantic policy of inoffensive commercials.

Uniform Style

In telling the announcers about the commercials, Joseph R. Rollins, Atlantic advertising manager, said that development of a style pattern for all announcers would enable listeners to get a clearer picture of the games.

"It has been found during the last several years that many listeners like to tune from one game to another," Mr. Rollins said, "in the course of a single afternoon they listen to parts of a half-dozen games. Once a definite style is established for Atlantic announcers it will not be necessary for the listener to waste several minutes of each game trying to get used to the style of the announcer—trying to figure out how he handles the technical angle of the game."

As part of its merchandising campaign, Atlantic is compiling a football book to listeners, distributed through its dealer outlets. The book includes schedules, forecasts, codes and general football information.

A graphic presentation of Atlantic's commercial policy was given by C. H. Cottington, Ayer vice-president, who supplemented an address with a transcribed continuity based on a typical game.

No Blurs During Game

In all, Atlantic will present 12 commercial announcements during an average 140-minute football broadcast, the announcements to commence no later than 12 minutes after kickoff. Most of this continuity will consist of historical information and sports data, in which the commercials will be seamlessly interwoven.

No mention of sponsor or product will be made during actual playing of games, except during intermissions or between periods.

The Atlantic merchandising campaign is one of the most elaborate in the company's history. Besides the football information booklets, the company is planning a series of listener and dealer tieups which include:

- Forty meetings among its 20,000 dealers and distributors in Atlantic's eastern territory, at which dealers and distributors will be coached in the use of display material, which consists of lammers, stickers, posters and similar aids.
- A dealer contest, with $2,000 in prizes, for best window display and best driveway display, to be staged in both October and November.
- Newspaper spotlight advertising on the day of games, placed on radio pages.
- Postcards for dealers to send to customers, and football balloons which dealers may buy if they wish.
- White space in college alumni publications and game programs.

In addition, local stations carrying Atlantic games will stage their own merchandising campaigns.

Les Qualey occupied the entire afternoon session on the afternoon of Sept. 9 with a lecture and roundtable on technical aspects of football announcing. Taking typical plays charted on a blackboard, he called on announcers present to describe the action. Their versions were discussed and suggestions made on terminology and phraseology.

For example, considerable discussion developed over the method of describing the direction of a play. Grid authorities explained that the direction is always based on the defense position, rather than offensive.

Mr. Qualey explained the workings of the famous light box which he used for years as spotter for Ted Husing on CBS. He told how he handled buttons which flashed names of players for Husing and how he spotted players with a binocular on a tripod.

Epitopes Are Explained

Bill Slater, veteran sports announcer who will broadcast Yale games for Atlantic this fall, voiced preference for the more informal cardboard chart, with names of players listed in formation, along with substitutes.

Wallace W. Orr and John H. Breiel, of Ayer, went into detail in explaining merchandising and promotional tieups. Mr. Orr reviewed the merchandising aspects and Mr. Breiel urged announcers to quote local newspaper sports writers as authority for controversial comments about players and teams. Mr. Breiel urged them to work along with the newspapers, taking the position that the two media should go side by side in their handling of football rather in different directions.

Lot of Sports

The Ayer sports program for its clients this year will total 21,926 station hours of play-by-play sports broadcasts. The baseball season will cover 5,325 station games, using 75 stations, and the football schedule 640 station games, using 74 stations.

A special sports bureau is maintained by the radio department. Mr. Qualey is in charge of football and also directs announcements with trained more sports announcers than anyone in broadcasting, having started his radio sports career in 1929. James N. Peterson, former athlete, is in charge of baseball.

Contrary to the situation that prevailed some years ago, Ayer and Atlantic encountered little difficulty this year in obtaining permission from colleges for football broadcasts. This was attributed to the Atlantic policy of minimizing the commercial aspect of the broadcasts.

To insure carrying out of its policies, the sponsor and agency will send Mr. Qualey on a tour of stations during which he will work with Atlantic announcers. In addition, transcriptions will be made of some of the games. Offering of

(Continued on Page 59)
Federal Library Opposed to Music Clearance Survey

Points to Objections Facing Study by WPA Workers

THE PROPOSAL of the Florida Broadcasters Association for a WPA "white collar workers" in clearing of public domain music, might result in an inroad to the normal conduct of the music division of the Library of Congress, according to Martin A. Roberts, Chief Assistant Librarian.

In a letter to Rep. J. Hardin Peterson (D-Fla.), Mr. Roberts wrote that uncertainty exists as to the results that might be obtained in relation to the expense. He declared it would be difficult to express an opinion as to the desirability of the project. There is, he added, "good reason to believe that if it were put into effect, the result might not [be] a definite duplication of the Library's, but possible embarrassment to the normal conduct of certain of its administrative processes."

The Florida association, of which W. Walter Tison, president of WFLA, Tampa, is head, adopted a resolution last month in support of the project. Rep. Peterson gave it his support and wrote the Library regarding it.

Library Facilities

In responding to Rep. Peterson's inquiry, Mr. Roberts said a careful consideration of the project and its relation to the Music Division of the Library of Congress, Music of the Copyright Office, had been undertaken, hence the delay in his reply. He continued:

"The purpose of the Resolution appears to be the 'nationwide employment of musical research, and musical arrangements of music now in the public domain.'

"In connection with carrying out this project, the following is planned:

"The making of a permanent depository (Music Division of the Library of Congress) handling music in the public domain, by a filing system, involving the determination of status of copyrights, filing of regular composition, also new arrangements of each and every selection found to be in the public domain."

"This already is the Library of Congress a depository for music which handles music, both copyrighted and in the public domain. As of December 31, 1937, its collections numbered 1,063,722 volumes and pieces of music. The bulk of these musical deposits have been supplemented by the purchase of many thousands of American and foreign publications, not received by copyright deposit, and are one of the most representative collections of music in the world."

"The making of a system in the Music Division is completely classified according to form and filed under subject index. A book office there already exists an instrument for the ascertainment of the copyright of noncopyright status of musical compositions, the office seems clearly necessary to establish a new department with attendant duplication of effort."

Nurses' Account

GOOD & REESE NURSES, Springfield, O., on Sept. 12, reeled quarter-hour thrice weekly live talent programs on WLS, Chicago and KITN, Kansas City, and six weekly five-minute live music segments KEKQ, KFRI, WMNN, CKLW, the following stations: WWVA, KFRA, KYPR. The series may be expanded according to Roy E. Dodge, radio director of The Alton and Kircher Co., Chicago agency in charge.

Communists Buying

NEW YORK State Communist party will spend about $7,200 during the coming election campaign, starting with quarter-hour programs on WMCA, New York, to begin Sept. 19 and continue to Oct. 27. A little later, foreign language programs on one New York station will be broadcast in Jewish, Spanish, German and Italian, and a few upstate stations may also be used.

Two Magazines Test

THE Poultry Tribune, Mt. Morris, Ill., (magazine), will start an ad spot announcement series in mid-October on 10 stations. Contested Eye, Philadelphia but delayed for a similar test on 10 stations at the same time. Both campaigns are likely to be expanded. The tests are successful, according to Roy E. Dodge, radio director of Alton and Kircher Co., Chicago, the agency in charge.

KATE SMITH turns author this October, her book "Standing In a Great Big Way," will be published in October as a Blue Ribbon book. It was originally planned to make the title "Hello Everybody."

Block Sale of Time, FCC Authority Over Advertising Disputed in Appeal

RIGHT of the FCC to regulate against advertising of proprietary medicines was challenged and a block of time, the licensee is "unobjectionable" was made Sept. 1 in a brief in a case before the Federal District Court of Colonial by WLTW and WARD, Brooklyn stations ordered deleted last year by the FCC in a decision from which they had appealed.

A voluminous brief tracing the history of the Brooklyn situation, Attorneys Paul M. Segal, George S. Smith and Henry P. Warner contended the FCC order terminating the licenses of WLTW and WARD and giving their activities to WBBB, a third Brooklyn time-sharing station, "is a flat defiance of the Commission by the law and directly faults the caution" imposed by the Court upon the Commission in the so-called WEFU case of several years ago.

The deletions were ordered, it was argued, by such a "juggling of orders, corrected orders, referrals and meetings as to require a full analysis to reveal the essential nulity of the Commission's action." It was added that the commission makes the finding that the stations had failed in their duties or that the successful station is better equipped to perform them "but the Commission attempted to dispose of the appellants through something bordering close investigation of its content that the Commission is without authority to regulate the broadcasting of medical advertising materials on the air."

More than 100 cases between stations and networks were involved in the appeal.

GOOD NEWS it was to this group, for the M-G-M series by that title, that would be its second season on Sept. 1, under sponsorship of General Foods Corp. (Maxwell House coffee), on 70 NBC-red stations. Start of the 1939 edition of the series was preceded by a press dinner in Hollywood. It was attended by stars of the program, network and agency executives and many well known newspaper and magazine writers. Left to right (seated) are Louis K. Sidney, radio director of M-G-M, who is also manager of WHN, New York; William Baker, vice-president and Hollywood manager of Benton & Bowles Inc. Standing are John M. Nicholson, General Foods Corp., Hollywood radio representative, and Robert Young, film actor and master-of-ceremonies for the first broadcast.

ADAM HAT STORES, New York, will open its prize-fight series on NBC-Blue on Nov. 2, with the Henry Armstrong-Ceferino Garcia 15-round bout for the welter-weigh title. Agency is Glicksman Ad Co., New York.

PERPETUAL MUSIC LICENSE FAVORED

In a second letter to all stations, Sept. 5, Kenneth C. Davis, West Coast representative of the new firm of Davis & Schwegler, Los Angeles, announced gratification over his plan to set up a new music organization which would offer radio "a perpetuallicensing franchise." [Broadcasting, Sept. 1.] Mr. Davis said that more than 200 stations had written him for information support and was seeking his organization to pursue the program.

Along with the letter was sent a circular for composers and music publishers inviting them to join the project. After answering some of the inquiries he had received following the Aug. 15 letter, Mr. Davis said it is not necessary for stations to buy records and transcriptions from his organization in order to obtain sheet music free. He said his organization will furnish free sheets, copyright fee, regardless of whether the composer is a publisher. Transcriptions or recordings from them. He said also that in addition to legitimate music, Davis & Schwegler will record popular new music. He said his organization will cooperate with the NAB or the FRC in a voluntary campaign that the problem is essentially one for private initiative.

Anti-ASCAP Measures

Before Supreme Court

BOTH SIDES of anti-ASCAP legislation enacted in several states to be heard by the Supreme Court for consideration by virtue of the appeal Sept. 7 by ASCAP from the decision of the Federal court in Washington, that its licensing in that State. There is also pending in the highest tribunal the appeal of the State of Florida from the action of the Federal court in New Orleans raising the same technical question of jurisdiction of the Federal court to consider the constitutionality of the law of the State of Florida and there is also a technical question growing out of the death of Anthony H. Landis since the Federal court's action.

In the Washington State case, Anthony H. Landis Jr., who was the Federal court's ruling that it lacked jurisdiction because ASCAP had failed to show that the statutory minimum of $3,000 was involved in order to make it subject to federal jurisdiction. The issue of the validity of the Florida law from the New Orleans court decision.

Music League to Buy

AMERICAN MUSIC League, New York, Sept. 16, appointed by B. A. Rolfe and John F. Gilbert for the benefit of Young American composers, plans to use radio within the next months to the belief that American music is ignored in favor of works of European composers, the American composers can be heard on the program. An 85-piece band is now being assembled, and soloists and instrumentalists also will be heard. Advertising agency and network are yet to be chosen.

AMERICAN TOBACCO Co., New York, on Sept. 16, was to appoint a new agency for Creme and Rome's cigars. The business has previously been handled by Lawrence C. Gun- shiner Ad Agency.

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BROADCASTING • Broadcast Advertising

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Pacific Marketers Turning to Radio

Appreciate Flexibility; Several Campaigns In The Making

By LINDSEY SPIGHT

Pacific Coast Vice-President
John Black Company

SPOT broadcasting, like Horace Greeley's young man, has been growing West for a lot of years. But only recently has the West been receiving an adequate amount of spot business east of the Rockies in any considerable volume.

Two years ago, in an article in BROADCASTING, the writer estimated that the total volume of Pacific Coast spot business did not exceed $900,000 for the preceding year. Of that amount, approximating 15% was distributed between the western and midwestern stations.

Still on the Spot

The big contributors to spot broadcasting on the Pacific Coast two years ago are still in there pitching. Standard Oil Co. of California is in its sixth year of time signals to the tune of about $100,000 annually. General Mills has replaced the flour company, handled on the Coast by the Westco agency of San Francisco, still continue with its national campaign for wheat during the winter months and broadcast Pacific Coast and Western International League baseball during the summer.

The national campaign for wheat was shared with the Goodrich Rubber Co.

Associated Oil Co. for more than a decade has been broadcasting intercollegiate football, principally over the Coast regional networks but also utilizing spot. Other intercollegiate spots, notably basketball and track, are becoming increasing important in Associated's annual advertising plans.

These accounts, along with the regional food advertisers, brewers and seasonal spot users continue to be the leaders in Pacific Coast regional sponsorship of both spot and network time.

Two years ago we estimated that more than half of the total volume of $900,000 originated in the San Francisco Bay district, with the balance divided almost equally between Southern California and the Pacific Northwest. Today this situation is different. Total volume has increased sharply to approximately $1,500,000 actually placed in the last 12 months, and the development of origin and disposition of this business has made an even greater change.

Almost half of the Coast's total spot business goes to stations east of the Rocky Mountains. Los Angeles now originates as much or more of this eastern business as San Francisco. Seattle also continues to originate spot broadcasting, both national and local, to a greater extent than its magazine and newspaper lineage would indicate. Therefore, it is the leader in regional business but behind Los Angeles in Eastern volume.

Several accounts are largely responsible for this change. The California Fruit Growers Exchange (Sunkist), placed by the Los Angeles office, has been on the air last November with daily half-hour transcriptions in the early morning for an important list of stations in Eastern and Midwestern markets. It's original six-month contracts have been replaced by a number of additions made to the original list. The Calavo growers, also placed by Lord & Thomas, used radio for the first time last year, testing both spot announcements and women's participating programs.

Talent and Programs

The availability of desirable transcription talent and program series in Hollywood, coupled with the interest of California in the growing importance of Los Angeles as a spot originating center although not to the same extent as in Chicago, has offered opportunities for non-satellite commercial programming.

Two cases in point are the Stokely-Van Camp Charlie Chan transcription series, placed last year out of the Hollywood office of the Raymond R. Morgan Co., and the Manhattan Soap Co. transcriptions of Thomas Cook's Suntan and the recent syndication efforts of the Wise Company from the Manhattan office of Milton Weinberg from Los Angeles.

Both the foregoing accounts of national commercials, especially nationally at least in part in coast agencies. In addition there is an increasing tendency to the part of the national companies to utilize Western releases through Western agencies or the coast branches of national agencies handling those accounts. For instance, this year's placement of the Firestone farm series of transcriptions in the West from Firestone Coast offices to the Coast stations; the use of the Suntan agency in Greeley; placement of the new Texaco transcriptions regionally by broadcasting radio for Los Angeles; the agency, which has the account nationally; and the recent Far Western release of both live broadcasts and transcriptions for Peter Paul Mounds through the San Francisco office of Emir B riches.

Cooperative Marketing Accounts

BROADCASTING, in its Aug. 15 issue, described the increasing role of the Pacific Coast accounts in its general review of the immediate outlook for spot. However, aside from the fact that spot radio is rapidly increasing in out of Seattle, which will probably spend $100,000 this fall and another $200,000 next spring. Moreover, transcriptions series, stations will be from cooperative marketing associations. This interesting, rather complicated and highly organized plan is largely a Pacific Coast development. Sunkist and Calavo have already been mentioned but there are many others.

Last year Pacific Coast marketing associations used spot radio to sell apples, melons, lettuce, pears, salmon, potatoes, prunes, avocados, oranges, lemons, grapefruit and even onions. In some cases more than one product was handled by the same association. In others, such as apples, there were two associations — Northwest Fruits, handled by the Izzard agency in Seattle, and Washington Boxed Apples, handled between the San Francisco and Seattle offices of J. Walter Thompson Co.

A similar situation applies to pears, California Bartlett, just now reaching the peak of their selling season, is strictly a California problem. Bartlett pears in Sacramento and its advertising is in the hands of the San Francisco office of J. Walter Thompson. Spot radio may still be included in this year's plans but the volume will not be large.

The Washington, Oregon, California Pear Bureau, handled by the Izzard agency in Seattle, includes most of the closely graded, well-packed tonnage of fall and winter pears grown in the three states. The principal markets for these pears — and the only ones — are California, Oregon, New York, New England, Philadelphia, St. Louis and the Twin Cities.

Prospective Idaho Campaigns

A year and a half ago the Idaho legislature passed a State marketing bill providing for an advertising assessment on Idaho potatoes, apples, prunes and onions. It called for a three-year marketing program with available funds of about $125,000 annually to cover all products. The appropriation was to be handled by the Chine agency of Boise and the Portland office of Botsford, Constante & Botsford.

Sales were at last summer utilizing spot radio as the backbone of the campaign. However, before even the first spot was heard, the legality of the legislation was attacked and the bill has been in the courts ever since. But on Aug. 30 the court went further and approved its legality and another good prospective account is available.

In addition to Federal aid under the AAA for marketing crop surpluses, the State of California has two legislative proposals which have contributed to the recent growth of association advertising. One is a crop control program and the other marketing of national marketing of regional products, but the part of the strong majority of the growers in any agricultural industry. One of the chief objectives of these cooperative marketing programs is an assessment on tonnage to obtain funds for national advertising.

As the campaign begins, there is a good possibility that new accounts of this type will be available this year. There will be a considerable volume of dry and prunes. These are not to be confused with the California Apricot & Prune Growers Ass'n, which is a brand marketing association with voluntary membership of San Diego county growers and handlers, and the Arizona and Sun Belt of San Jose. Sunsweet markets less than 30% of California's tonnage of apricots and prunes, which has not been a consistent user of radio.

Some More Prospects

If the current signup campaigns are successful with these two groups of growers, annual cooperative industry appropriations of $100,000 for apricots and $250,000 for prunes will be available for advertising. Furthermore, spot radio is still unduly neglected by growers who have obtained a substantial percentage of these appropriations as the growers committees working on these campaigns have been most active and successfully in publicizing the need for a statewide marketing program. If successful, one of the first moves will be the appointment of an advertising agency or agencies.

One of the oldest and most successful cooperative marketing associations on the Pacific Coast is that of the walnut growers (Diamond Brand) handled by McCann-Exler. The agency has one of the largest spot radio audiences except for a short transcontinental series in 1932. But this year, inspired by the success of other campaigns, it is negotiating to go into an extensive list of midwestern and eastern metropolitan markets with half-hour programs of its campaign material, with the idea of having the program handled by the Los Angeles office of Lord & Thomas.

Other industry association accounts include the California Potato Growers and the California Apricot Society. It seems make advertising predictions hazardous at this time, include Western Growers' Pear campaign, with some 15,000 people of olive, peaches and raisins. The salmon industry which used (Continued on page 44)
Exchange of AFM Contracts Slated for Sept. 23 Windup

Nonnetwork Stations and Union Voice Confidence Drawn-Out Negotiations Will Come to an End

FINAL phase of negotiations between the American Federation of Musicians and the country's broadcasters is expected to be concluded on Sept. 23, with the exchange of contracts signed by individual nonnetwork broadcasters and their local unions, which have been drawn up in accordance with the standard agreement negotiated last spring by the AFM international board and the National Committee of Independent Broadcasters.

With more than 70 completed contracts already arrived, and with practically all the rest of the stations and locals in negotiation, both the union and the broadcasters are confident that by the 23rd there will be an end to all walkout parleys and put the new arrangement into effect on a national scale.

As in the case of the Independent Radio Network Affiliates, it is expected that there will be a few clips in which negotiations will not have been completed by the deadline, but that there will be contracts from a large enough number of cities to satisfy the AFM and allow the general exchange of contracts, with the remainder to be cleaned up as rapidly as possible.

Exchange will be handled by the NCIB, headed by Lloyd Thomas, WROK, chairman, for the nonnet- tework broadcasters, and Joseph N. Weber, AFM president, for the musicians.

Extension Promised

No action on the temporary li-
censes granted to the manufacture-
ers of phonograph records and transcriptions by the AFM will be taken before the meeting of the NCIB on Sept. 15, it was stated at AFM headquarters.

It was understood, however, that if the negotiations between the nonnetwork stations and the union are brought to a satisfactory conclusion the AFM will offer to extend these licenses for a year, or quite possibly a year and three months, giving them a new expiration date at the end of 1939, or approximately the same time as the expiration of the usual standard contracts with the network affiliates, which comes to an end the middle of January, 1940.

To the makers of transcriptions and phonograph records, the most important thing about Sept. 15 is not that it is the expiration date of their AFM licenses, but that on that date the new wage scale for musicians engaged in the production of records [Broadcasting, July 15] goes into effect in ac-
cordance with the action taken at the AFM national convention in Tampa last June. This change from the 1938 and 1939 scales will raise the average musician's re-
turn from a full day's work on transcriptions from $50 to $108, it has been estimated. What effect such an increase in the cost of producing transcriptions for lib-
raries and for commercial use is a question that every transcription is pondering seriously.

Conversation with a number of leading manufacturers of trans-
scriptions shows the consensus to be somewhat as follows: Obviously, the increase is too great for the manufacturer to absorb, as it is more than his profit. The reason his profit is the increase, he must still take a loss until the expiration of his existing contracts for station library services, and at that time probably lose many of his customers who will prefer to use the less expensive phonograph records than to increase their ex-
penditures for sustaining trans-
scriptions to such an extent. The probable solution to this dilemma will lie in the reduction of the increase or the raising of prices, but the use of fewer musi-
cians on each program. Twenty-
iece-orchesters will be replaced by groups of ten men or fewer; smaller units will be replaced by soloists or duos; there will be an increase of dramatic and comedy programs using no music at all.

The net result will be that the makers of transcriptions will spend the same amount of money for music, but they will pay it to fewer men.

The line of reasoning will probably apply as well to the pro-
grams made for sponsors. If prices are raised to sharply these adver-
sisers will turn to other media.

Therefore the transcribers will probably trim their programs to fit the advertising budgets of their clients and again the result will be the same amount of music for musicians but paid to a fewer number.

As several manufacturers have pointed out, this carried a pro-
tradiction to the stand maintained by the AFM throughout its entire negotiations with the broadcasters, that the desired result was not in-
creased pay for members now em-
ployed but increased employment for the thousands of musicians without work.

Break of Faith Charged

Some recorders have hurled charges of a breach of faith at the union, stating that its dealings with the broadcasters were largely predicated on the continued unre-
stricted supply of transcriptions and phonograph records and that by increasing its wage scale the AFM was in effect cutting off the supply of recorded music and so breaking its word. In answer to these charges a union spokesman, who asked not to be quoted di-
rectly, told BROADCASTING that such an increase in the cost of manufacture of transcriptions bound the union. He said, further, that as many stations arearl dependent on recorded music the phonograph record manufacturers will also protest against the wage increases.

Goodness Gracious!

HAILING the grand opening of the new Tulsa Brewery, KTUL, announcer Bill Begg, has re-
ceived a pf of remoted speeches with transcribed musical fill-
ings for the studios. As the program was well under way, the KTLU announcer reminded listeners they were invited by Ahrens Bros., the owners, to come down and shave their thirst on the house—"so follow it out and drink all the Ranger Beer you like. While you hur-
ry down, here's a few of the transcribed Ranger Musicians a medley of stirring tunes."

And with that Begg is plunged in with the fine march tune, "Onward Chris-
tian Soldiers!"

BLUE AND RED safety signs, shown here on a Toledo bus and posted at many other points throughout the country, are the work of WSPD. Toledo, and its WSPD Safety Week, Aug. 22-27, conducted by the station in cooperation with various civic and state safety organizations. Posters, wind-
shield covers, and other material were carried brancbed by representa-
tives of cooperating organizations and spot announcements with sound effects. The WSPD campaign covered every branch of public and personal

ALPHABETIC INDEX OF STATIONS

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
A New Kind of Station Measurement

Many Advantages Are Claimed for New Roster Method

By CHESTER E. HANSON
Director, Westerback Division
Hooper-Holmes Bureau

The 241 news programs completed for Yankee Network a new kind of study of the listening audience in Metropolitan Boston. This is known as the roster method, which many authorities say produces the most accurate records of programs listened to, except possibly where the study was conducted by the Hooper-Holmes Bureau Inc. Each morning, afternoon, and evening for the entire week of July 31 the full-time salaried employees of this Bureau interviewed personally over 200 Boston listeners who used their radios during the preceding evening, morning, or afternoon. During the week a total of 4,380 such interviews were made, that is, every quarter-hour period they had listened to in the preceding portion of the day. In this memory we aided for a complete roster of all the programs broadcast by each of Boston's eight station during the preceding portion of the day.

Probably the finding of this study of greatest interest to station owners is the tremendous size of the daytime audience. This is much larger than most radio users and sellers suspect—certainly larger than most rate card audiences. As a matter of fact, the study disclosed a total of 29,683 quarter-hours of listening during the week. Of this total, 26.7% was morning listening, 38.8% afternoon listening, and 34.5% evening listening. This means 65.5% daytime listening against 34.5% evening listening. Perhaps it should be mentioned in this connection that the survey was conducted during Boston's hotest week of the summer, following several weeks of heavy rain.

News Programs Revisited

The popularity and interest in news broadcasts is again demonstrated by this detailed study of Boston for an entire week. During the week 241 news programs of quarter-hour length were broadcast. And, during these 241 periods 26.5% of the sets in use at the time of news broadcasts listened to news; in the afternoon this percentage drops to 17.7% of sets in use. In addition, 42.0% of the sets in use at the time of news broadcasts were tuned to these news broadcasts. Weather forecasts were close in popularity; for the entire week 31.2% of the sets being used at the preferred time were tuned to these broadcasts. (Again we should not forget that this study covers Boston's hottest week.

This study was conducted in 20 towns within 10 miles of the Boston City Hall, and all interviews were controlled as to the economic level of the family interviewed. 5.4% are classified as A, 26.9% of families of substantial wealth, 20.2% as B, or comfortable middle-class, 45.0% as C, or skilled laborers, and 29.4% as D, or unskilled laborers. 55.8% of these families are telephone subscribers.

Obviously, the 41% radio listeners who are not telephone subscribers are never reached by coincidental or other surveys conducted by telephone. If these non-subscribers were included, it is safe to follow the findings of telephone surveys which cover only about one-half of the listeners. But, unfortunately, for stations which have invested their money in telephone studies, there is a vast difference in the habits of these two parts of the audience. If they were identical, we would expect all listeners to an individual program to be approximately 55% telephone subscribers and 41% telephone non-subscribers. Actually the Girl Alone audience on WJAZ at 4:45 p.m. Wednesday day was 38% telephone and 73% non-telephone. One Man's Family on WNAC at 8:00 p.m. Wednesday was 73.6% telephone and 24.4% non-telephone. For Men Only at 9:45 Thursday evening the audience is 33.3% and 66.7%, and for Mary Martin and Pepper Young's Family at 3:00 and 3:30, respectively, on Thursday the relationship is 67.5% and 32.5%.

Thus it is seen that ratings and audiences computed from telephone surveys covering only half the total can be very deceiving. They may show the true position of a particular program or a very false picture.

Chicago Paper Exploits New Format Via Radio

The Chicago Herald & Examiner, which recently changed its format from standard to tabloid [BROADCASTING, Sept. 1], on Sept. 12 began a daily sponsored broadcast on WMAQ, Chicago, designed to introduce its new format and its features to radio listeners. The series is aired at 6:45 p.m., CST, 15-minutes five days weekly with the possibility of seven days weekly if time can be cleared. Ulmer Turner, radio editor and newscaster of the Examiner, directs the show and plans interviews with Warren Brown of the sports department; "The Dowager," society commentator; Gordon Sessions, humor; Charles N. Greenwald, political news authority; O. M. Smucker, financial news expert.

WENE, NBC-Blue outlet in Chicago, has started a Friday evening radio gospel and news show titled WENF Radio Hour. The special emphasis on WENF-WLS programs and stars. Promoted by William Ray, head of NBC-Chicago press department, the show features Charles Lyon as commentator. One radio star is interviewed each show.

KOMA, Oklahoma City, on Sept. 9 was authorized by the FCC to withdraw without prejudice an application retrodate set for hearing request ing authority to increase its power from 5,000 to 30,000 watts.

Politics, New Style

IOWA'S Republican Party strikes a new note in political broadcasting with its five weekly The Parks Family, started Sept. 13 to run for eight weeks preceding the November elections, originating at KMA, Shenandoah, and carried by the Iowa Broadcasting System. The serial is a dramatized version of political thought, interpreted through the life of a typical family. The program is heard Monday through Friday, 8:15 p.m.

Melville Shoe Test

MELVILLE SHOE Co., Boston (Thom McAn shoes), on Sept. 6 started a New England campaign, using five radio broadcasts by Fred Lang six mornings weekly on WNAC, piped to WEAN. In addition, both stations are carrying announcements on Sunday mornings, and one-minute announcements on WNAC every evening. Agency is Neff-Bogosian.

Cracker Jack on 11

CRACKER JACK Co., Chicago, on Sept. 20 will start five weekly one-minute transmitted announcements on 11 stations in the South. John H. Dunham Co., Chicago, is agency.

Pennsylvania Net Has 16 Stations

WCAU Is Key Station of New Chain; Accounts Signed

PENNSYLVANIA Network, covering 16 stations in the State with WCAU (Philadelphia), as key, was formed Sept. 8 and started operating Sept. 10, 9:30-10 p.m., with a statewide broadcast for the Republican State Committee.

Lines have been installed to all the stations. Offices will be in the WCAU studios in Philadelphia. The network has signed the Republican State Committee and will handle all advertising for political broadcasts during the coming campaign. A number of other programs now being planned will be carried.

The Pennsylvania Network consists of WAZL, Hazelton; WEST, Easton; WJAL, Lancaster; WOR, York; WSN, Allentown; WFBG, Altoona; WLEU, Erie; WHF, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGB, Scranton; WKOK, Sunbury; WBB, Wilkes-Barre; WRA, Williamsport; WNEP, Wilkes Barre; WHED, Harrisburg. All Pittsburgh stations are optional.

Atlantic Account

Dr. Leon Levy, president of WCAU, and prime mover of the project, made the announcement Sept. 10 that decision may be reached later to establish the network on a permanent basis. While Pennsylvania Bell lines now are leased on a month-to-month basis, the chain can be linked permanently if feasible.

The Atlantic Refining Co. football account, to be keyed through WCAU in Philadelphia, the chain will run until Thanksgiving and the network will be retained until at least, Mr. Levy asserted. Moreover, several other commercials are in prospect.

Under the arrangement, WCAU assumes all responsibility for lines and maintenance. Stations on the network will pool WCAU 15% of their established rates for commercial business to defray overhead, aside from customary agency commissions. Whether sustaining service eventually will be offered the stations is contingent upon future developments, Dr. Levy declared.

Sale Deals for WAAW, WBGB Are Called Off

TWO radio station sale deals, pending since early this year, have been called off by parties involved, and the FCC, through Commissioner Brown, has ordered transfer application procedures with little prejudice. They involved the proposed sales of WAAW, Omaha, and KWBG, Washington, Kan.

Omaha Grain Exchange last March had entered into a deal with WNBK, in the broadcasting pueblo (KOIL, Omaha, KFAB, KFOR, Lincoln) to sell WAAW for $20,000. WNBK, owner of KWBG, had entered into a deal the same month to sell that local station to John F. Harris, publisher, Casper, Wyo, for $250,000.

An "UNNAMED sponsor was recently refused the privilege of conducting "Carol" radio, which is on the air for the first time, and for that on controversial subject. It is under government pressure to dial down the shouting, and so accurate index could be obtained in any case.

BROADCASTING • Broadcast Advertising

September 15, 1938 • Page 19
Shepard Prohibits Free Movie Plugs

Others Follow Suit As Result Of Broadcasting Editorial

A BAN on “free publicity” for the motion picture industry has been instituted by John Shepard 3d, president of the Motion Picture Assn. of America and head of the National Assn. of Regional Broadcast Stations.

In almost identical letters to NBC and MBS, Mr. Shepard Sept. 6 notified them he was issuing instructions to his stations on NBC (WNAC, WEAN and WICC) and on MBS (WAB, WRGB and WICC) to discontinue “the carrying of any sustaining program which contains publicity or puff for the motion picture industry, such as premiers from Hollywood or elsewhere.”

Since appearance of the editorial in the Sept. 1 issue of BROADCASTING on the motion picture campaign, numerous complaints of commendation have been received. In several cases stations reported they had referred the issue to sustaining program managers. The result was a lightening in the number of sustaining motion picture broadcasts in the light of the developments.

Hald Wilhers, manager of WFLI, Philadelphia, announced a “complete and sweeping ban on all free publicity.” He said his ruling stemmed from the death-knell for some 65 minutes of such material on WFLI, KSO and KRTN, Des Moines, which will broadcast no more movie premiers, Luther L. Hill, vice-president and general manager, commented Sept. 8.

Mr. Shepard referred to the recent action of the motion picture industry in appealing an $8,000 fine assessed by the state of Indiana. He said he believed the heavy fine was the result of a decision that free publicity “should not be allowed on television stations.”

In conclusion Mr. Shepard said he was “tired of seeing both sides of the face” and expressed the view that both NBC and MBS some day “will take the same attitude”.

Royal Goes Spot
ROYAL TYPEWRITER Co., New York, on Sept. 15 started an announcement campaign, and will use Musical Clock programs on WHN, New York, and other stations.

On WMCA, New York, the program will be High School Report, five days a week, for 52 weeks through Buchanan & Co., New York, the announcements will be heard on WFLI, KFI, KNX, WBZ, WDBA, WEAI, WGBR, WHK, WTAM, KDKA, WGY, WOKO, and two or three others not yet named.

HAMMOND Food Stores and Safe-Store markets, both in Albuquerque, N. M., report that a list error in listing KGGM as carrying their advertising in its Sept. 1 survey of radio advertising chain grocery stores, Broadcasting regrets the inadvertence.

Network Billings Slip During August But 8-Month Figure Still Tops 1937

AUGUST combined billing of the three major networks totaled $4,629,590, a loss of 6.4% as compared with the $4,896,116 total for August, 1937, which was highest for any month of the year. The network total for August, 1938, was $4,864,886. This is the second consecutive month that this has occurred, with both of the summer months below those for the same month of a year ago. July, having been 6.3% above the same period of 1937, dropped to 3.1% below, date, however, 1938 leading into 3.1%, this year’s eight-month total being $46,971,173 and last year’s total for the same period being $45,551,198. Despite the decline registered in the two summer months, it seems fairly safe to predict that for the entire year 1938 will be well ahead of 1937, since all supporting factors point to break-downing quarterly figures.

Individually, NBC reported gross billings of $2,941,099, a gain of 5.6% above the $2,784,776 total achieved in August, 1937. For the cumulative eight-month total, NBC likewise shows a gain, the 1938 figure of $26,933,483 being 5.6% above the $25,440,534 total for the same period of 1937. NBC also reported that it had registered a 31.3% increase for the monthly billings for August, 1938, in comparison to the previous August, 1937.

MBS reported August billings of $104,826, topping last year’s figure of $86,829 by 21.0%. For the eight-month period, MBS tallied $1,675,913 this year and $1,507,047 a year ago, a gain of 22.7%. These gains, however, were not enough to balance the 27.2% decline in billings for the month reported by CBS, which totaled $2,739,616, with 9,254,409, ahead of all other Augusts except that of 1937, when the network has grossed $2,809,550. Combined with the 31.2% drop in July this was enough to pull this year’s cumulative total 2.0% below that of 1937. The January-August billings of $18,373,777 for 1938 and $18,746,057 for 1937.

Gross Monthly Time Sales

<table>
<thead>
<tr>
<th>Month</th>
<th>NBC</th>
<th>MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$2,739,616</td>
<td>7.1%</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,732,016</td>
<td>6.1%</td>
</tr>
<tr>
<td>March</td>
<td>$2,868,831</td>
<td>6.3%</td>
</tr>
<tr>
<td>April</td>
<td>$2,754,633</td>
<td>6.3%</td>
</tr>
<tr>
<td>May</td>
<td>$2,814,298</td>
<td>6.3%</td>
</tr>
<tr>
<td>June</td>
<td>$2,775,080</td>
<td>6.3%</td>
</tr>
<tr>
<td>July</td>
<td>$2,842,911</td>
<td>6.3%</td>
</tr>
<tr>
<td>Aug.</td>
<td>$2,941,099</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

In addition, there were twelve announcements which totalled 1,677 announcements in August.

WFAB Leaves the Air; Sale to WEVD Ratified

WFAB, part-time New York station, has been sold within the next 30 days under an FCC decision, effective Sept. 15, which authorizes the assignment of the license to the Federal Memorial Fund Inc., licensee of WEVD, New York. The decision authorizes purchase of the WEVD facilities by the WFAB owners for $85,000.

Now using 1,000 watts on 1320 kilocycles, WFAB will remain on the air for the next seven days with WEVD, WBRR, Brooklyn, and WHAZ, Troy, N. Y., WFAB thus turns over its 36 hours per week to WEVD, enabling that station to operate 86 hours weekly. The contract terms call for merger of WFAB into WEVD within 30 days of the effective date in order to give time for complete contracts and arrangements transfers of accounts.

WEVD will continue to share with WBRR and WHAZ, whose allotments of time remain the same. WFAB was purchased from Paul Lowry by Lang, owners of WHOM, Jersey City. Mr. Harron is also former part owner of WPEN-WRAK, Philadelphia.

Film Group Plans Show

USE OF its entire list of contract players was by Republic Productions, Hollywood film studio, in the weekly half-hour radio show now being prepared for sponsor- ship. Program will be divided into a musical variety and serial drama, with either Gene Autry or Roy Rogers as the leading man. It is being written by Beverly Barnett, formerly head of the studio’s radio department, and joined WEAN in 1927 upon graduation from Brown University. His friend and associate, Mr. Travers, director of comedy programs, was also elected vice-president of Colonial Network.

Mr. Harlow has been with Mr. Shepard almost from the start of WNAC, Boston, which with WAB, Boston, and WEAN, Providence, are the Shepard-owned stations. Originally a concert artist who has been a tenor, he gave up this field to become active although still active in music, especially chorals. Mr. Travers, assistant to Mr. Harlow, had been with WEAN since 1927 when he joined WEAN in 1927 upon graduation from Brown University. His friend and associate, Mr. Travers, director of comedy programs, was also elected vice-president of Colonial Network.

Horlick’s Spot Test

HORLICK’S MALTED MILK has been testing, with WABA, WGRB, WGRS and WABA, KSCJ with plans for expansion. Roche, Williams & Cun-

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Broadcasting • Broadcast Advertising

Forced Products in Front Of WBS Disc Sponsors

FOOD and food beverage advertisers agreed that chief WBS sponsors during August, buying 6,128 station quarter-hour announcements. Laun-}

m supplied over 14,500,000 in August by advertisers in seven different classifications. This amounted to 14.5% over August, 1937, and 19.0% over July, 1938. For the first eight months of 1938 total station time was 90,569, an increase of 14.5% over the same period in 1937.

Breakdown of August business follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$16,976</td>
</tr>
<tr>
<td>Farm Equipment</td>
<td>2,783</td>
</tr>
<tr>
<td>Food and Beverages</td>
<td>5,784</td>
</tr>
<tr>
<td>Financial &amp; Insurance</td>
<td>3,035</td>
</tr>
<tr>
<td>Personal Care</td>
<td>6,187</td>
</tr>
<tr>
<td>Laundry Soaps &amp; Cleaners</td>
<td>2,084</td>
</tr>
<tr>
<td>Tobacco</td>
<td>290</td>
</tr>
</tbody>
</table>

A total of 5,700

APRIL 15, 1938

www.americanradiohistory.com
Active NAB Copyright Drive Promised Third District Group

Miller Tells of Plans for Aggressive Campaign; Music, IRNA, Audit, Publicity Discussed

COMPREHENSIVE plans of the new NAB to perform aggressively for the industry on all radio fronts were outlined at the 50 Eastern broadcasters’ meeting in Sept. 10 by Neville Miller, NAB president, and members of his headquarters staff. Preceding the first meeting of the Third District of the NAB, consisting of stations in Pennsylvania, New Jersey and Delaware, Mr. Miller declared the new organization proposed by Mr. McCullough posed to make copyright its first and foremost effort in the interest of business, in spite of the radio problems would not be ignored. He declared the plan was to make haste slowly and to be fully informed about the interests of radio before embarking on any controversial undertakings.

Clair McCullough, general manager of the Mason-Dixon Group and Third District director, presided at the meeting which was followed by state meetings for Pennsylvania and New Jersey. Among others who addressed the session were Edwin M. Spence, secretary-treasurer, radio public relations director, and Paul F. Peter, research director. Each outlined phases of his particular operations and focused on the co-operation of stations.

Primer and Speakers’ Bureau

Mr. Kirby told plans of the NAB to release shortly a “radio primer” outlining the fundamentals of broadcasting for the amateur radio operator and an educational pamphlet. The primer, he said, will be distributed to impotent to people in order to help them understand the basic knowledge of what American radio is doing. He said the NAB planned to set up a national speakers bureau and to have state bureau functions under it. Those designated as speakers would be expected to appear before Rotary, luncheon and other local clubs to tell radio’s story.

Mr. Peter, as research director, explained that his office was attempting to gather basic data on various phases of radio activity so it will have the answers to the questions raised by the public. He implored broadcasters to respond promptly to the questionnaires now being sent them in order to make available the best possible cross-section of industry data.

Isaac D. Levy, part owner of WCAU, Philadelphia, and a stormy figure in NAB affairs, was largely due to copyright, made his first appearance at an NAB session since he rejoined the organization earlier, and stated his opposition to the “per piece” method of copyright performance on the ground that the cost would be prohibitive. The present percentage basis, he said, is far more practicable, although he declared the costs were too high. He expressed confidence in the new NAB organization and in Mr. Miller who declared he was gratified to hear Mr. Miller say that he intended moving slowly on the copyright front.

As requested by Chairman McCullough about the licensing efforts of the Society of Composers & Musicians, M. Levy explained that WCAU is in litigation with that organization. He added SESAC originally held certain foreign cables which were not essential in radio performance but that several “hillbilly” cables were procured in an effort to force stations to take its license. SESAC is suing WCAU in the Federal District Court in Philadelphia for violation of their contract to act on the WCAU motion to dismiss the proceeding. Mr. Levy said that every effort is being made to settle the dismissal, WCAU proposes to fight the SESAC action.

The musicians situation came in for discussion, with Frank Smith, general manager of WWSW, Pittsburgh, and a member of the independent broadcasters’ committee, outlining the status of the negotiations. He asked independent stations to follow through on filing complaint with the Federal Communications Commission ahead of the new Sept. 23 “dead-line” set by A. F. of M. About 50% of the independents thus far have sent in their certificates and about 10% the actual contracts, he declared.

Political Dilemma

Political broadcast discussions were discussed by Mr. Miller. He said the present confusion probably can only be cleared up by action of the Congress and in negotiation with the FCC. The dilemma, he said, grows out of the fact that the law and the regulations are ambiguous. While “nobody has been hurt as yet” because of the political sector, he said it does not mean that “we can’t get hurt” and for that reason he was desirous of seeing the situation corrected.

Samuel R. Rosenbaum, president of WFIL, and chairman of Independent Network Affiliates, explained the whys and wherefores of IRNA. He also discussed the recent criticisms most frequently establishing itself as a permanent group, functioning under the NAB, and its plan to participate in the station-monopoly investigation of the FCC. He suggested that non-network stations take steps to express their views at the investigation.

The question of setting up a yardstick on station coverage was raised by William H. Appleby, general manager of WCAU, Atlantic City, who has been fostering a private organization to undertake the task. Declaring he has found lots of reaction in favor of such a move, he said that a great

Film Plug Action

In Pennsylvania

State Group Urges Stations to Take Suitable Steps

A RESOLUTION asking broadcasters to take such steps as may be appropriate to restrict the amount of free publicity given motion picture material in the radio was adopted by the Pennsylvania Association of Broadcasters at a meeting in Sept. 10. The resolution was offered by Samuel R. Rosenbaum, president of WFIL and president of Independent Radio Network Affiliates.

C. G. Moss, manager of WKBO, Harrisburg, chairman of the Associated Broadcasters of WEEU, Reading, was re-elected vice-president, and C. R. McCullough, general manager of the Mason-Dixon Group, was re-elected secretary. Dr. Leon Levy, president of WCAU, Philadelphia, was elected treasurer.

The newly-elected officials were not present at the meeting and committee until the next meeting. A committee of three, comprising Mr. Moss, Chairman McCullough and Arthur Simon, manager of WPEN, Philadelphia, was appointed to prepare the Pennsylvania Association at its next regular meeting.

The resolution on the motion picture situation developed after a general discussion. It follows in full:

RESOLVED, that the Pennsylvania Association of Broadcasters deplores and protests by the Motion Picture industry in the announcements made recently in connection with the forthcoming motion picture "Give it that it is concentrating its expendi-

tures on other medium than radio; the Association calls this to the attention of all broadcasters and in-

vites enough to take such steps as may be appropriate to restrict the amount of free publicity given motion pictures.

Present at the sessions were Joseph M. Nassau, WIBG; A. W. Miller, WDAS; Elwood Anderson, WFBG; J. H. Carney, WILM; R. J. Vresk, KXNF; Arthur Simon, WIBC; James M. Chaffey, WEEU; Sam Rosenbaum and Roger Clipp, WFIL; Frank Megargel, WIBG; Jerome L. Kaplan, WBRE; Sydney Kaplan, WIBG; William Joy, and W. V. Person, WRAK; Melvin Lahr, WDK; Col. J. H. Steinman, WGal, and Walter Miller, WIBG; C. G. Moss, WKBO; B. B. Musselman, WCA and Arthur Simon, WPEN; Frank Smith, WWSW; Dr. Leon Levy; Isaac D. Levy, Jr., and Clifford Harris, WIBE; Hugh Binkley, John Laux, WIBJ-KQV; Leslie Joy, WYU, and Leonard Kapner, WCAE.

Lea & Perrins on 28

LEA & PERRINS, New York (sauce), on Sept. 26 will start a spot campaign of two weekly night-time announcements on WOGL, WEEI, WBN, WKB and WIBB.

The advertising will take the form of "Take a Whiff and Say it's Good" and will consist of soft-sell spots.

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www.americanradiohistory.com
College Program Directs Appeal to Common People

KYW Series Uses a Mythical Mr. Public as a Foil

DESIGNED to demonstrate how the benefits of 200 years of learning may be made available to the average person through broadcasting, the Pennsylvania Question Box has successfully completed its inaugural week run on KYW, Philadelphia.

The idea of bringing outstanding personalities together and having them speak and then query them through a "common people's spokesman" originated with Leslie Joy, general manager of KYW, who was instrumental in securing a permit of the educational program formula as an ordinary educational program among the ordinary people.

Dr. James T. Young, of the University's political science department, is one of the professors (a field of study) who were heard for the first time through the KYW, Detroit, from 2:30 to 3:00 p.m. (EST). The National Education Assn. will again cooperate in preparing programs.

SEEKING the cooperation of schools and theatrical institutions for its new full series of broadcasts of great plays, NRC is distributing a teachers' manual on the "History of the American Theatre" to every school of the country. The series will be conducted by WNYC, New York municipal station, in cooperation with the National Educational Association, the American Theatre Wing, and the National Endowment for the Arts.

LOW COST table model RCA control cabinets for schools, incorporating a high fidelity receiver, phonograph turntable, microphone, monitor speaker, and switch controls for 20 classrooms, has been announced by the National Educational Association. The unit (314-G19) permits the distribution of radio broadcasts, recorded music and announcements to schools and provides two-way communication if the radio consists of a two-way system.

In its tenth session Sept. 17 with non-credit evening courses for adults in business, writing, and producing radio broadcasts. The faculty will include William N. Robson, director of the workshop, with Robert S. Emerson, assistant in production, "Radio Production, Mr. Courter's course will be "Program Planning and Building and Special Broadcast Problems." This is the first year the workshop has been offered during the regular academic course, having previously been conducted during the summer months.

NB: More workshops are being scheduled.

Teaching Teachers about Education via radio was the mission of William R. Cline, WLS executive, during a taping of the "Teaching Teachers" program this fall by Catholic University, Washington. Walter Kerr, former member of the Washington State University of speeches, has joined the G. Edward McGuire in writing, radio script writing and play direction.

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Emphasizing the Umph in Education

Listening Incentive Need in Pedagogy Via Radio

By WALLACE SWINK
University of Iowa

ONE took a course in comparative psychology. One of our experiments was to build a maze of small passageways. A white rat was released at the entrance to the maze, and the number of wrong movements and the time taken to reach a goal at the other end were recorded. This was a sort of intelligence test for rats. The faster they learned the maze with the least amount of errors, the more intelligent they were supposed to be.

But there was always one necessary form of procedure no one with the experiment that bothered me. I asked the professor “Why place food at the end of the maze?” “Why?” he asked. “Well, you wouldn’t expect the rats to run the maze without a motive!” I reflected awhile...remembered a few times I went through his class, and then said, “It’s a wonder you wouldn’t give your students something to consider.”

I have often heard educators make the naive statement, “Well, if you don’t want to study, what are you doing in school?” Sanborn might just as well say, “If you cannot appreciate the truth of our advertisements, you have no business drinking our coffee.” I wonder how long they’d stay in business.

Apply Ad Technique

I believe it would be a good idea if every college professor were forced to spend an ad- vertising game before he was permitted to teach. He’d soon find out that no matter how much a person needed an education, the school of his or her choice was mediocre, he still might be given him a series of facts isn’t enough. He must create the all-powerful motive--not a motive that assures graduation through mere notions, but one which makes the student want to learn right now!

What do you think would happen to the advertising man who would write copy in the middle of August telling how nice a cup of Chase & Sanborn coffee would taste on a cold day in January? Yet that sort of thing is precisely what our educational overlords are trying to pass off on their students. “Study”, they say, “Study hard for six or eight years—and maybe, one day, you’ll be a famous doctor.”

I don’t know whose idea it was to put the umph in educational continuities. The days when Chase & Sanborn coffee would grow, but if any one person was responsible, he probably got the inspiration after listening to some professor read French verbs over the air.

If we were going to educate by radio, we must first discover the meaning of the word. Was it an exact paraphrase of a perfect key knowledge of French verbs learned by repeating slowly after the professor on the air? Was it a knowledge of the vocarious habits of the

We once had a series of lectures on child psychology given over the air here at the studio. They were quite well received as far as lectures go, and covered some very salient facts...but in common with too many other college radio programs, it was a great deal less than stimulated.

If this was education, then radio had better stick to entertainment—and so it did; that is, until some one got the happy idea that perhaps both entertainment and education could be used together. After all, is there anything about entertainment that is fundamentally uneducational?

But how could one make the habitation of the species Lepidoptera entertaining? Well, I dare say it can be done, if several million people flock to a worthless patent medicine just because it’s connected with a few hillbilly songs. Of course, I don’t mean that putting

As the school season gets under way, it again becomes apparent that educating by radio is more or less a matter of selling knowledge and understanding, just like soap or motor cars.

There’s a lot more to it than just laying facts on a platter and telling the student to gorge himself. While a few hours’ o’euve do much to spruce up the educational diet, dressing the same old mutton as a new dish with a fancy name is what really turns the trick. These excerpts from Mr. Swink’s address at the meeting of the National Association of Educational Broadcasters at the University of Kentucky Sept. 5-6, offer his slant at the radio-education problem, based on his experience both as an educator and as continuity writer for the University of Iowa.

Columbia U. Course

NEW RADIO course of Columbia University to present a large-scale and comprehensive survey of the radio world, will have 26 guest lecturers, representing all branches of the industry, including Arthur Pryor Jr., BBD; Paul Leavitt, BBD; Wm. W. bennett, WEN; John Gillett, CBS; Walter Peterson, ABC; Lewis Titterton, NBC; Frank Stanton, CBS; Dwight Conmee, NBC; Fretwood Smith, Biow Co.; Douglas Coulter, CBC; Jack Johnstone, Blw Co.; Alvis Hamburger, NBC; Jeff Gold, NBC; Bob Murphy, WMGN; Frel Green, BCB; Franklin Dunham, NBC; Merrill Peterson, NBC; Thomas B. Davis, NBC television; Sidney Gruneberg, study assistant; Carl Denison, former European director, CBS; Voice of Experience; Upton Close, Commentator; Sterling Fisher, CBS; Cliff Frayer, Information Please; Rudy Vallee, Margaret Cuthbert, NBC. Erick Barnouw directed course.

ROBERT E. FREER, of Ohio, has been reappointed by President Roosevelt as a member of the Federal Trade Commission. Mr. Freer is vice-chairman of the FTC.
KXOK offers a new approach to valuable sales in St. Louis, the nation's eighth biggest market. An entirely new station in this rich market giving St. Louis new entertainment, attracting new listeners—and making new sales for its advertisers. With the backing of a great publication, the St. Louis Star-Times, KXOK presents advertisers unequalled opportunities for reaching and holding the St. Louis audience.

OWNED AND OPERATED BY THE
ST. LOUIS STAR-TIMES
ST. LOUIS, MISSOURI
FCC Will Decide WLW Case Before Adopting New Rules

Record Is Closed in Superpower Proceedings; NBC Comes Out Flatly in Favor of High Power

WITH the filing of briefs by a half-dozen of the parties involved, the formal record on the superpower hearings of last June was closed on July 6. Chairman Craven, with the approval of the committee, entered the record of July 6-9 of the FCC Superpower Committee on proposed new rules and regulations designed to conform with the Hanna allocations treaty.

With the closing of the written record it became evident that the Superpower Committee proposes to dispose of the WLW power case before tackling revision of rules and regulations. Hearings were held before the same committee July 6-9 on the application for renewal of its special experimental license to operate with 50 kw. Presumably the theory is that if the WLW petition is heard, it will be heard independent and need not be decided simultaneously with revision of rules and regulations.

Drafting of Reports

George B. Porter, assistant general counsel, said the FCC counsel both at the superpower hearings and the WLW proceeding, and Ralph Walker, senior accountant whom he also introduced, understood to be handling the preliminary drafts of the Superpower Committee's findings in both cases. It would not be surprising if the Superpower Committee acted on the WLW matter early in October, according to insiders, and it may be anticipated that final action will be taken by the FCC on either the rules and regulations or the WLW matter until well after the first of the year.

NBC Favors Superpower

The report on the proposed allocations is expected to be a non-legal document, on the theory that the FCC is the advocates-the adjudicative than judicial. It is possible the report will follow the form of the Craven social and economic analysis presented early this year [Broadcasting, Feb. 15]. The engineering and accounting department, as well as the law department, are collaborating with the committee in the preparation of the two reports.

While briefs filed with the FCC Sept. 6 by respondents were largely summations of evidence, there were surprises. NBC, for example, in its brief filed through its counsel, A. L. Ashby, P. J. Hennessy, Jr. and Henry L. Frank, pointed out flatly in favor of superpower. It was the network's first unqualified expression of that sort. CBS, on the other hand, added no new but may be represented in oral arguments following release of the committee's report.

The report of 300 pages, including more than 60 full-page exhibits of which many were in evidence, as well as a number of reference tables, was submitted on behalf of the Clear Channel Group by Louis G. Caldwell, its counsel. National Association of Regional Broadcast Stations, represented by Paul D. Spearman, submitted a 65-page brief supporting its case against superpower and in favor of clear-channel duplication. The WLW brief filed by Duke M. Patrick, chief counsel for Crosley, was of about the same length. Other briefs filed included those of National Independent Broadcasters, representing local stations; and those of WOR, WCAU, WHKC and WQXR.

NBC, in discussing the superpower issue, said it would stand squarely alongside those "who have urged the Commission to modify the absolute limitation on power containing in excess of 50 kw. by any Class I-A station which proves upon a hearing that such operation will best serve the public interest."

NBC said it takes this position not only because it holds that its network business is conducted through some 150 stations of all classes out of which total more than half were cleared by rule and that the two networks, are potential Class I-A stations. NBC added that its regional and local affiliates deliver primary service day in and day out, each to its own area and that there is no satisfactory substitute for primary service in urban areas." It added, however, that the combined nighttime coverage of all regional and local stations in the United States is only 19.2% of the country's area and 68.8% of the country's population.

"If that is the Commission, the NBC brief states, "by a positive regulatory prohibition, limits the power of dominant clear-channel stations to 50 kw., it necessarily imposes a qualitative and quantitative limitation on broadcasting service particularly during night-time hours, which is an unnecessary and potentially valuable service in the public interest both in terms of audience (a social consideration) and revenue (an economic consideration)."

Effect on Competition

Alluding to the low standards technique which it would be desirable to establish under limitation on power, NBC said the effect would probably be felt in competition with other media for national advertising revenue because national advertisers require national coverage. It pointed out NBC's business is primarily national advertising. "But any unfavorable repercussions in the field of national network advertising will have an adverse effect on local advertising and local and regional stations, and finally the listener, it is stated.

In conclusion, NBC said that its experience has been that previous power increases have not created unfair competition. "While competition by other companies within the industry. It said it was not mindful of the possibility that 25 Class I-A stations, each operating with power of 50 kw. or more, might bring about changes in present methods of network operation, but it added, if it would be apprehensible, a change that would result in splitting the country's operation or an equal division of broadcasting as an industry because it is willing to conform to such changes. Rather it is concedes that the limitation on power deprive a large number of listeners dependent upon secondary service of the benefits of higher power, and might also foreclose the entire industry from keeping pace with external competitors because of its inability to serve all parts of the country.

Regional Position

In the regional brief, Mr. Spearman renewed his plea against 50 kw. and for duplication of stations on clear channels.

Supplementing the argument that 50 kw. maximum power should be specified in the new broadcast rules, NABBS contended that the operation of Class II stations, or those with power up to 50 kw., should be extended to include a reduced time basis on the same frequencies occupied by Class I-A stations, or those with power up to 50 kw. Under the proposed regulations there would be no duplication on the air for Class I-A operation. Mr. Spearman contended this could be done legally without violating the North American Regional Broadcast Agreement signed at Havana last December.

In the same time the NARBS brief asked that maximum regional power be fixed at 5,000 watts and that this would be a workable solution now free from interference beyond their one millivolt nighttime concentration limit. "It is possible to a considerable extent to the same geographic areas which they now serve."

It contended that operation (Continued on page 58)
Examiners Upheld In Four of Five Cases by the FCC

Survey Indicates 628 Reports Sustained, 125 Reversed

RECOMMENDATIONS of FCC examiners have been upheld by the Commission in more than four out of five docket cases pertaining to broadcasting that have been decided since the Commission was founded in July, 1934.

Out of 993 docket cases heard and reported by the examining staff under Col. Davis G. Arnold, chief examiner, up to Sept. 1, 1938, an analysis of the docket reveals 628 examiners' reports were sustained, 125 reversed, five sustained in part. Fourteen were neither sustained nor reversed, either being dismissed or requiring no action.

Many Reports Pending

As of Sept. 1, there were 167 examiners' reports pending before the Commission action, a few of which were decided during the first two weeks in September and many more of which will be finalized during the remainder of this year. For the most part, the early September sessions also sustained the examiners.

On a percentage basis, 83.4% of the cases heard by examiners and decided by the Commission resulted in decisions upholding the examiners' recommendations. The reversals ran 16.6%.

Among the 993 docket cases heard and reported by examiners, 53 involved proposed transfers of ownership. The examiners recommended granting 36 and denial or dismissal of 17. Usually, the Commission granted 27, denied or dismissed only eight and had 16 left to be decided.

The examining staff consists of eight examiners with Ralph Walsh having recently switched over to the legal staff and Tyler Berry coming over from the law department to take his place. The report of the individual examiners since the Commission was founded are shown in the box in the adjacent column.

Quaker Farm Discs

QUAKER OATS Co., Chicago (Ful O'Pep poultry feeds), on Sept. 24 will start an half-hour disc series to be broadcast Saturday nights on WLS-WMC-KWTO-WGY-KDRA-WMT-WJAX-KFEG-WGSN. The series began on WLS several months ago and was expanded to the above markets following a successful test. The discs consist of interviews relating to agricultural problems, Benton & Bowles, Chicago, has the account.

Morrell Fall Spots

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, ham, bacon, etc.), has started spot announcements and participations weekly on the following stations for its heart brand: WWL, WGY, GGBI-WFLB-JWSV-WRC. For Red Heart dog food, the Bob Beeler series is being sent out. Some of the participations is supplemented by participations on WOR WFRA-KFRC. Henri, Hurst & McDonald, Chicago, is agent.

KXOK, in St. Louis, To Debut Sept. 19

No Gala Inaugural Scheduled; Weiler Named to Head Sales

KXOK, owned and operated by the St. Louis Star-Times, will go on the air Sept. 19 according to Ray V. Hamilton, manager of Star-Times radio properties, which include, in addition to the new KFPRU of Columbia, Mo., and two shortwave experimental stations in St. Louis. On the commercial staff of KXOK, a 1,000 watts full time on 1250 kc, will mark the first granting of a full-time regional license in a metropolitan area in several years.

Departing from the usual dedication program, KXOK will begin its operations by carrying the first feature of its regular Monday schedule, when it goes on the air at 6 a.m., Sept. 19. Executives of the station announced the opening programs would be typical of those to be heard in regular operation.

To Build Own Shows

KXOK will operate independently of network connections although eventually a number of programs will be carried with KFPRU. The policy of the station will be to concentrate on its own shows, using live talent, rather than to depend on recorded features.

Programs under the supervision of Allen Franklin, program director, formerly of WLW, Cincinnati, are being bands from KVOO, Tulsa, is production manager, and Bruce Barrington, from WEBC, Harrisburg, Ill., is news director and commentator.

Staff personnel includes Jerry Burns, from KITA, Kansas City; Paul Auran, from ROKA, Oklahoma City; Bert Metcalf from WAAT, Jersey City; Bob Lyle, from WJNS, New York; Betty Arnold, from WFL, Cincinnati; Harry Colman, from KVOO, Tulsa; Lou Beelar and Renard, from WILL, Champaign, Ill.; the Barnes family, from WNL, New Orleans; Alice Burns, and Betty McPhee, of St. Louis; Jack Beck, of St. Louis.

Carl Rosnow, St. Louis conductor, has been re-appointed as musical director of the station. The musical staff will include Norman Paul, Clark Sparks, June Currin, Jeanne Renard, Francis E. Jones, the Mason Sisters and Corleve Davis.

KXOK's transmitter, which was located on the fourth floor of the Star-times Bldg., 12th and Delmar Boulevards. Three in number, they are 30,000 watt transmitters designed by the NBC Engineering Survey Service. They are acoustically treated U. S. Gypsum Co. materials and are air conditioned throughout.

Construction of the transmitter is located in Venice, Ill. The two towers for the antenna system are Truscon self-supporting radiators, 180 feet high.

SPORTS EDITORS of American college publications will predict the results of each Saturday's big football games in this column, to be made starting at 1:30-2 p. m. on NBC-Rel, starting Sept. 24.

KXOK, has been St. Louis' musical station, will carry nine midwestern football games under sponsorship of Greisendick Bros., St. Louis.

FCC Bar Association Recommends Big Change in Practice, Procedure Rules

FAR-REACHING changes in the proposed new rules of practice and procedure of the Commission were suggested during the 12th by the Committee on Practice and Procedure of the Federal Communications Commission.

The report of the committee, published in the Journal of the organization, was sent for criticism to the members of the commission.

The committee suggested that the Commission be requested to hold an informal conference for hearing presided over by one or more examiners, at which time suggestions and recommendations of the Bar Association could be presented and discussed. Under the plan originally outlined by the FCC, the proposed changes would be discussed at an informal conference with the Rules Committee of the Commission.

Tighten Formal Procedure

The committee, comprising four Washington practitioners before the FCC and two of New York, have recommended a drastic change in formal procedures of the Commission.

It urged that the practice before the Commission in the future conform closely to the new Federal rules of civil procedure which became effective this month for the Federal courts and which have been adopted by the Supreme Court. Tightening up of all provisions dealing with formal matters before the Commission is proposed.

Repeal of the controversial "two-year rule" which prevents FCC legal employees from practicing before the Commission for two years after their employment in the government service, suggested in the Commission's original draft, was given the support of the Bar committee. It suggested deletion of a sentence which it claimed was unnecessary but otherwise placed its stamp of approval on this contemplated provision.

Possibly the most provocative suggestion in the committee's report was that, in order to have FCC practice conform with other administrative agencies, the Commission designate the person, examiner or commissioner who is to preside at hearings and also the subject matter to be covered. Under existing procedure, examiners presumably are not designated by the Commission itself rather than with suggested changes, all of the examiners' reports contain recommendations to the Commission for changes.

If the suggested procedure, the examiners would be instructed as to whether they were to make recommendations and as to the precise issues to be covered.

1934 Rules Now Used

New procedure for petitions or replies to the application and general procedure also is suggested.

If the FCC's proposed rules were made public July 11, at which time they were submitted to the Bar Association for criticism. They were distributed by the Committee of the FCC, made up of department heads, and are designed to supercede regulations which have been in force and substantially unchanged since the FCC was created in 1934. The Bar Association's committee consists of Arthur W. Scharfeld, chairman; Frank Robertson, former associate general counsel; Donald C. Beeler and Carl A. Smith, Washington members; R. H. Rylander and J. H. Wiggan, of St. Louis.

The latter two were unable to participate in deliberations of the committee at the national meeting, it was stated, but gave "valuable suggestions" which were reflected in it.

Urg Motion Docket

In suggesting that the new Federal rules on court procedure be applied to the FCC provisions, the committee declared that they could be readily applied to the communications practice and also would tend to facilitate the handling of matters by attorneys in general practice who are already familiar with the Federal court rules. The committee supported the suggestion that a Motion Docket be set up within the FCC but recommended that a commission be designated to preside rather than any other FCC employee. It was held that this development would be "in keeping with a modern procedure which would tend to overcome the disadvantages of the present method of handling motions, petitions and other pleadings.

In connection with the suggested new procedure regarding handling of cases by examiners or commissioners, the committee said its proposal (Continued on page 46)
If you want sales, go after sales where sales are being made—TEXAS. Business maps and surveys show one clear fact that no sales-minded executive can afford to overlook: Texas is the largest bright-spot market in America! Texas offers advertisers more customers with money to spend than any other state in the Union.

If you want complete, effective and economical radio coverage of the richest markets in Texas, use the new Texas State Network. TSN, with 23 stations in 22 major Texas cities, is the first network to offer advertisers such complete coverage. 99.3% of Texas’ radio homes are in the area served by the Texas State Network!

Complete coverage is only one advantage that TSN offers. Get the facts about TSN’s many advantages. Learn how you can do a low-cost selling job with America’s most flexible regional network!

WRITE, WIRE OR PHONE FOR INFORMATION

Texas State Network, Inc.
ELLIOTT ROOSEVELT, President
NEAL BARRETT, Executive Vice-President
GENERAL OFFICES: 1119 West Lancaster, FORT WORTH
Business Offices in New York, Detroit and Chicago . . . Key Stations: KFJZ or KTAT, Fort Worth, and WRR, Dallas
Purported Results Of News Surveys Belittled by NAB
Miller Describes Articles as Misleading, Unauthorized
PUBLICATION of purported results of the news broadcast survey conducted by Mrs. Tucker Silver Shortening, and the fact that the survey was released by Miller Describes Articles as Misleading, Unauthorized
PUBLICATION of purported results of the news broadcast survey conducted by Mrs. Tucker Silver Shortening, and the fact that the survey was released by NAB, has had a strong denial Sept. 8 of its veracity from Neville Miller, NAB President.

In a statement issued from Centerville, Cape Cod, Mass., where he was vacationing, Mr. Miller declared that no such survey had been released by the NAB, which was the only agency in radio concerned to publicize the results. The published reports indicated that 15% of the news broadcasts were "biased.

In addressing the NAB district meeting in Philadelphia Sept. 10, attended by some 50 broadcasters of Pennsylvania, New Jersey and Delaware Mr. Miller challenged the accuracy of the published reports, asserting they painted the blackest possible picture.

The actual results of the survey will not be released, he declared, until an intelligent report can be written. He added, however, that it is his opinion the the news broadcast situation is "very healthy" and that broadcasters have nothing to fear. Another broadcast was found in which Betty Angel won the Ohio milkmaid championship in front of the WHKC booths. Jack Harris (right photo), of WSM, Nashville, covered the Tennessee Dairy Festival at Pulaski in which Gov. Buford (left) was featured. He staged a battle of the squirts interesting to listeners alike

**MRS. TUCKER'S SHORTENING**

**Finds Radio Its No. 1 Medium in Promoting**

A Silver Anniversary

INTERSTATE Cotton Oil Refining Co., Sherman, Texas, manufacturer of Mrs. Tucker's Shortening, has relied chiefly on radio to attract attention to the celebration of the silver anniversary of its product during 1938, and to increase sales throughout the year.

The company began the manufacture of Mrs. Tucker's Shortening back in 1913. When 1938 rolled around, it was only natural to feature the product's silver anniversary in all advertising, including newspapers, 24-sheet billboards, cooking schools in which the shortening was featured in cake-baking contests, and on three quarter-hour programs weekly on WFAA, Dallas, plus spot announcements placed on scattered smaller radio stations in Texas and Colorado.

Radio Promotion Leads

Of all media used in the 1938 campaign, the WFJA program, "Mrs. Tucker's Smiles," now in its sixth year on that station, and the spot announcements on other stations have proved most successful.

Since the beginning of the year, two continuous special offers have been a part of the radio campaign.

One offers listeners a four-pound carton of Mrs. Tucker's Shortening in exchange for a quarter-minter. In 1913, the company began making the shortening. This is a saving to the customer—varying amounts are freely attested to the fairness of American radio in its handling of news, political candidates, and controversial issues.

Radio is pioneering in a new field. There naturally will be differences of opinion as to standards and policies. Broadcasters do not propose, however, to await investigation, but do propose to give careful consideration to every problem of the industry and to criticisms from within and from without.

"But we assuredly will not accept any judgment in regard to news 'bias' which is not based on a full study of the problem including the standards by which news 'bias' is to be adjudged."

COWS had their inning, and outing as well, as the annual fair season got underway. Milking derbies were rampant, as stations gaveudder-by-udder accounts. Red Joyner (left), of WHKC, Columbus, safe behind an optical defense, watched Betty Angel win the Ohio milkmaid championship in front of the WHKC booths. Jack Harris (right photo), of WSM, Nashville, covered the Tennessee Dairy Festival at Pulaski in which Gov. Buford (left) was featured. He staged a battle of the squirts interesting to listeners alike.

**Store Strike in Frisco Cancels Advertising of Several Local Stations**

SAN FRANCISCO's department store strikes have effectively dealt the department store an estimated 6,000 workers, dealt a blow to all the local advertising media, including radio. The department store operators have a joint agreement that when a strike is called effective June 15, all radio and all advertising will cancel all advertising. Repercussions thus were felt by local station operators, KPO, KSFO, KFRC, KYA and KJBS.

Accounts suspending their radio advertising for the duration of the strike included:

KPO—Joseph Magnin Co., sponsoring the live talent audience participation program "Who's Afraid of Thursday Tonight?" Sunday nights, 8:15 to 8:30.

KSFO—C. H. Baker Shoe Co., sponsoring Don Allen, the Hollywood Reporter, Tuesdays, 5:30 to 6:00.

KJBS—C. H. Baker Shoe Co., sponsoring The Magic Isle, transcribed Monday, 10:30 to 12:00, and Wednesday, 7:30 to 9:00.

KYA—Star Outfitting Co., spot announcements.

KJBS—The Emporium, spot announcements.

Store operators and Frank Monroe Shoe Co., spot announcements.

Mr. Miller's statement follows in full:

"Word has reached me here that there has been some confusion in certain sections of the press, a survey of radio news broadcasting, purportedly conducted by the NAB. No such survey has been released from the headquarters of the NAB, the only agency in radio concerned to publicize the results. The published reports indicated that 15% of the news broadcasts were "biased."

Any report, purporting to be based on the findings of such a survey, is unauthorized and misleading.

"All shades of public opinion
ONE CONTRACT DUZZIT!

The TOP END and TIP END o’ TEXAS

THREE outstanding stations under the same management... in Texas' two important, isolated markets.

NOW OFFERED AT ATTRACTIVE COMBINATION RATE

For detailed information contact their national representative—

HOWARD H. WILSON CO.  
Kansas City  Chicago  New York
More power

Shown above is a busy scene in the main office of RCA Communications, located in the heart of downtown New York, 66 Broad Street. This is one of the many services of the Radio Corporation of America.

The power of a broadcasting station is not measured in kilowatts alone, but in ability to hold an audience. The world-wide Communication services of RCA may seem to have little connection with your station’s power. But when you think of power in terms of audience, rather than kilowatts, the connection is clear.

At the Riverhead, Long Island, receiving station of RCA Communications are scores of antennas. This is the point of reception of European features that are heard on hundreds of American radio stations.

All radio broadcasting stemmed from communications a field in which RCA was a pioneer. RCA research in this field has constantly led to improvements in transmitting radio programs ... more power to your station. RCA Communications each year brings scores of overseas features to your transmitter... more power to your station.

Radio Corporation

RCA MANUFACTURING CO., INC.
RADIOMARINE CORPORATION OF AMERICA
to your station!

In the home no radio program is better than the radio receiver.

The quality of radio instruments used in homes, and the prices at which they can be bought are all-important to every broadcasting station. Fine reception means more listening, makes your station more valuable to sponsors. RCA research has been responsible for a large part of the steady improvement in home receivers. This research is of a practical nature which not only improves instruments, but makes them available at low prices. All of which means . . . more power to your station!

RCA presents the "Magic Key" every Sunday, 2 to 3 p.m., E.D.T., on the NBC Blue Network.

Shown above is the extremely popular 1939 RCA Victor Radio Model 97KG, in the new Console Grand cabinet, price $85 (f.o.b. Camden, N. J.)

of America RADIO CITY, N. Y.

NATIONAL BROADCASTING COMPANY
RCA COMMUNICATIONS, INC. • RCA INSTITUTES, INC.
TOWNSEND DIRECTS

WKST, NEW CASTLE
WITH main studios and offices located in the magnificent local Scottie-Rite Cathedral Building, and with transmitter house halfway between New Castle and Ellwood City, the new WKST, New Castle, Pa., authorized last March by the FCC, will go on the air on or about Oct. 2 under the general management of S. Townsend, Jr., Mr. Townsend part-owner and manager of WJW, Akron.

Station manager and program director will be Arthur W. Graham, formerly with WJW and other Ohio stations. Herbert S. Kirk, with the Universal Sanitary Mfg. Co., New Castle, will be commercial manager. J. Leonard Taylor, former WJW announcer, will be chief announcer and continuity chief. Mr. Townsend and Fred W. Dewald, Jr., each owns 50 shares of the stock in the Key-stone Broadcasting Co., licensee, with Mr. Kirk.

Mr. Townsend is a lieutenant in the U. S. Naval Reserve who gained wide experience several years ago as a liaison officer for the Settle-Fordney stratosphere balloon flight in charge of the station at Akron, and also handled the flights of the dirigibles Akron and Macon.

He has expanded the radio operation and holds the first radio license. The new WKST will operate with 250 watts daytime on 1550 kc. It will have studios in New Wilmington and Ellwood City, and will carry DISC and NBC, and NHK, and the New York Theaurus, Western Electric equipment is being used throughout along with a three-quarter wave Lehigh shunt-fed tower. Installation is being directed by McNulty Chambers and Washington consulting engineers.

Oshkosh Fall Plans

OSHKOSH OVERALL Co., Oshkosh, Wis., on Sept. 26 starts the following shows on its stations: WLW, half-hour live Sunday show and "Disc Time"; WMQA and WBT, three-weekly quarter-hour shows of "Lem & Martha"; WHO, thrice-weekly 15-minute live show of "Lem & Martha"; WDAY and WOW, two daily transcribed announcements. Ruthrauff & Ryan, Chicago, is agency.

Thom McAn News

MELVILLE SHOE Corp., New York (Thom McAn shoes) is sponsoring a series of 315 fifteen-minute radio commercials on 11 stations as follows: WLW, half-hour "Sing Time"; WMAQ and WBT, three-weekly quarter-hour of "Lem & Martha" WHO, thrice-weekly 15-minute live show of "Lem & Martha"; WDAY and WOW, two daily transcribed announcements. Ruthrauff & Ryan, Chicago, is agency.

Mckenzie Using Six


This Broadcasting Business

* No. 3 - Average Station Revenues

By DR. HERMAN S. HETTINGER, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

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for this situation than is the mere fact of network affiliation.
6. Unlimited local stations affiliated with regional networks only, do almost as well as those on national networks.
7. The 181 stations whose annual sales are less than $10,000 have an average net sales of $15,544. They represent 29% of the combinations and account for 3.4% of the revenues of broadcasting business. They are the marginal fringe of radio.

Size of Community
Analysis of average station revenues by size of community indicates additional facts not generally appreciated in the broadcasting business.
1. Unlimited time regional stations in towns from 10,000 to 50,000 population are remarkably well as compared to larger cities, especially in view of the fact that fewer of them are affiliated with networks.
2. The comparatively high average revenues of part-time regional stations in towns under 10,000 population—$50,451—is indicative of their use by advertisers to cover central market beyond the immediate trading areas in which they are located. This fact may also explain the strong position of these stations discussed in the preceding paragraph.
3. The average revenues of local unlimited stations illustrate particularly well the influence of the size of market on advertising volume. The average revenues of stations in cities one million and over are twice those of the average network affiliated local stations and more than seven times as great as those of stations located in towns under one million population.
4. Though information is not available for a complete comparison with 1935, several trends seem certain. The average revenues of clear-channel stations in cities under 25,000 have shown the greatest relative increase in their class. Regional stations have gained between 40% and 50% in cities over 50,000, while their average revenues have increased but slightly in towns over 25,000. Average revenues of local stations have increased markedly in cities over one million, and in communities between 50,000 and 250,000 population. There has been little increase elsewhere.

3-Vees Places Discs

AMERICAN BIRD PRODUCTS, Chicago (3-Vees birdseed), on Oct. 16 will start a quarter-hour station-featured spot series on WSM, Nashville, and WYTN to supplement its MBS network show which starts the same day at 7 p.m. EST. The show will originate at WGN KOIL WHK WBBR KWK with a rebroadcast on KFEL at 7.45 p.m. EST. Signed for 32 weeks, the network show will originate at WGN and will feature canary songs with background organ music. Weston & Barnett, Chicago, has the account.

National Tea on 3

NATIONAL TEA Co., Chicago, on Sept. 12 started an extended series of spot announcements on these three Chicago stations: WBBM WGN WLS. The firm recently placed its account with Stack-Goble Adv. Agency, Chicago.

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www.americanradiohistory.com
Recently, KWK wrote forty-eight managers of Network Affiliated Stations in forty-eight States and asked, "Do your most successful Local and National Spot Sponsors use Frequency?"

To date forty-three have replied. Forty-two said, "Yes." The other one stated that the Cost of Frequency on his Station is prohibitive.

One blow of a good ordinary hammer may flatten lead and not phase Platinum. To a Triphammer Lead and Platinum are alike—it flattens both with the Frequency of its blows.

Impressing prospective Buyers by Radio is a good deal like flattening metal. The method of the Triphammer applies. It is the successive impressions of Frequency which treats all prospects alike and converts them into Buyers.

A Coincidental Survey recently completed in St. Louis by R. L. Polk and Company revealed that during some periods of the day KWK had as much as forty-two per cent of the audience. But regardless of audience a Station must have its rates adjusted to the success factor—Frequency. In St. Louis KWK has done this. During some periods of the day you can buy three quarter hours on KWK for the price of one on its principal competitive station. That is why we say KWK is the Triphammer of the St. Louis Market.
AFRA to Start Mutual Negotiations; Will Hold First Convention Nov. 14

PLANS for the first annual convention of the American Federation of Radio Artists, to be held in St. Louis the week of Nov. 14, are under preparation at the union’s national headquarters in New York, although the complete convention program is not expected to be completed until next month.

Only definite part of the agenda is the election of officers and of 15 directors, as called for in the organization’s constitution. The full board of 45 directors is set up on a staggered basis, with members elected for three-year terms so each board will consist of 15 new and 30 continuing members. Provision for the annual convention was made because AFRA, unlike Actors’ Equity and the Screen Actors’ Guild, is not concentrated in a single center but spread out over the entire country and the convention is practically the only way the members have of considering national problems.

The nominating committee, appointed by the national board to receive and prepare nominations, includes actors, singers and announcers (three branches of talent represented by AFRA) from all sections of the country, consisting of: Carlton KaDell, Los Angeles; Jack Moyles, San Francisco; Maurice Cliffer, St. Louis; Virginia Payne, Chicago; John MacBryde, William Adams, Carol Deis, Claude Reese and Robert Waldrop, New York. Don Phillips, president of the St. Louis local, will act as host to the convention, with Steve Tammany handling publicity for the event.

Dickering With Mutual

Since the number of AFRA members who will attend the session cannot be estimated at this time, it was said, no decision can be made regarding hotel accommodations. Each local is entitled to one delegate for each 25 members in good standing as of Sept. 1, which would mean some 230 delegates, as the national membership is just under 6,000, having been swelled considerably following the completion of a contract with NBC and CBS covering all sustaining artists employed by these networks. Provisions have been made for proxy voting, however, so less than that number of delegates may be present.

Negotiations for a similar contract with Mutual will be started shortly, according to Emily Holt, executive secretary of AFRA, who added that the provisions of the standard contract have been put into effect and are working very smoothly at both networks.

Tom Tully has been engaged by the union to look over all network contracts for sustaining artists to see that all provisions of the standard contract are being observed, and that all sustaining artists are AFRA members. The announcers’ contract at NBC is also working well, Mrs. Holt said.

Negotiations between AFRA and the American Association of Advertising Agencies to work out a standard contract covering artists is also moving along slowly.

A NETWORK FEATURE FOR LOCAL SPONSORSHIP!

Fulton Lewis Jr.

NOW AVAILABLE!

50 Stations Coast to Coast. People everywhere interested in the news from Washington ... Fulton Lewis, Jr., is the only daily commentator from the Nation’s Capital offered on any network! His network program is now available for local sponsorship, Mondays through Fridays at 7 P.M., E.S.T. To be sure you get this program, write, phone or telegraph for full information and rates immediately!

National Representatives
WM. G. RAMBEAU CO.

NEWS before it happens!

Fulton Lewis, Jr., has become nationally prominent for his uncanny predictions:
- He discovered the Parnsworth-Japanese conspiracy activities finally bringing Parnsworth over to the United States government authorities.
- He predicted that Governor Landon would carry Maine and Vermont and that President Roosevelt would carry the rest!
- He predicted the outcome of the primaries in Pennsylvania, Oklahoma, Iowa, Colorado, Tennessee, Kentucky, Mississippi and Virginia!

Spud Marathon

WOR-MUTUAL will carry a description of the potato-picking contest between Gov. Lewis O. Barrows of Maine and Gov. Beztilla W. Clark of Idaho, a feature event of the annual International Potato Picking Contest. Held at Fort Fairfield, Me., on Sept. 26, the scene will be described by Dave Driscoll.

A FEATUER WITH MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

Page 34 • September 15, 1938
A PROFITABLE MARKET

for

FOOD

and

DRUG

Advertisers

Colorado Springs, a productive market for food and drug advertisers, has an annual food bill nearly twice that of the average city of its size. Its purchases in retail drug stores are three times the national average. With this market's noteworthy record for buying and with the vital selling force of KVOR, food and drug advertisers have both an active big-spending market and an effective result-producing medium for covering this area economically and profitably.
**Guest Editorial**

"...AS A NATION LISTENS"

By HARMON J. MOSELEY

WHAT, INTERNATIONAL NEWS

THAT RADIO is a leading force in raising the cultural standard of America there should be no doubt, for if we see an attempt to disprove radio's accomplishments. Lately groups of newspapers have attempted to discredit the truthfulness of radio and, in turn, prove themselves the greater. They've gone extreme in proving their greatness without taking heed of those things only radio can do.

Frank R. Kent either completely ignored radio or was guilty of an incomplete study of his subject when he wrote "—As a Nation Reads" for April's Readers Digest. Neither does Miss C. Menard's paper on the school and radio work. He has appeared in stock companies and in motion pictures. In 1928 he was with KPH, Wichita, and in 1932 he was with Mr. Baker, new continuity director, who joined WRZO, Kalamazoo, in 1931 for his first radio experience after dramatic stock company work. He served with several Chicago stations and joined WLS in 1936. The new production director, Mr. Cupp, has been associated with WLS for the last year. He got his start in radio at KFRE, Columbia, Mo., as a continuity writer and in 1934 joined KTUL, Tulsa, as continuity chief.

Mr. Menard, new farm program director, is a native of Iowa. He graduated from Notre Dame in 1933 and his first experience in radio came the following year when he sang spirituals on WLS. He became an announcer and continuity writer at WJR, Rochester, N.Y., before joining the WLS staff last June.

As educational director, Miss Foster, who directs the WLS School Time series which returns to the air Sept. 26. For the past three years she has been superintendent of communi-

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Advertising Agency Executives Vote BROADCASTING No. 1 Publication For the Promotion of Radio Stations

**Problem:** A leading radio station on the West Coast* wanted to know which advertising trade publications should be used for its promotion in the national and regional fields.

* * *

**Method:** The station authorized its agency to conduct a comprehensive survey of advertising agency executives throughout the United States. Questionnaires listing the 12 most prominent advertising trade publications were mailed. Agency executives were invited to check the magazines which in their opinions offered the best advertising values for the promotion of radio stations.

* * *

**Findings:** The completed survey showed BROADCASTING No. 1 in total mentions . . . No. 1 must medium.

* * *

**Conclusion:** BROADCASTING, accorded the No. 1 position on this station's list; received the No. 1 share of its national promotion budget.

*Name on request.*

Any magazine that provides blanket circulation of directly interested readers at economical cost deserves top ranking on your promotion list. In the radio advertising industry, that magazine is BROADCASTING.
An outstanding group of stations, each dominant in its market, each leader in the civic life of the community, and each offering the utmost sales effectiveness, now joins with World in making available to advertisers a new plan for buying selected markets, combining all the flexibility and other desirable features of spot broadcasting with the efficiency, control and economy of network radio. Write or phone for full information. Address World Broadcasting System, 711 Fifth Avenue, New York, N. Y. (Phone Wickersham 2-2100).
Firing Line -- '39

THEY persist in calling radio an "infant industry" just going through the "growing pains" of "adolescence". They try to charge off mistakes to its "extreme youth", its "inexperience" or "lack of precedent".

All of which trite talk makes us weary. For it has been used as camouflage by radio's enemies since radio became important enough to warrant attention of the politicians, the publishers and the movie magnates, not to mention the public. Ever since, these effusions have been directed at radio.

We feel it is time that radio face its problems as the full-grown, able-bodied and indispensable industry that it is. It should look to the 1939 "firing line" from which it emerges when Congress convenes next January, and when the ants again become articulate through their Charlie McCarthy's on the floors of Congress.

Certainly, radio's adversaries haven't used half-measures. Neither have these groups (mainly parasitic) that constantly seek royalties or more royalties from it, though privately they might admit it's like taking candy from a baby.

The 1939 line-up, it already appears, will be somewhat different, both offensively and on our side. The industry has a revamped trade association, better financed and with new manpower, to front for it. The new regime receives its baptism with the new session of Congress.

On the other side, there is the usual motley crew of anti-radio agitators. There will be the expected oratorical pyrotechnics against all things radio at the next session probably by the same clique of anti-radio agitators (though their numbers already have been depleted by recent primary campaigns). And as usual, we suspect, they will feed from the same propaganda trough. Of course, there will be the same hue and cry for a Congressional investigation of radio. It may be successful this time.

So, for the dozenth time, we say that an inquiry, based on projected new legislation, would do much to cleanse the atmosphere and quiet the agitators.

Under the heading of purely industry affairs comes the chain-monopoly inquiry of the FCC; reopening of negotiations with ASCAP for musical copyright contracts when the present one expires Dec. 31, 1940; more dickering with AFM on new employment contracts; an industry-wide session with the FCC on new allocations, plus the hither-to futile quest for longer licenses, and a host of big, medium and small problems which can be expected to sprout periodically.

But there is the prospect of a new alignment, possibly more formidable than the existent ones, a possible alliance of the anti-radio press and the motion-picture industry. There remains a strong element among newspaper publishers, despite reports to the contrary, who really want radio. Non-station-owning publishers are interested, in the final analysis, in their balance sheets. They are convinced that substantial national lineage, like cosmetic, automotive and to a lesser extent tobacco, has left the newsprint field forever. They ascribe the loss to radio's alienation of these bunches of money.

The movies don't like radio because they have felt a diminution of box-office receipts. They are fearful of television. They have tried to buy into radio, but have never approached control. We wonder, as do others in radio, whether the new million-dollar newspaper advertising campaign of the movies is the forerunner of an anti-radio publisher-motion picture producer "axis".

This is only a partial picture of the 1939 Firing Line for radio. Can anyone doubt radio's status as a full-fledged industry, having more than its share of private and public troubles? Radio may be a profit-making industry (or the well-clothed two-thirds, but there isn't any other we know about with so many grey-haired young men.

No Backsliding

WHEN smugness and self-satisfaction begin, whether it be with an individual or an industry, it usually means progress has stopped and that a tailspin is about due.

Notwithstanding talk of monopoly and stagnation and whatnot on the part of radio, current events certainly tend to disprove any stoppage of progress in radio. For example, in this issue we report the formation of World Transcription Service, a new enterprise designed to stimulate spot broadcasting. About the same time, the new Texas State Network gets under way. A new state network in Pennsylvania also makes its bow. And MBS, which began as a four-station network, observes its fourth anniversary and now boasts a list of 107 stations.

In radio there's always something new. To be sure the industry is probably beset with more schemes and plans that never get to first base than any other, but the small percentage

The RADIO BOOK SHELF

CBS Everybody's Music, three-year-old concert series featuring the CBS Symphony under direction of Howard Barlow, is the subject of a book of the same title by Schina Kaufman [Thomas Y. Crowell Co., New York]. CBS cooperated in publication of the volume, furnishing the repertory of the concerts and radio timings of all compositions in the author's program notes, a feature regarded as unique by the publishers. An introduction dealing with the broadcasts has been written by Davidson Taylor, assistant to the vice-president in charge of CBS broadcasts and original producer of the programs, which are now produced by James Fassett.

STUDY of the development of radio program policies in 2,111 U. S. educational institutions, Education by Radio in American Schools, by Dr. Carroll Atkinson, has been published in limited edition and is available through Radio Survey Project, George Peabody College for Teachers, Nashville [$42 per copy]. Summaries in the book, gathered by questionnaires, are recommended as valuable to stations building up balanced educational radio programs. Dr. Atkinson is also preparing another publication, Development of American Radio Education.


of innovations that do click connote a healthy, worthwhile condition. More and better progress will continue as long as broadcasting is conducted by broadcasters and doesn't become subservient to or a "second fiddle" operation of some other industry.

Guests at the Game

ATLANTIC REFINING Co. has been in business some seven decades, with considerable success, and hopes to enjoy many more years of prosperity. Through that period it has developed good will and pleasant relations with its public.

In recent years Atlantic has been catering to the public's love of sports events by broadcasting play-by-play accounts. Rather than take advantage of intent listeners, Atlantic has assumed the attitude that it is host and that listeners are its guests at the games.

As a new football season is about to get under way, this biggest of all football sponsors is leaning over backward in an effort to cultivate good will and to avoid leaving a bad taste in the mouths of its millions of guests. This policy has paid dividends according to both Atlantic and its agency, N. W. Ayer & Son, and even greater care is being exercised in the 1938 campaign.

Atlantic and Ayer earn the gratitude of the entire advertising and broadcasting industries by their courage in resisting the temptation to stuff sports-eager ears with a relentless barrage of slam-bang plugs.
SEVENTEEN years ago the Saturday Evening Post carried what was probably the first piece of national advertising copy on radio. A DeForest ad told of "news and entertainment" that could be picked up out of the air on an instrument that could be purchased for about $25.

In the modest little town of Frost, Minn. (population, 250), 22-year-old Joseph Oscar Maland, general store proprietor, mayor, justice of the peace, assistant postmaster and town savior saw that ad. He envisaged a boon to the farmer and remote dweller. He immediately contrived to get for rural Minnesota its first set—and did so by cranking up the Lizzie and driving to St. Paul, 150 miles away. He sat on the doorstep of an electrical jobber from whom he bought appliances for his general store until he got his gadgets—-ahead of a waiting list of orders.

That was the onset of one of radio's most notable careers. For from that day on, Joe Maland began to devote all his energies to radio—particularly to rural radio. Today he is vice-president of Central Broadcasting Co., and manager of WHO, Des Moines, 50,000-watt, one of the front-rank stations of the country and an aspirant for 600,000 watts. He is thoroughly sold on high power as a means of reaching the rural listener, for he hasn't forgotten those days at Frost when the elite of the countryside huddled about his improvised receiver straining their ears to pick up a squeak from KDKA at Pittsburgh, a howl from KFXX at Hastings, Neb., or perhaps a gurgle from WLAG (now WCCO, Minneapolis).

Joseph Oscar Maland was born in Wells, Minn., March 6, 1893, the son of a general merchant doing business as Maland Bros. After his early schooling in Elmore, where his father operated several stores, young Joe attended high school in Minneapolis, then enrolled at the University of Minnesota. Practically from the start he interested himself in publishing pursuits. For example, in 1911 he started the humorous monthly Ski-U-Mah with $25, during his sophomore year. He paid his way through school. As business manager, he earned an average of $150 per month, aside from plenty of dubbins on the best tailor around the campus. Result: Joe was just about the best-dressed lad about.

After a year at the University of the Gopher, the University's annual, and associate editor of the Minnesota Daily, Joe Maland was ready to resign; however, when he started the humorous magazine, which was a private enterprise and had its office away from the campus. It is today still one of the leading college humor magazines in the country.

Upon leaving college with a B.A. degree, Graduate Maland, who had won an honor citation for a thesis on economics, joined the Mac Martin Advertising Agency in Minneapolis. He had had many dealings with Mr. Martin while associated with the school papers. The agency is now the Minneapolis branch of Erwin-Wasey, and Mr. Martin is still its head.

After a year with Mac Martin, Advertising Agent Maland joined the Dakota Farmer as advertising salesman and layout man. He remained on that job for about a year. Then back to the farming country he went, now prudishly possessed of enough big city experience to take over an interest in his father's general store. He headquartered in Frost.

In appearing before the so-called Superpower Committee of the FCC in June in connection with new broadcast allocations as spokesman for the Clear Channel Group, he declared: "I secured the first regular broadcast receiving set in Southern Minnesota and entered on the sale of radio sets to farmers and others in the vicinity. The potential value of this new means of mass communication impressed me deeply and led me to follow developments in radio, very closely."

This led to my becoming farm program director of WLAG, Minneapolis (now WCCO) on Sept. 1, 1928, as my job was to act as the objective of the Northwest Radio Trade Association, an organization of 600 radio jobbers and dealers.

In November, 1928, I became commercial manager of WLS, Chicago, a station which has always placed its chief emphasis on service to the rural population. In 1930 I became sales manager of the Columbia Farm Network, a group of seven basic stations and 14 supplementary stations in the Middle West, utilized primarily to reach these rich agricultural sections.

On Jan. 1, 1931, I became sales manager of WHO at Des Moines, two stations which were then operating simultaneously by synchronization on a clear channel. I later became a director, and in 1934 vice-president of Central Broadcasting Co., operating the 50,000-watt WHO and the 100-watt WOC.

So much for Maland's radio background from Joe Maland himself. An extremely affable and likeable chap, he is one of the most popular figures in radio. He is active in all radio clubs, and is a director of the National Association of Broadcasters, having served several terms as a director. He also is a member of the Joint Committee on Radio Research, a cooperative method of measuring station audience and coverage to be the counterpart of the Audit Bureau of Circulations in the publishing field.

Mrs. Maland is the former Olga Holt of Elmore, Minn. They were married in 1917. She is an avid radio fan herself and keeps posted on the most intimate problems of radio broadcasting from the operating end. She is Joe's severest radio critic, he avers.

Aside from being one of radio's busiest operators, Joe Maland is the uncrowned milking champion of the industry, having out-jerked all other competitors on at least two occasions at NAB conventions in Chicago. Hobbies include farming, for he maintains two farms—one in Minnesota, the other in Iowa—because, as he puts it, "Hamburgers, culture and hogs are an avocation."

He is a member of the Des Moines Club and Town and Country Golf Club and is a Mason. His fraternity is Delta Chi. He attends the Lutheran Church.
BEHIND THE MIKE

CLAUDE DORREY, formerly located in Des Moines and Kansas City, Mo., has been appointed director of the new Transradio Press bureau for Connecticut, New York, New Jersey.

ELIZABETH HART, formerly of WORL, Boston, on Sept. 19 will join the staff of WBZ as a announcer and hostess on topics of interest to women. William E. Lawrence, page boy of NOH-DC-ago, has been promoted to the production department as a tapper to replace Schlekker, in line with NBC's policy.

MRS. FLOYD B. DEAN, staff pianist of WGN, Chicago, is the mother of a baby girl born lastly, Janie Har- rington, of the WGN music-transcription department, is recovering from an appendectomy performed recently.

ROBERT BOWMAN, formerly of WHIO, Dayton, and KJH, Los Angeles, has joined WTOL, Toledo, as program director and production manager of WSPF-WFAM, South Bend, and married Miss Pat McGraw recently.

DUNCAN McLEOD, of Forest Grove, Ore., has joined KON-KALE, Portland.

JOHN C. MacDONALD, formerly program director of KGVO, Missoula, Mont., resigned recently to join the staff of WPIC, Sharon, Pa., in a similar capacity. Frank McIntrye has been named acting program director of KGVO.

MARGUERITE V. HOOD, formerly in music and radio work at Columbia University and Montana State University, has joined the production staff of KGVO, Missoula.

"ULY SCHILDKRUT, talent agency booker, has been signed to handle all personal appearances of talent from KSO-KNRT, Des Moines, and is recently arranged by the program directors of the station.

FRED R. ANU, formerly of WJSJ, Winston-Salem, and WBRC, Greensboro, N. C., has joined WTAR, Norfolk, Va.

PAULE CORBIN, program director of KELA, Centralia, Wash., and formerly with KHE, Spokane, recently married Miss Louise Hansen of Spokane.

DICK DOWNIE, newscaster with KELA, Centralia, Wash., returned to Washington September 5 after he came down with an attack of appendicitis.

PAUL LUTHER, formerly of the announcing staff of CBS, Chicago, has returned to free lance.

BOB LABOUR, former announcer of WJJD, Chicago, has been named program director of WJAB, Chicago.

JOHN CORRIGAN, formerly of WCBS, Springfield, Ill., has joined KWOS, Jefferson City, Mo., as program director and announcer. Mr. Corrigan has been with KOAM, Pittsburg, Kan., has joined the KOAW announcing staff.

JOHN B. HUGHES, newscaster and commentator, recently resigned from KFRC, San Francisco, and was signed by Consolidated Radio, San Francisco, to announce horse races and to do a free lance artist. He is continuing his newscast on the Don Lee network for Borden Milk and Paul Jones cigarettes.

PROGRAM chiefs enjoy light tackle fishing in Pacific Northwest. Left photo shows Joseph Lampietro, musical director of KOIN, Portland, who directs CBS The Countilions with a prize trout caught in the Nehalem River near Portland; his chief, Charles (Chuck) Meyer, is one of Oregon's leading anglers. Right photo shows John L. Edwards, West Coast manager of KFKE-KCEA, Los Angeles, striking a0nads-while fishing in the Snake River of Idaho last month; he admits, though, that nary a fish did he catch try as he would.

JOHN BYRNELL, formerly of WXYZ, Detroit and WTM, Enity Adv. Agency in New York, has joined the announcing staff of WHK-WCLE, Cleveland. Alas, with KDD and M. A. Northway, both new to radio, have joined the WHK-WCLE office service department, and Virginia Lebanon has been promoted to secretary to Program Director Robert B. Bowman. Bourbonnie, now sustainting manager. Ruth chase, secretary to E. MARCS, technical supervisor of United Broadcasting Co., has joined James L. Bennett Sept. 1.

WILLIAM E. COYLE, radio director of the Washington Star, owner of WJML, has won the gold prize for having the highest honors in freshman debate at Washington College of Law. Award was by Sigma Nu Phi fraternity.

NORMAN MACKAY, director of programs and advertising of WQAM, Miami, his ninth celebrates his fourth anniversary on the air as "Fudge Mac," reaching Miami Herald comines.

HENK A. C. VAN RIJSDIJK, correspondent to this country in May to learn American methods of broadcasting, and who is now in NBC's news and special events division, late in September will marry Jetty Phillips, Miss Nederlandsche America.

ELAINE STERENE CARRINGTON, author of Pepper Young's Family, has been engaged to write six half-hour dramatic sketches for Dr. Christian, featuring Jenr Hersholt, which reach CBS.

BILL JOHNSTONE, radio actor who has been heard on March of Time, Blue Network, and other late night programs, has been chosen to succeed Orion Welles as The Shadow, resuming on WOR-Mutual Sept. 25 and sponsored by Delmarva, Lackawanna & Western Coal Co.

DALE GROOM, formerly of WJR, Detroit, has joined WRTD, Richmond.

ORVILLE WHIRE of WAAW, Keasul, founded his own department besides acting as a news director. Burtette D. Smith, with KSOO, Sioux Falls, S. D., for the last six years, has joined the WAAW staff as director of the farm service department and E. J. B. E. Eyer, Chicago agency man, has been made promotion manager.

DAVE NELSON, formerly of WLS, Chicago, has been announced as program director of KFKE-KCEA, Los Angeles, and will write special custom built shows.

GEOBEY WELSH, director of news, has been appointed an assistant announcer at KYA, Oakland. Previously a member of KOA, Oklahoma City, has been with the announcer department of KYA, San Francisco.

GLEN RIGGS, recently appointed to the NBC senior announcing staff, has been presented with a gold ring engraved with the initials of his for- mer associates on the announcing staff of KDKA, Pittsburgh. Joining in the presentation were Bill Sutherland, Ed Schaugheeney, Bob Hind, Dave Growasy, Bob Shield, Bill Beal, and G. Dare Fleck.

LLOYD G. VENARD, sales and merchandise director of WOKY, Cin- cinnati, recently addressed the Ohio Valley Druggists Assn. at the Home- school Twin Lanterns Country Club, speaking of radio-newspaper coopera- tion in promoting Nationally Adver- tised Brands Week.

MORT LAWRENCE became assistant production manager of WCAU, Philadelphia, after six months with Bob Gill, who resigned to continue his studies at Carnegie Tech.

D LE ARMSTRONG, Hollywood correspondent of The Home News, is now speaking of radio-network cooperation in promoting Nationally Adver- tised Brands Week.

GEORGE SHELLE, program director, George Provel production man- and Ted. Kimball manager of public relations in a revision of the executive setup of KDFL. Salt Lake City, announced recently in September.

HOLLY NORLE, CBS New York publicity writer, on leave for two months, has rejoined the network as a member of the KNNX, Hollywood, publicity staff. Ed Sammis, CBS New York Department, was in Hollywood early in September.

BOB LEMON has returned to the announcing staff of KEEH, Los Angeles, after five months in San Fran- cisco as production manager of KYY. He succeeds Jerry Mohr, who re- signed from KEHE to return to the stage.

LANSING LINDQUIST, formerly of WABC, New York City, has announced his return to the stage.

RALPH FIELDS, former con- tinuing chief announcer of CKX, Springfield, Va., has been transferred to WSYR, Syracuse, as assistant program direc- tor.

DAVE NOWINSOON, formerly of KFKE, Los Angeles, and will write special custom built shows.

JEFFREY WHALEY, formerly of KOMA, Oklahoma City, has been added to the WLS staff in Chicago.

DAVE LYNCH, formerly of WJAR, Rhode Island, has been appointed an assistant announcer at KYA, Oakland. Previously a member of KOA, Oklahoma City, has been with the announcer department of KYA, San Francisco.

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RUSSELL DAVID, musical director of KSD, St. Louis married Jean Chas- sels, formerly of KSD, after the wedding ceremony Aug. 13, Joe Todd, KSD continuity supervisor, also mar- ried Dorothy Hartzell, daughter of E. A. W. Schuhlenburg, media director of Gardner Advertising Co. Sept. 3; and Perry Manslow, secre- tary to Program Director Frank Everman, has announced his engagement and coming marriage to Louis W. Bennett, of Tulsa, Okla.

DAVE TYSON, formerly chief announcer and program director of WFL, Philadelphia, is now program director and announcer of WBCN, Trenton, N. J. The new job starts immediately upon his return from the Noel Pier in Atlantic City. Dave Tyson has been in charge of children's activities for the last seven seasons as "Taddy Dave".

KIERAN BALLE has been appointed an announcer on the staff of WWSN, Philadelphia, for the last 25 years, has been a member of the announcing staff of KYA, San Francisco.

JOHN GILLHAM, former announcer of KYA, formerly associated with various San Francisco agencies, has been appointed an assistant announcer in the KYY production department.

FRANCIS O'KEEFE, partner in Rockwell-O'Keefe, New York, has an- nounced his resignation, effective Oct. 16.

JOHN FITZGERALD, of the CBS special events division, and Ruth E. Engling, photographer, has announced his resignation, and plan to leave for two weeks later.


AL SIMON, public relations director of WTHN, New York, is writing a weekly column in the Daily News, for 68 newspapers.

PAUL WEICHELT, secretary of Press Radio Features Chicago program firm, married Louise Dickson Sept. 3.

HANS MENZNER, concert violinist, has rejoined the staff of WOKY, Chicago, as concertmaster of the WGN-Mutual orchestra directed by MORT LAWRENCE.

MORT LAWRENCE assumed his new duties as assistant production manager of WCAU, Philadelphia, Sept. 12.

MARTHA PERCILIA has joined WPIC, Albany, Ga., as staff pianist in Farm Security Administration.

HILL LAWRENCE, CBS Hollywood producer, has been made the 1,001st member of the International Inter- mitant Migratory Workers Union (Hen- bor of America), by Jeff Davis, pres- ident.

GEORGE BARBER, formerly of WIOD, Chattanooga, has joined the announcing staff of KJHF, Des Moines, as program director.

JENNIE SCHRIVER has joined the secretarial staff of WTAR, Norfolk, Va.

LEW GRANT was recently named production director of WMCA, New York.

JACK SWIFT, announcer of WSJN, New York, has returned to the University of Florida at Gaines- ville.

GRANT MOOER, chief announcer at KYA, San Francisco, has returned to his desk after an appendectomy.

BOB MOORE, formerly of KJH, Los Angeles, and former WJAR, Providence, R. I., announcer, has been appointed a sales manager, Cal., as announcer-salesman.

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IS THE WEST'S 3RD LARGEST MARKET...

INNER CALIFORNIA

...Larger than either Seattle or Portland

A PLUS OR A MINUS FOR YOU?

It's a plus ONLY if you are covering it adequately by use of its "home network"... the McClatchy radio stations! It's a minus if you're trying to reach this rich, productive market with San Francisco or Los Angeles stations alone: it can't be done! You'll really "sell" California ONLY when INNER CALIFORNIA is included... with its four key distributing centers: Sacramento, Fresno, Stockton and Bakersfield... all among the nation's leaders in per capita retail sales.

The McClatchy stations number 80% of the radio families of this great trading area among their "regular listeners". Owned and operated by the McClatchy Broadcasting Company... affiliated with the Sacramento Bee, Fresno Bee and Modesto Bee... these regular NBC Red & Blue Network outlets offer the ONLY COMPLETE coverage of the West's third largest market. Spot or network, day or night, their audience is COMPETITION-PROOF!*

Their exclusive coverage of this isolated trading area... whose center is as far from San Francisco as Baltimore is from New York... means that the McClatchy stations provide a perfect set-up for "TESTING". 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.
COVERING the International Tuna Tournament at Liverpool, Nova Scotia, in latter August were these three angler-broadcasters (1 to r): Raymond Camp, New York Times, heard weekly in game and fish commentaries on NBC-Red; Bob Edge, Mutual's game and fish commentator, and Bob Anderson, of the Hallfax staff of CBC. Each did a radio turn from the tournament, which brought big game anglers to Nova Scotia from the United States, Britain and Cuba and which was won by the Cuban team.

Insurance Account

SERVICE LIFE INSURANCE Co., Omaha, has not yet decided its radio advertising plans, and such advertising as it is doing is being placed direct, according to a statement by C. C. Buchanan, of Buchanan & Thomas Adv. Co., Omaha agency. Mr. Buchanan advises BROADCASTING that the report carried in the Sept. 1 edition, stating that the company will soon start a three weekly live talent series on Midwestern stations, was premature.

Pacific Marketers' Use of Radio

(Continued from page 17)

spot radio substantially for the first time last year will probably repeat with a similar program for the coming season. The account is directed by the Seattle office of J. Walter Thompson with spot radio placements made from the San Francisco office.

The flexibility of spot radio has been one of its most important assets in serving accounts of this character. Despite general overproduction of agricultural commodities, few of the Coast's special crops are marketed on a full national basis. This is particularly true of the brand accounts such as Big Y and Blue Diamond apples, Sunsweet prunes and Sunkist citrus fruits. Consequently, magazine and transcontinental radio entails considerable waste circulation. Placement of all media is largely made on a spot basis due to price factors, local distributor connections, shipping costs and seasonal competition from locally grown fruits and vegetables.

In campaigns of this type plans are frequently changed almost from day to day. It is not uncommon for announcement copy to be wired to some Eastern station and be on the air the following day in order to take immediate advantage of some price condition or temporary oversupply. The possibilities of spot radio billing from association accounts of this type seem limited only by organization problems inherent in any kind of cooperative marketing program.

Summarizing the outlook for Pacific Coast business for eastern stations it seems conservative to say that it will be substantially greater than ever before. Percentagewise, much of the increase will come from Southern California but there will be business in volume from all up and down the Coast. It was in anticipation of this that our own organization opened offices in Los Angeles a year ago and in Seattle the first of this year. Edward Pe
try & Co. opened an office in Los Angeles this spring and other national representation firms may follow as both CBS and NBC owned and managed stations are well represented in that territory as well as in San Francisco.

When it is realized that coast spot business for stations east of the Rockies has increased no less than 300% in the last two years, the prediction of a further large increase this year may seem unduly optimistic. But that's the way it looks from where I sit and perhaps more looking and less sitting will help to bring it about.

WAPI, Birmingham, has started Alabama Motorways each morning at 7:30 to give travelers, tourists and truckers information about highway and travel routes and news on road construction and detours.

Gordon Baking Co. Cited In First FTC Complaint Under New Amendment

FIRST COMPLAINT on radio advertising constituting an unfair and deceptive act and practice in commerce by violation of Sec. 5 of the Federal Trade Commission Act and within the terms of Sec. 12, one of the new sections added by the Wheeler-Lea amendment passed last March, was issued by the FTC Aug. 31 against Gordon Baking Co., Detroit, and Long Island City, N. Y.

Complaints against radio advertising have been issued by the FTC under Sec. 5, since approval of the Wheeler-Lea amendment March 21, but this is the first case involving Sec. 12, which makes unlawful, as an unfair or deceptive act or practice in commerce within the meaning of Sec. 5, the dissemination of false advertisements.

The Wheeler-Lea amendment permits the FTC to proceed in issuing a complaint ignoring the question of "unfair competition", as required before.

The FTC complaint against Gordon Baking Co. encompasses the firm's radio, newspaper and circular advertising, charges the company represents that each one-pound loaf of its Silver Cup Bread contains two-thirds of a pint of fresh whole milk, which is not a fact. The milk is alleged in the complaint to be condensed milk, and present in a quantity less than the equivalent of two-thirds of a pint of fresh whole milk. The company is given 20 days to answer the complaint, and hearing on the charges has been set for Oct. 7.

The FTC on Sept. 8 announced that Cities Service Oil Co., New York, had agreed to cease allegedly misleading claims for its gasoline and oil.

Bunte Bros., Chicago, has been ordered to cease packing candy in a manner said to involve lottery and gift methods. Pro-Ker Laboratories, New York, has been ordered to cease certain claims for its hair preparation.

Sears Roebuck & Co., Chicago, has agreed to discontinue allegedly misleading claims for its Vitamin E Capsules and radio receivers. Radio sets are not to be labeled "All Weather" when incapable of reception over the entire broadcast range.

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BROADCASTING • Broadcast Advertising
THE size of WSM's voluntary audience has been built not by network shows which are available from many sources, but from the unique manner in which we handle the sustaining and commercial broadcasts originating at WSM.

The continuities for all these broadcasts are subjected to careful scrutiny and editing. Unless copy is in keeping with the WSM standard it is blue penciled and rewritten by our own staff.

Commercial copy must meet these standards: 1. Is the product meritorious? 2. Are the claims for it truthful? 3. Are they in good taste? This is the all inclusive test of a WSM broadcast.

Is it in the Public Interest?
This self-imposed censorship has a two-fold purpose—to justify the faith of one of the largest voluntary radio audiences in America and to protect the good name of the products we advertise to them.
Bar Group Proposes Rules Changes

(Continued from page 26)

posals conforms with the practice of other commissions and administrative agencies. Its specific proposal was that the examiner or commissioner who is to preside at a hearing "must be specifically designated to do so by order of the Commission and such order of reference will include the name of the official to hear the matter as well as the manner in which he is to make his report and the subject matter and issue his report to cover. Neither the present regulations, nor those proposed by the Rules Committee of the Commission, make any provision for the designation of officials to preside at hearings and your committee has incorporated such a provision in the belief that it is in conformity with the intent of the Communications Act and will provide the basis for conducting each and every proceeding.

The Rules Committee proposal that the three-year-old provision preventing attorneys from FCC practice be revised so as to prevent them from appearing only in cases pending before the Commission at their time of separation from service was approved by the Bar Committee with the exception that it suggested that one sentence be stricken as unnecessary. This sentence prescribed that the provisions of the rule would not apply to any person practicing as an attorney in behalf of any municipality or state or the Federal Government in any proceeding before the Commission.

Placing Responsibility

Throughout the proposed new rules, the committee suggested that in hearing procedures all actions be taken "by order" of the Commission, thus placing the responsibility upon the Commission itself rather than upon subordinates. It pointed out that, in general, when the Commission requires information to be filed by an applicant, it should be called for in the application form and that in the exceptional case where additional data may be deemed essential to the Commission's consideration of the application, the request should be made pursuant to "specific and formal action of the Commission."

New Protest Procedure

Regarding the question of temporary licenses and complaints, the committee suggested that where there is pending before the Commission any application, investigation or proceeding, the licensee should be duly notified and furnished with a copy of any complaint or communications relating to it. In this connection, the committee said, "the committee earnestly believes that any such licensee who is made the subject of a complaint should be given an opportunity to answer a complaint in the same manner as other licensees of the Commission, as for example, common carriers. Such opportunity is more in accord with orderly procedure and in many cases would eliminate needless investigations and misunderstandings."

Yes, sir, 400% increase in sales—and in just one month! That's the statement of one WIBW advertiser who has used a daily program for over two years.

"Stress this product for a month and see if you can boost our normal sales," they told us. We knew their sales volume was already satisfactory. We also knew that farm and small town Kansas listeners were our neighbors—that they had confidence in WIBW — bought WIBW advertised products. We told them and they bought! Sales immediately jumped more than 400%!

Let this great personalized selling force help increase your sales in Kansas.

Ben Ludy, Manager

WIBW customers JUMP SALES 400%

WIBW "The Voice of Kansas"
could we ask for anything more!

JUST ten days ago a prominent National Advertiser* using our facilities completed a personalized cross-section Survey of our Italo-American market. Two days thereafter the Advertiser's Agency sent in a 13-week renewal of the 15-minute show across the board!

Needless to say, we were very happy. Being of an inquisitive nature (and also a "bug" for facts), we asked what the survey revealed. And this is what we learned:

- Not only were many new Italian retail outlets opened up, but the many stores which handled the product reported largely increased sales for which the retailers gave full credit to the Advertiser's Italian broadcasts!

Could we ask for anything more — in fact, could a Sponsor!

You too will find this same response when you advertise "The Italo-American Way!"

* Name gladly given on request.
**DON LEE**

**BROADCASTING SYSTEM**

The Nation's Greatest Regional Network

LEWIS ALLEN WEISS, General Manager
1076 West Seventh St., Los Angeles, Calif.

Affiliated with

MUTUAL

Represented by

JOHN BLAIR & CO.

---

**PICKED BY FORD**

Ron Gamble, WJR, Named to Announce Program

Picked by Ford Motor Co. and N. W. Ayer & Son executives from 61 aspirants whose voices were auditioned and recorded in CBS stations throughout the country, Ron Gamble, 23-year-old member of the announcing staff of WJR, Detroit, has been selected to handle the Ford-Kodak Evening Hour program which resumed on CBS Sept. 11.

He succeeds Truman Bradley, now in Hollywood. Young Gamble joined WJR only last March, coming from WHIO, Dayton. He got his first radio experience at WAKO, Kalamazoo, while attending Kalamazoo College and for a time worked with WJIM. The contestants for the Ford berth were known to the selection committee only by number, and three WJR announcers were among the first choices. The other two were John Stinson and Franklyn Mitchell.

**KDKA STAFF CHANGES**

SHERMAN D. GREGORY, new manager of KDKA, Pittsburgh, has appointed Derby Sproul as program manager and Clarence Pettit as public relations director, both of whom were brought from Denver by A. E. Nelson, Mr. Gregory's predecessor and now sales manager of NBC-Blue. G. Dare Fleck has been placed in charge of all KDKA program listings, day books, announcer assignments, studio schedules and traffic. William E. Jackson, former manager of the station pending Mr. Gregory's arrival, has resumed as sales manager. Bill Delius will continue as Mr. Sproul's assistant on continuity. Richard Hogue, of the NBC guest radio-station staff in New York, was also appointed to the announcing staff, along with W. B. McGill, in charge of sales promotion.

S. SAGALL, managing director of Scophony's U.S. Division, is expected to be called for the United States in latter September to introduce Scophony's large-screen television receivers, employing mechanical scanning, and contemplates the possible formation of a Scophony Corp. of America backed by American capital.

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**MRS. H. A. LAFOUNT DIES IN WASHINGTON**

MRS. ALMA ROBINSON LAFOUNT, wife of Harold A. Lafount, former Federal Radio Commissioner, died Sept. 5 in the Washington Sanitarium after an illness of three months. A native of Montpelier, Idaho, she was 54 years old. The funeral took place from the home of Mr. Lafount's father in Salt Lake City Sept. 11.

Mrs. Lafount came to Washington from Salt Lake City in 1927 when Mr. Lafount was first appointed a member of the original Radio Commission, on which he served until the FCC was formed in 1934. They have lived in the capital since that time. Mr. Lafount is now an executive officer of the Bulova radio interests and Washington representative of World Broadcasting System. Mrs. Lafount had been active in civic and social work for many years. She was a graduate of Utah State Agricultural College, and during her years in Salt Lake City was active in various auxiliary organizations of the Church of Jesus Christ of the Latter Day Saints (Mormon) and also on behalf of the Children's Hospital.

She is survived by her husband, two brothers, a sister and four daughters—Mrs. Elsie Richards, wife of the U. S. Customs representative for western Europe, residing in Paris; Mrs. Lenore Romney, Washington; Mrs. Constance Seawer, Ogden, Utah, and Mrs. Ruth Colby, Los Angeles.

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**JAMES R. SHEFFIELD**

JAMES R. SHEFFIELD, member of the board of directors of RCA and NBC, died Sept. 2 at his summer home on Upper Saranac Lake, N. Y., following a cerebral hemorrhage the night previous. President of the National Republican Club from 1914 to 1916 and a delegate to the Republican National Conventions of 1916, 1924 and 1928, Mr. Sheffield was appointed ambassador to Mexico by President Coolidge in 1924, serving during the troublesome Calles regime until 1927. Interested in welfare and education, he is a trustee of the Carnegie Endowment for International Peace, former chairman of the board of trustees of Barnard College, and a member of the boards of Babies Hospital, Presbyterian Hospital and Trudeau Sanitarium. His successor on the boards of RCA and NBC will be elected at the next regular board meeting, on Sept. 30.

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**Frank Atlass**

FRANK ATLAS, retired Chicago industrialist and father of H. Leslie Atlass, CBS-1501 president, and Ralph Atlass, president of WJJD and WIND, died in Chicago Sept. 2. He was 70. His widow also survives.

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**GE Commentator**

DOROTHY THOMPSON, political commentator heard last year for Full Mail cigarettes, will appear each Monday night starting Oct. 3, on Hour of Charm. Sponsored by General Electric Co., the program will be broadcast on the NBC-Red network, through Maxon Inc., New York.
Southern New England, with its consistent billion dollars of spendable income, offers a juicy piece of business to any advertiser. And it's a matter of record that the surest way to assure a really choice cut in this responsive market is through this area's most popular station—WTIC. Here is the way WTIC rates—with listeners and advertisers—

**FIRST**

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

**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

**BROADCASTING * Broadcast Advertising**

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THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

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WFAB-WBAP, Dallas-Fort Worth
Standard Brands Inc., New York (Royal baking powder), 5 t. weekly, 17 weeks, thru McCann-Erickson, N. Y.
Wander Co., Chicago (Ovaltine), 5 t. weekly, 30 weeks, thru Blackett-Samme-Hummer, Chicago.
Lehn & Fink Products Co., New York (Hindoys Honey & Almond cream), 5 sp. weekly, 15 weeks, thru Wm. Esty & Co., N. Y.
General Mills, Minneapolis (Wheaties), 5 t. weekly, 30 weeks, thru Blackett-Samme-Hummer, Chicago.
Parina Mills, St. Louis (Startten), 5 t. weekly, thru Gardner Advertising Agency, St. Louis.
Mrs. Baird’s Bread Co., Dallas, (Mrs. Baird’s Bread) 5 t. weekly, thru Festin & Mohr, Inc., Dallas.
Pett, Peter Paul, Inc., Naugatuck, Conn. (Mound’s candy bar) 5 t. weekly, thru Platt-Forbes Co., N. Y.
Babcock Brothers, Dallas (auto accessories), 5 sp. weekly, thru Albert Couchman Adv. Agency, Dallas.
Southwestern Drug Corp., Dallas (wholesale drug supplies), 5 sp. weekly, direct.
KFRC, San Francisco
Hartz Mountain Products, New York, 5 t. weekly, thru George H. Hartman, N. Y.
P. Lorillard Co., New York (Sensation cigarettes) 2 sp. weekly, thru Lennan & Mitchell, N. Y.
White Laboratories, New York (Peen-a-mint) 5 sp. weekly, thru William Hart & Co., N. Y.
Oxo Ltd., Montreal (bouillon cubes) 5 sp. weekly, thru Platt-Forbes, Chicago.
Pett, Peter Paul, Inc., San Francisco (Tenn Crown gum) 5 sp. weekly, thru Emil Brissacher & Staff, San Francisco.
KQW, San Jose, Calif.
Progressive Optical Co., San Jose (opticians), weekly t. direct.
Santo Cruz Hotel & Restaurant Owners, Santa Cruz (association) 5 sp. direct.
California Prune Pro-Rate Committee, San Francisco (organization) 4 sp. direct.
KFOX, Long Beach, Cal.
Benj. Franklin Assurance Co., San Francisco (tuna), 4 sp. weekly direct.
WTMJ, Milwaukee
Krier Preserving Co., Belgium, Wis. (Serv-U-Rite vegetables), 15 sp. thru Oisen & Kelly Agency, Milwaukee.

WAC, Boston
White Laboratories, Newark (Fenn-a-Mint), 105 sp. Mon.-Fri., Sept. 1-8, thru Wm. Esty & Co., N. Y.

WAAB, Boston
Pitt, Peter Paul, Inc., Naugatuck, Conn. (cheesecake) 3 sp. weekly, thru Platt-Forbes N. Y.
Moody Bible Institute, Chicago, weekly sp. 26 weeks, thru Gitchfield & Co., Chicago.
Revere Construction Co., Revere, Mass. (Fleece beach) 24 sp. thru David Maltik, Boston.

WDRC, Hartford
Koppers Co., New York (coal) 8 sp. weekly, thru BBDO, N. Y.
Plymouth Motor Co. Div., 26 sp. thru J. Stirling Getchell, N. Y.
Rumford Chemical Works, Providence, R. I. 5 sp. weekly, thru Alberton & Currier, N. Y.

WIRE, Indianapolis
Bunte Bros., Chicago, 26 sp. weekly, thru Erwin, Wasey & Co., Inc., Chicago.

KECA, Los Angeles

WOR, Newark
National Educational Alliance, New York (Popular Educator Magazine), weekly sp., thru Walter E. Thwing, N. Y.
Lamont, Corliss & Co., New York (Cinematography), 5 weekly sp., thru Cecil, Warwick & Legler, N. Y.
Maitre Co., Burlington, Vt. (ervel), weekly sp. 6 weekly sp. thru Sami. C. Croft, N. Y.

KDRA, Pittsburgh
Carleton & Hovey Co., Lowell, Mass. (Father John’s Medicine), daily sp., 26 weeks starting Oct. 3 thru John W. Queen Agency, Boston.
Dusquene Brewing Co., Pittsburgh, 104 sp. starting Sept. 25, thru Walker & Dowling Pittsburgh.
Royal Typewriter Co., New York, daily sp., 13 weeks starting Sept. 22, thru Buchanan Co. N. Y.
Kellogg Co., Battle Creek (All Bran), 30 weekly sp., thru Kenyon & Fratard, N. Y.

KXJ, Los Angeles
Frank B. Robinson, Moscow, Id. (religious), weekly thru Izzard & Kettis.
Southern Californian, Los Angeles (politic), 12 t., thru BBDO, Holl. thru L. I., thru Alberton & Currier, N. Y.
Reid Mordock Co., Los Angeles (Monarch canned products), 5 weekly sp., thru Roy Alden & Associates, Los Angeles.

KDYI, Salt Lake City
Union Pacific Stations, Omaha, 52 sp., thru Beaumont & Hohman, Omaha.
Pett, Peter Paul, Inc., San Francisco, 60 sp. thru Emil Brissacher & Staff, San Francisco.

KYA, San Francisco
Denslan Co., San Francisco (false teeth cleanser) 2 weekly sp., thru Rushford & Co., San Francisco.

KSF0, San Francisco
Ox, Ltd., Montreal (beer cubes) 5 weekly sp., thru Platt-Forbes, N. Y.
Beaumont Laboratories, St. Louis (4-way or tablecap tablets) 10 sp. weekly thru H. W. Kastor & Sons Adv. Co., Chicago.
Atlantic Sales Corp., Rochester (Coleman’s Mustard) 5 weekly sp. thru Walter Thompson, N. Y.
Valico Sales Corp., New York (Quin-lax), weekly sp. thru Lawrence C. Gumbiner, N. Y.
Chrysler Corp., Detroit (Plymouth), 10 sp. weekly, thru J. Sterling Gitchell, Chicago.
Oneida Community, Oneida, N. Y. (Tudor Plate silverware) 2 sp. weekly.
Duart Sales Co., Ltd., San Francisco, 12 t. weekly thru Howard Williams Agency, San Francisco.
Seima Products Co., Los Angeles, 5 sp. thru Raymond R. Morgan, Los Angeles.
Florida Citrus Association, New York, 7 sp. weekly, thru Ruthrauff & Ryan, N. Y.
WOY-WBIL, New York
Planters Edible Oil Company, New York, (Stork Oil), 6 times weekly thru 26 weeks, thru Pettinelli Adv. Co., N. Y.
Health Products Corp., Newark (Fenn-a-mint), 5 weekly sp., thru William Esty & Co., N. Y.
Continental Baking Co., New York (Wondair) 15 sp., thru Bertou & Bowles, N. Y.
Rev. Glenn H. Davis, Philadelphia, weekly sp. weekly sp., thru 15 weeks, direct.

KFH, Wichita
Florida Citrus Commission, Lakeland. Fl., 20 sp., thru Ruthrauff & Ryan, N. Y.
Horlick Malted Milk Corp., Racine, Wisc. (Horlicks), thru Williams & Cunningham, Chicago.

WGN, Chicago
Bovey’s Inc., Chicago (Dari-Rich) 90 sp. thru Stacke Advertising Agency, Chicago.

WMCA, New York
American Jai-Alai Corp., New York, 6 sp. weekly, 13 weeks, direct.

WABG, New York

WJZ, New York
Arabie Inc., New York (Cream of Pine lotion), 2 sp. weekly thru White-Lowell, N. Y.

"I don’t know much about Montreal, J. P., except that’s where Canada’s Busiest Station is... CKAC!"
KESTER SAMPLES
Solder Firm Gets 787,264
Replies in 6 Years

KESTER SOLDER Co., Chicago, sponsoring 30 minutes of the four-hour Grand Ole Opry show from WSM, Nashville, along with time on WBBZ, Boston; KMOX, St. Louis, and WCCO, Minneapolis, is helping make consumers hardware store conscious, according to Hardware Retailer.

Kester, claiming to be the first solder manufacturer to advertise its product, began magazine advertising in 1898 which continues to the present day. The company began its radio campaign in 1933, offering samples to listeners. To date 787,264 requests for samples have been filled.

KFL, Los Angeles
Wilshire Oil Co., Los Angeles (petroleum products), weekly sp, thru Dan B. Miner Co., Los Angeles.

Commercial Credit Co., New York (loans & insurance), weekly t, thru O'Den, Sheldon & Canaday, N. Y.

Firestone Tire & Rubber Co., Akron (tires), 20 t, thru D. N. Follers & Prussia, Chicago.

Ralston Purina Co., St. Louis (Purina Chows), 120 t, thru Gardner Advr. Co., St. Louis.

Comet Rice Mills, New York, 45 t, 3-weekly, thru Freitag Engineering Works, Chicago.

Page G. E., baking powder, 26 weeks, thru Sheldon & Canaday, N. Y.


WNEN, New York

Ford Motor Co., Dearborn, Mich., 25 t, thru McCormick-Deering, N. Y.

C. F. Mueller Co., Jersey City (furni-ture), 6 sp weekly, 39 weeks, thru Kenyon & Richbard, Chicago.

O'Dear Co., Chicago (maps and polishing), 5 sp weekly, 39 weeks, thru John H. Dunham Co., Chicago.

CKNX, Winnipeg, Ont.

ted Ltd., Hamilton, Ont., 13 t, thru McCormick Advertising Co., Toronto.

Richards Glass Co., Toronto (Rolls Royce), 13 t, thru A. Mckin Mill Ltd., Toronto.

Chicago Vocational Training Corp., Hamilton, Ont., 13 t, thru Norris-Patterson Ltd., Toronto.

KDYL, The Popular Station Salt Lake City, Utah

Representatives:

BROADCASTING • Broadcast Advertising

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Write or wire Box A-98 BROADCASTING.
KOYR HITS THE BULL'S-EYE OF SALES IN THE GREAT NORTHWEST!

From the rich Red River Valley of Eastern North Dakota to the Black Hills of Western South Dakota you will find KFYR hitting the bull's-eye for wide-awake advertisers.

Write for the New KFYR Service Review for 1938. It contains proof that KFYR has the Largest Primary Coverage of any Radio Station in the United States, regardless of size.

SHEFFIELD FARMS Co., New York, is using WGY, Schenectady, for a farm service program, giving weather, crop and soil reports each Monday evening. William B. Durkee, assistant to the president of Sheffield and former New Jersey Secretary of Agriculture, speaks on the programs. In New York, the company continues its WOR announcement schedule without change. Agency is N. W. Ayer & Son, New York.

PHILADELPHIA COKE Co., Philadelphia (Koppers Coke) will use spot news broadcasts to supplement newspaper and outdoor advertising in its 1938-39 campaign. N. W. Ayer & Son, Philadelphia, is agency.

MAURICE BALL Inc., Los Angeles (furriers), which recently appointed J. L. Walsh Adv. Service, has opened an office to service its account, on Sept. 4 started a 15-week campaign, using flying spots from two to five and single spot announcements on KECA, KHH and KEHE. Other Southern California stations will be added to the list.

G. TAMBLIN Ltd., Toronto (Ontario chain drogists), is starting a six-weekly Ontario Cross Class program over CKCL, Toronto. Associated Broadcasting Co., Ltd., Toronto, handles the account.

NYERS FLOUR MILLS, Canastota, N. Y., have placed the transcription service agency of the Circus over CKWX, Vancouver; CJAT, Trail; CJOQ, Lethbridge; CFAC, Calgary; CFBC, Edmonton; CKC, Regina; CHAB, Moose Jaw; CKY, Winnipeg; CKX, Brandon. The Winnipeg office of Proctor & Gamble Ltd. handles the account.

W. SCOTT FARON, for the past three years public relations and publicity director of Ross Federal Service and Ross Federal Research Co., New York, has been appointed advertising manager of the Glass Container Assn., Philadelphia.

LEAR PACKING Co., Vernon, Cal. (meats), has appointed Glasser Adv. Agency, Los Angeles, to direct its advertising and participate in six-weekly participation in the combined Housesences Protective League and Housesences Protective League program on KXX, Hollywood, in test. Contact is for five weeks from Aug. 29. This is first western radio.

C. C. FILSON, outdoorclother of Seattle, recently inaugurated a series of 52 weekly broadcasts of the transcribed show From the Red Goose Agent on KTV, Juneau, Alaska. The program advertises the Seattle company's Alaska dealers, through Miles & Co. Adv., Seattle.

BROWN'S BREAD Ltd., Toronto (Ontario chain bakers), starts a new series of Speed Gibson transcriptions over CFRB, Toronto, Sept. 15, and may extend the campaign to other Ontario stations. McConnell Eastman Ltd., Toronto, handles the account.

GENERAL MILLS, Minneapolis (Corn-Kix), has added the following stations to the list carrying These Happy Glimpses quarter-hour disc series: WSM WRE, WBT (Broadcasting, Aug. 10). Blackett-Sample-Hummer, Chicago, is agency.

PROCTOR & GAMBLE Co., Cincinnati, has appointed Compton Adv., New York, to direct advertising of Fluffy, a vegetable shortening sold only in the South. Some radio will be used starting late this month.

ANTROL LABORATORIES Inc., Los Angeles (Smokol), using radio for the first time on the Pacific Coast, on Sept. 12 started for 12 weeks, six-weekly participation in the combined Housesences Protective League programs on KXX, Hollywood. Agency is J. Walter Thompson Co., Los Angeles.

SILVER FOAM GRANULATED SOAP Co., Los Almendros, Cal., has been appointed Howard Ray Adv. Agency, New York, to direct its national advertising and on Sept. 12 started for 25 weeks a three-weekly quarter-hour program Minding on KFC, that city.

READY FOODS Co., Chicago (Perk Dog Food), is using man-on-street participations on WYIA, WATT, WRF, WTAD, with two weekly 15-minute discos on WTM, South Bend. Mason Warner Co., Chicago, is agency.

Agency Apptointments

KRIM-KO Co., Chicago (chocolate beverages), to H. W. Ketor & Sons Adv. Co., Chicago. Radio will probably be used on a spot basis.


GREEN ELECTRIC IRON Co., St. Louis, (steam irons), to Schwarzw & Scott, Chicago. Started six weeks, quarter-hour morning discos called Morning Gymnastics on WKY, Kansas City.

STRAUS & SCHRAM Co., Chicago (furniture), to Schwarzw & Scott, Chicago. Beginning Sept. 15, the firm will start a half-hour show called Riddles in Rhythm on WBBM, 5:30 a.m.

HAAS BARUCH & Co., Los Angeles (Irish Coffee), to Robert Smith Adv. Agency, Portland, Ore. Mel Smith, vice-president of the agency, is servicing the account and will establish Los Angeles offices.

The 1938 Radio Advertisers is a valuable and comprehensive reference book that lists the most important radio advertisers and the agencies representing them. It provides important information about the radio advertising landscape of the time, including sales strategies, programming, and audience demographics. The book also includes advertisements and promotional materials from leading radio stations and advertisers, providing a wide range of insights into the radio industry of the 1930s.
BUFFALO STATIONS

7 out of 10

Listeners to WGR or WKWB between 5 and 7 P.M. says Ross Federal

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO

Represented by FREE & PETERS

WASHINGTON BROADCASTING

BUFFALO'S NEW PARTICIPATION PROGRAM

"EVERYWOMAN'S HOUR"

Daily Monday through Friday
30 minutes

BEAUTY!

FOOD!

FAMILY!

conducted by

"JANET PARKER"

A sparkling, vital program for women, conducted by a woman who knows her subject and is gifted with a charming voice! "Miss Parker" is a graduate of the University of Maryland; holds a Master's Degree in Home Economics; has had six years of practical experience with women's groups.

Participation costs as low as $15.60—write for complete rates and details.

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NOVEMBER 1, 1938

ECONOMICS...Participation with a definite purpose. Miss Parker."...

**Back-To-School** theme dominated a series of four weekly programs, sponsored by a local department store, carried by KVI, Tacoma, Wash. The series started off with a special remote pickup from Wright's Park, scene of the annual Field Day winding up summer play-ground activities, and included Rhymin' Ruben and the Three Rs', quarter-hour of rhymes, songs, and commercials in verse aimed at the housewife; Treasure Hunt for tiny tots, in which a familiar fairy story is wrongly told and kids win prizes for detecting mistakes; Brush the Cobwebs, quiz program for high school students; and Back to School, offering prizes to grade schoolers for the best letter on why or why not he wants to return to school.

**Hot Dogs!**

FIFTY-FOUR miles Bunion Derby between Centralia and Aberdeen, Wash, is being sponsored Oct. 9 by KELA, Centralia, and KXRO, Aberdeen, with prizes of $150 going to the winning man and woman contestant. About 200 marathon walkers are expected to enter the contest, with men walking one way and women the other, and finish lines in front of the KELA and KXRO studios. Both stations will carry short wave and remotes with pickups from small towns en route.

**Head Work**

MENTAL PROCESSES leading up to the tragedy are explained in the new program, Psychology Behind the News on WMCA, New York.

**WAS**

LOUISVILLE, KY.


EDWARD PETRY & COMPANY

National Representatives

**Peculnar Theme**

ACTUAL beat of a human heart is used as the identifying theme of Pulse of the City, new local news program of WZK, Cincinnati. The heart beat is that of Charles Woods, who comments on highlights in Cincinnati news of the week and presents four interviews with musical figures in the local headlines. Mr. Woods places the mike over his heart to pick up the sound. News is staged for the select Galesburg record at the scene of the news break, with John Conrady of the special engineering department covering the city for Woods with portable recording equipment.

Rinkydinks

**INTERVIEW** with patrons of a local roller skating rink, with grind-er wheels and all. We are carried on Man on Skates program originated by WGIL, Galesburg, Ill. In conjunction with the program WGIL rigged a camera to electric Galesburg's roller skating queen. Technical arrangement incorporates a bamboo pole pivoted from a pole in midfloor, with the microphone cable taped to the pole, and a crystal telephone carried about the floor.

**How to Lose Friends**

ADVICE to husbands and wives, with Jim Grouch telling how to be an unpopular rather than to win friends and in general taking the gloomy view of life, is the text of the new early morning Short Cuts to Reno, distributed. Short Cuts to Reno is a part of his regular morning three-quarters of an hour.

**For New Announcers**

WOULD-BE radio announcers step through their paces on Radio Annuc-ee School, new half-hour program on WWVA, Wheeling, W. Va., pre-sented over by George W. Smith, WWVA managing director. Four applicants participate in each broadcast, and a winner is selected through audience mail and decision of judges, including Mr. Smith, Paul J. Miller, production manager, and Wayne Sanders, program director.

**Dancers' Dirt**

DANCING and dining couples in the Rose Room of the Palace Hotel, new home of KSFQ, San Fran-cisco, are interviewed by Bob Gar-red on the new KSFO program, Boy Meets Girl.

**Stove Stories**

REMOVED interviews with housewives using Roper Dr-I-Gas ranges, with the user pointing out advantages of the stove on the broad-cast and telling exactly how the man of the house prefers to eat and how she prepares his favorite dishes are carried on the weekly Kitchen Chat program sponsored by Roper Dr-I-Gas dealers on WZD, Tuscola, Ill. Each dealer-sponsor is allowed to close their edition of the Kitchen Chat.

**Horse Talk**

WCKY, Cincinnati, through an exclusive arrangement with the Laton-ia Race Track, broadcasting race feature races direct from the track daily during the fall meeting, Sept. 3-Oct. 15. With Jim Davis, WCKY sports announcer, handling the pro-grams, Latonia Race Track is also using quarter-hour program and 10-minute spot announcements daily to publicize the fall meeting and new features at the course.

**Domestic Squabbles**

ACTUAL cases in Cleveland's Do-mestic Relations Court are dramati-cized on the thrice-weekly Court Reporter program of WGR, Cleveland, conducted by Eleanor Lennick, young attorney who originated the idea. A problem case on one broadcast with listeners invited to mail in their verdicts, is a mail puller. Wayne Mack, WGR dramatic producer, produces the series.

**Gotta Problem?**

THAT anybody's personal problems are interesting to everybody is the theory behind a street series on WSMK, Dayton, O. Listeners send in their domestic and personal problems; folks along the street try to give advice. Sidney Eyck handles the daily quarter-hour show and says its cramped with fun and heartaches.

**Wide End Runs**

TWO TEAMS of former collegiate stars will attempt to score against each other by correctly answering factual football questions on the weekly half-hour radio football game, We Want a Touchdown, starting Sept. 21 on WOR-Mutual, 9:30-10 p.m. (ET). Program features George Trevor, sportswriter, as referee.

**Hold That Pose!**

DESIGNED expressly for camera nuts, Candid Camera Revue on WSB, St. Petersburg, Fla., pro-vides a variety show and an opportunity for cameramen to wangle through the band, audience and studio for plain and fancy shots. Photographers are briefly interviewed as they work.

**Service for Motorists**

NEWS about the latest automobile designs, safety tips and touring suggestions are featured on the all-automobile program, The KOIN Roadster, on KOIN, Portland, Ore. The new program supplements another weekly half-hour motorist-safety feature, Speed Incorporated, dramatizing a fatal accident as taken from state files.

Hose promotional scheme used by WIBW, Topeka, for its Street Re-porter broadcast proved to be a tremendous success and also a tie for the two contestants above. Eric Norman, right, the reporter, and Grandpa Fuller, the challenger, had to wear ladies hose as the re-sult of a bet over their respective popularity with listeners. To vote listeners had to purchase a pair of hose. Here they are, hiding their embarrassment behind the micro-phone.

For Home Folks

WASHINGTON, D.C., has started a series of cooperative programs based on the district's renewed home-building activity, Titled The Homebuilders' Hour, the program is heard at 7-8 p.m. Wednesdays, and acquaints prospective home owners with the available facilities for financing new homes or repairing their present ones. Various contracts and appliance supply companies participate in the series.

Old World Revels

IMAGINARY visits to old world resorts like Naples, Venice, Valen-cia, Florence and Como are con-ducted on the new musical travel-ogue Continental Nights, on WBIL, New York. The romantic fantasy weaves a continuity around the orchestra of troubadours and features Nicholas Cosentino, tenor. Narrator Charles Berry also writes the continuity.

**Program Chatter**

PROGRAM information for each broadcasting day is highlighted on Personality Parade, new thrice-weekly quarter-hour of KY, Ta-coma-Seattle. Using CBS publicity releases, the program describes the most interesting features of attraction scheduled for the same day and the next, along with human in-terest stories of stars and their programs, and ends up with a question corner to answer listeners' queries.
NBC Assigns Berkeley To Study Europe Radio

KENNETH H. BERKELEY, manager of WRC-WMAL, Washington, D. C., has been selected by President Lenox R. Lohr of NBC, to tour Europe and study continental methods of broadcasting, program technique, and engineering facilities. He will also consider means of better and more frequent exchange of programs between the United States and European countries, according to NBC.

Mr. Berkeley will attend the meeting of the International Broadcasting Union, to be held in Brussels in October. In addition to Brussels, he will visit Moscow, Stockholm, London, Paris, Berlin, Geneva and Rome. Mr. and Mrs. Berkeley will sail from New York Sept. 21. Dr. Max Jordan, NBC Executive representative, will accompany them on their continental tour.

KSO Power Boost

KSO, Des Moines, on Sept. 8 was authorized by the FCC to increase its power from 500 watts night and 2,500 watts during the day, to 1,000 watts night and 5,000 watts during the day, on the 1,430 kc. channel. In so doing, the FCC sustained the recommendation of the examiner after hearing.
Beulah Karney is back!

**Agencies**

ATHERTON W. HOHLER, president of Benton & Bowles, New York, is in Hollywood for several weeks to confer with William R. Baker Jr., vice-president and West Coast manager of the agency. He will remain through Oct. 15, attending the opening of three new CBS shows which the agency will produce for clients, James Rogers, New York vice-president, was in Hollywood during early September to confer with John W. Nicholson, West Coast radio representative, and Fred Hawkins, national Southern California sales manager of General Foods Corp.

BENTON & BOWLES Inc., Hollywood, with four networks showing when the West Coast stations have. has doubled its office space at 6275 Hollywood Blvd. and will also add to its production staff.

ROBERT GARDNER, formerly of WLS, Chicago, and Dorothy Mallinson, formerly of Ford, has joined the radio department of Rathsund Ryan, Chicago, under the direction of Ros Metzger.

ROBERT J. HARTS has resigned as vice-president and secretary of Albert Frank-Guethler Law Inc. to manage the New York office of Al Laffton Co.

JULIA MEDLOCK, formerly radio director for the San Francisco Chronicle, recently opened a radio agency, with offices in the Shreve Bldg., San Francisco.

SHERMAN K. ELLIS, president of the agency of that name, is in Scotland to attend the opening of the new Thistle distillery there Sept. 15.

**KMBC HAPPY KITCHEN**

**BIG SEASON**

Starts September 12

with Beulah Karney, only full time household economist on the air in Kansas City! Recognized by a million homemakers as the food authority of the Middle West. HAPPY KITCHEN is a happy buy, to win the tremendous daytime audience of KMBC at remarkably low cost!

Last season 65% of our sponsored time advertised food or related products—and it looks bigger than ever this year!

**KMBC**

OF KANSAS CITY

FREE & PETERS, Net'l Rep's.

Petersen to Kastor

M. H. (Pete) PETERSON on Sept. 6 was named radio director of H. W. Kastor & Sons Adv. Co., Chicago, having resigned from Mutual's Chicago office to accept the new position. In radio for many years, Mr. Peterson was assistant sales manager of NBC Chicago from 1920 through 1935. As radio director of Blackett-Sample-Hammond, that city, 1934-1935, he was also national Southern California sales manager of Hearst Radio Inc., New York (now International Radio Sales). 1936-1937, a member of the CBS-Chicago staff from 1937 until Sept. 6. Mrs. Betty Babb continues in the Kastor radio department as with H. W. Hudson remains as assistant to W. B. Kastor in charge of media.

EVERARD MEADE, who recently resigned from the Hollywood production staff of Young & Rubicam to join Inthraff & Ryan, that city, in a similar capacity, has taken over his new assignment. He will produce the CBS Al Jolson Show, sponsored by Lever Bros. (Lifesavers), and sponsors Ben Larson, who is now handling the Tawney Rogers program in the East for Quaker Oats.

TOM WALLACE, radio executive of Russell M. Beed Co., Chicago, in Hollywood auditioning transcription shows.

EDWARD LAKE, Lord & Thomas, Chicago, vice-president in charge of radio, was in Hollywood during early September to confer with Tom McKee, radio manager there. HAROLD BARNES, Young & Rubicam New York account executive, was in Hollywood during early September to confer with Tom Harrington, West Coast manager.

EDWIN W. PATTERSON, New York, has closed its Philadelphia office.

FULLER & SMITH & ROSS Inc. New York, will move to 14 Madison Ave. East.

KEILO NORMAN ORGANIZATION San Francisco advertising agency, has moved offices in the newly completed Central Tower building.

ED KRUG, formerly with the Cleveland & Chase Co., industrial films, has joined the radio department of Arthur Rubner Inc., New York.

CLIFFORD SUTTER, account executive in the Philadelphia office of N. W. Ayer & Son since February, 1937, has been transferred to the New York office.


O'CONNELL & SAMUEL Adv. Agency, Springfield, Mass., added the following to its staff: Ernest A. Chappell, account executive in Boston; Frank Reis, account executive in Western Massachusetts and Northern Connecticut territory, with headquarters in Springfield; Miss Margaret Emerson, special representative, with headquarters at 177 State St., Springfield.

CULBRETH SUDLER & Hal Wright, account executives, have resigned from the staff of Publicity-Manny Co., Los Angeles. Sudler is establishing his own agency in that city. Wright at the present time is vacationing in New Mexico.

W. P. CARLEY, account executive of Don R. Miner Co., Los Angeles, is the father of a boy born Aug. 28.

K. MACGREGOR, Benton & Bowles producer, has been transferred to the Hollywood office, where he will work with Don cope. Chester Mackenzie will produce Pretty Kitty Kelly, which Mr. Macgregor has been handling.

NORMAN B. FURMAN Inc., foreign language radio advertising agency, has moved to new quarters at 117 W. 49th St., New York.

Y & R Staff Shifts

CLARENCE OLMSTEAD, who has been in Young & Rubicam's new business department since transferring from the Hollywood office, in January, has been returned to his former post of talent buyer, to be assisted by Thelma Lewis. His headquarters will be in New York, with Joseph R. Staufner, brother of Donald Staufner, continuing as talent buyer in the Hollywood branch. Bill Stuart of the publicity department, has returned to the Coast office after spending the summer in the agency's New York headquarters.

WHN DISCOVERS THE STARS YOU DISCOVER THE CUSTOMERS

Ex-Congressman

GEORGE COMBS Jr.

"Editorial Slant on the News"

7:30-7:45 P.M. Daily

In response to only two George Combs broadcasts in which he offered to give listeners maps of the world which would better enable them to follow the trend of current events, more than 5000 requests were received at WHN! That's real audience reaction to the sort of reaction your product needs!

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GARNER GETS NEW POST
With Chicago Republic

RICHARD W. GARNER has been named station promotion manager of John Blair & Co., Chicago. In the sales and advertising department of Procter & Gamble from 1933 through 1935, Mr. Garner joined H. W. Kastor & Sons Ad. Co. in 1938, where he devoted his time exclusively in radio research and valuation of markets and radio stations for the firm’s Chicago office. Prior to joining the Blair organization, he was Chicago manager of Joseph Hershey McGilvra, and Josephative firm. He attended Ohio State University and received a B.S. degree from Brown University in Providence.

The position of station promotion manager is new to representation, according to Mr. Blair. Mr. Garner will have charge of all presentations to agencies, will standardize station coverage maps and market data. Among stations represented by John Blair & Co. are the Don Lee Broadcasting System, WOW WEBS WSPD WWVA WOKI WMNN KTHS KTRH WREK KDY WGBI WJAX WPLA WQAM.

Hall to Ross-Federal


Form New Rep Firm

FOREST U. DAUGHRILL, formerly with Lloyd Abbott & Co., has formed a station-representation firm, Forrest & Co., with offices at 19 W. 44th St., New York. Mr. Bloom is president and Mr. Daughrill vice-president and general manager. The firm has been appointed to handle the Gene Dyer stations WCBQ, WCBS and WBSC, Chicago, and WEMF, Milwaukee; and WTAD, CHICAGO, ILL., WMV, E. ST., LOUIS, ILL., and WPRO, Longview, Tex.

VICTOR KNIGHT, producer of the CBS Eddie Cantor Camel Caravan, sponsored by R. J. Reynolds Tobacco Co., has written a story titled The Pie-Eyed Piper. Knight is a member of the music-publishing house responsible for the song, Flat Foot Floogie.

PATT WING, NBC spelling master, is author of a novel with a radio background, Take It Easy, Sam, published by Dodd, Mead & Co., New York.

CARTER’S COLD
So Friends Lose Out
On Texas Melons

THE TEXAS watermelon “famine” mystery of 1938 has been solved, traced to the illness of Amon G. Carter, Fort Worth publisher, broadcaster and civic leader. For a dozen years Mr. Carter and his associates of the Fort Worth Star-Telegram and WBAP have sent giant Texas melons bedded in individual galvanized wash-tubs to a wide circle of friends.

It was learned that while the melon crop this year is excellent, Mr. Carter suffered a severe summer cold at the usual shipment time. He has always insisted upon personally supervising the shipment of the melons, from the initial job of selecting and loading them in the wash tubs. The melon and therefore has been shipped late in August but because of Mr. Carter’s indisposition, there won’t be any shipments—though it is rumored the loss will be made up next year.

 Crosley Motion Denied

CROSLEY RADIO Corp., Cincinnat i, was denied its motion for a move from the State to Federal court in the action against the Ohio State University, the Ohio State University Research Foundation, Inc., and the Board of Trustees of the Ohio State University, according to a report from the United Press.

A motion was made by the university to have the action removed to Federal court, and the motion was denied by the United States District Court, according to the report.

Invest your advertising dollars with WJAX — the station that speaks with dominant appeal in the active Mississippi market area.
May Decide WLW Case Before Rules

(Continued from page 26)

May Decide WLW Case Before Rules

of 500 kw, stations would "seriously affect stations in other classes and in particular regional stations in an economic way." Reasons against operation of clear channel stations with 500 kw power were recited. The 65-page brief reviewed the testimony of witnesses in connection with superpower operation, with the intent of showing the economic injury that would result.

Need of High Power

In the Clear Channel Group brief, Mr. Caldwell based his argument on three main contentions; (1) the inadequacy of existing broadcast service in the United States; (2) the necessity for preserving clear channels, and (3) the necessity for increased power for clear channel stations. Each division was broken down into chapters. Technical as well as economic aspects of the social philosophy of broadcasting were covered, with the contention that there would be no adverse economic consequences to local or regional stations by increased power.

Four main contentions were made by Mr. Patrick in the WLW brief supporting power in excess of 50 kw, and contesting claims of economic reactions to other classes of stations. Existing inequalities have been shown, with the quantity and quality of reception available to large areas and substantial population in the country, the brief held. An effective method of dealing with these inequalities has been demonstrated by WLW under actual operating conditions, Mr. Patrick held.

"It has been demonstrated under actual operating conditions," the WLW brief concluded, "that the method employed, namely that of using higher power on dominant clear-channel stations, has benefited all listeners and has not adversely affected the service, revenues or operating conditions of other stations located in the primary service area of the dominant clear-channel station."

In behalf of NIB, Mr. Sutton asked for the 50 kw, limitation on power and for duplication on all of the existing clear channels east of the Appalachian Mountains and west of the Rockies. He contended the public generally would benefit from such a policy. All of the country now receives at least a secondary service from at least one clear channel station, he argued. The degree to which improved reception can be rendered to the areas now dependent upon secondary coverage from clear channel stations, he concluded, "is wholly dependent upon the number of existing clear channels which the Commission makes available for duplication in the future."

WOR, WCAU File Pleas

Pleas for Class I-A or clear assignments, rather than I-B or duplicated clear assignments were made on behalf of WOR and WCAU in briefs filed by Frank D. Scott and Ben S. Fisher, respectively. Both stations are slated for I-B operation under the projected new allocations.

To classify WOR as a I-B station, while other New York clear stations are made I-A, would be "an unjust discrimination and an abridgment of the purpose and intent of the Communications Act," Mr. Scott contended. Moreover he said such a classification, with WLW and WGN, stations on adjacent channels, as Class 1-A "is logical and highly undesirable, because such a plan fails to take advantage of the unique capabilities of these three frequencies for I-A classification. The Commission was urged to preempt at least 25 rather than 25 frequencies for I-A classification, under the terms of the Havana Treaty. Specifically, Mr. Scott asked that the WOR channel of 710 kc. be placed in the I-A classification. Finally the FCC was asked to "eliminate the power restriction in the proposed rules as to Class I-A stations."

In behalf of WCAU, Mr. Fisher asked that the number of I-A assignments be increased to 26, if necessary to accommodate the Philadelphia station. He held this could be done without prejudice to any other station, and argued the United States should not penalize itself by a policy of adopting only a minimum number of I-A stations. WCAU, he said, represents an investment of more than $1,000,000, which "is perhaps not equalled by any other individual broadcasting station in America."

Breakdown Sought

Attorneys Arthur W. Scharf and Philip G. Loucks filed briefs on behalf of WQXR, New York, and WHKC, Columbus, both seeking changes in proposed channel classifications under the Havana Treaty and the proposed new rules. For WHKC, it was proposed that the 640 kc. channel of KFI, Los Angeles, slated for I-A operation, be reduced to I-B or Class II status to make it available for duplication. The argument was that 640 kc. may be utilized simultaneously at night by a 1,000-watt station in Youngstown, O. (WKBN), using a non-directional antenna and KFI with 50,000 without objectionable interference.

The plea for WQXR operating on the 1550 kc. channel was that it be shifted from a Class III or regional assignment to a Class I-B or duplicated clear assignment, with permissible power up to 50 kw. It was contended that research now in progress and proposed, constitutes the type of activity the law seeks to encourage; that the program and advertising policies of WQXR provide a broad broadcast service which should be expanded; that the channel is especially suited for distant sky-wave coverage and should be maintained clear for that purpose; that to delay the change would wipe out the present and future value of the research, and, finally that to adopt the recommendation would permit further research and improved service, would not prejudice the interest of any station, and would not interfere with the effective enforcement of the Havana agreement.

WAVE (ALONE) CAN SELL LOUISVILLE!

Not so long ago, a product almost unknown to Louisville before its exclusive appearance on WAVE, became one of the fastest-selling items in its classification. The program that wafted it to glory was but a 15-minute, local daytime show, produced entirely (except for commercials) by WAVE's own staff. . . . Over 90% of Louisville dealers said that WAVE's program definitely increased the product's sales. Some said by 50%. Some said 200% . . . Moral: WAVE can do it alone, in Louisville. What can we do for you? An N.B.C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
A FINE POINT in gridiron technique absorbs Les Quail (top right), instructor of Atlantic Refining football announcers, as he shows Bill Slater, Yankee Network, how a spotter should set down position of ball, down, and yard to go. Among key figures in the Atlantic campaign are Joseph R. Rollins (bottom left), Atlantic advertising manager, and Wallace W. Orr (right), executive of W. A. Ayer & Son, join the two score announcers at the Atlantic football school, held Sept. 8-9 in Philadelphia.

**WCOU in Operation**

HEADED by Bernard R. Howe as director, the new WCOU, Lewiston, Maine, authorized last May by the FCC to operate with 100 watts on 1250 kc, is now in full operation, using RCA equipment throughout and a 200-foot Longtubular radiator. Mr. Howe, a stockholder in Twin City Broadcasting Co., licensee, formerly was in charge of the branch studios in Lewiston of WCSS, Portland, and formerly was with WHDH, Boston, and WFEA, Manchester, N. H. Chief engineer of the station is Leslie Hall. Other staff members include Roger Levenson, formerly with WLBO, Bangor; Varney Paulsen, formerly with WNYC, New York; presenter, Lancelot F. Pike, formerly with WRDO, Augustas, WCP, Boston, WDAE, Tampa, and WGAN, Cleveland, announcer; Guy Landdon, formerly with WCWH and WFEA, director of French programming; Conrad T. Beardsley, formerly with the RCA engineering staff, first engineer; Donald Mason, formerly assoicate of Auburn, Me., construc tion engineer. Chief owner of the station, which covers a large French-speaking population, is Jean B. Couture, publisher of Le Messager, French language newspaper.

**Atlantic Grid Plans**

(Continued from page 15)

Atlantic and Ayer officials pointed out that the whole sports campaign is designed to develop good-will rather than to do an actual job of direct selling. Experience in past seasons has shown the effectiveness of this policy, it was declared.

In addition to the instruction sessions at the Sept. 8-9 meeting, the announcers were conducted on a tour of the Atlantic refining plant at Point Breeze, Pa. Demonstrations of Atlantic products were given.

Luncheon meetings were held both days as well as evening dinners, winding up with a dinner and broadcast on WCAU where Bradford Brown, veteran comedian and now studio director of N. W. Ayer, was master of ceremonies.

**Buying KVOE Control**

**AUTHORITY to purchase controlling shares in Voice of Orange Empire Inc., operating the 100-watt KVOE, Santa Ana, Cal., from the estate of the late J. S. Edwards, is sought in an application filed with the FCC seeking transfer of 52 shares to Ernest L. Spencer, KVOE manager. Mr. Spencer now owns 10 out of 300 shares, the remainder being held by Mr. Edwards’ estate. The purchase price of the 52 shares is $1,200 cash.**

**PLAYERS LISTEN**

To Disc Account of Game

—in Shreveport—

KWKH and KTBS, Shreveport, La., held a unique party in their studios recently when players and officials of the Shreveport-Texas League Ball Club were invited to hear the play-back of a recording made of the broadcast of their game played the night before. This is said to be the first time any ball club has been able to listen to a description of its own game, and both players and officials enjoyed it thoroughly.

The broadcast was handled by Jerry Bezen, regular KWKH-KTBS sports announcer. One of the players, who only recently became a father, was particularly thrilled when Bezen called him "papa" and told fans how much the baby had gained in the last week. He asked for a repeat on Bezen’s description of a "two bagger" hit during the game.

**KGIW Being Sold**

A SALE deal with the publishers of the Alamosa Daily Courier having been called off last May, Leonard E. Wilson, owner of KGIW, Alamosa, Colo., has applied to the FCC for authority to sell the station to E. P. Allen, former Kansa City bank examiner whose chief interest now is the operation of farms. The purchase price for the 100-watt station on 1420 kc. was not divulged. Mr. Wilson is also chief owner of KIDW, Lima, and KOKO, La Junta, both Colorado locals.

**Hollywood's Smartest Address**

**ONLY a few blocks or minutes from NBC and CBS and all film studios.**

**Luxurious modern rooms, suites and apartments with all services.**

**Hollywood headquarters for agency men, radio executives and radio stars.**

**Rosalind Taney**

**WWVA 1170 Kilocycles**

5,000 WATTS

**National Representatives**

**JOHN BLAIR & CO.**

**NEW YORK...CHICAGO...SAN FRANCISCO**

**Columbia Station**

**Home They Came!**

Saturday, August 27, was Home-Coming Jamboree Day at WWVA. The afternoon featured a Muck-ball Game the between the Talent and Staff. The evening was set aside for the WWVA Home-Coming Jamboree—the 280th public presentation of this show famous from coast to coast. And what happened? Friendly WWVA listeners "came home" in droves!

More than 6,000 "fans" were thrilled to finger-tips over the victory of THEIR Talent Team—many hailing from distances well over 200 miles. And in the evening 4,228 paid to see the famous WWVA Jamboree in action. It was a day of days at the "Friendly Voice From Out of the Hills of West Virginia."

Even as intimate as we are with our loyal listener friends, and their marvelous support of THEIR Radio Station, we sometimes find it extremely difficult to pass the story along and make it stick. Some always say "Too good to be true!"

But you can’t fool a sales curve. Loyal listeners send it soaring high for many a WWVA advertiser. How about you, Mister?

**Tuckett's Tobacco sponsor evening Transradio News; People's Credit Jewelers renew time signals; International Silver Broadcast and Ken Soble Amateur Broadcast contracted for. These are among the 36 national advertisers using...**

**CANADA'S 5th MARKET**

**CHML HAMILTON ONTARIO**

**BROADCASTING • Broadcast Advertising**

September 15, 1938 • Page 59
KMAC Partnership Okeyed
HOWARD W. DAVIS, manager of KMAC, San Antonio, on Sept. 16 becomes half owner of that station with W. W. McAllister, present owner, under a decision of the FCC Sept. 6 authorizing the transfer for a consideration of $13,000. At the same time the Commission granted a renewal of license to KMAC, which had been cited for improper registry of licensees. The partnership agreement between Mr. Davis and Mr. McAllister, who is president of the San Antonio Building & Loan Assn., and has other interests, has been in effect since April 30, 1937.

WELI Gets Full Time;
NEw TROY Station Grant
WELI, New Haven, was awarded full-time operation on 890 kc, as a regional station, and Troy Broadcasting Co. was authorized to establish a new station at Troy, N. Y., on 950 kc, with 1,000 watts day time only. It moves to 890 kc to 500 watts night and 500 watts local sunset, unlimited time. Stockholders of the Troy company include Harry C. Wilder, operator of WSYR, Syracuse, WJTN, Jamestown, N. Y., and WNBY, Springfield, Vt., as president and treasurer, along with several citizens of Troy.

Orphan Annie Back
WANDER Co., Chicago (Ovaltime), on Sept. 26 starts Orphan Annie programs in the following markets including 15 of NBC basic Red, WLW and the Don Lee network. To supplement the NBC series, Monday thru Friday, 5:45-6 p. m. (EST), discs will be broadcast on the following stations beginning Sept. 26 with Honolulu and Hilo to be added later: WOR WWL KDYL KOA KPRC WOAI WRAP KSTP WHO WDAF WHEC WLW WJAX WMC WSB. Blackett-Sample-Hummett, Chicago, is agency.

Federal Library
(Continued from page 16)
consulting the records in the Music Division and the Copyright Office it is possible to determine whether any piece of music in the library is still protected by copyright or is in the public domain. If in the public domain one can either copy the work himself or obtain a photo- static or microfilm copy from our reproduction service in the library.

"The resolution also provides that each and every member so found in the public domain and so arranged shall become the property of the Library of Congress and available to the general public by copying or photocopying at the user's expense. (This section is not clear as to its meaning.)"

"Every copy of music in our collection whether in the public domain or otherwise, is the property of the Library of Congress (the United States). It is understood that all material in our collections belonging to the public domain, is open to the use of the public, and is available to the public either by copying by phonostatic prints or by microfilm at the user's expense."

"The Resolution proposes that the specific task of finding what material belongs to the public domain shall be accomplished by a 'nationwide research bureau' which shall have the privilege of assigning musicians in every section of the country to make study of folk songs, their origin and determine if such numbers shall be credited to the public domain, or assigned to the public domain."

"The determination of what should constitute private or public property would appear to be primarily a legislative function. Once the legislative branch has pointed out the line of demarcation, the question as to whether a given musical composition has maintained or lost its original character as intellectual property is apparently one for the courts to decide, in the exercising of their powers."

PHILADELPHIA Coke Co., Philadelphia (Koppers oke), on Sept. 19 starts a six-day weekly schedule of 13 news broadcasts daily on WDAF, Philadelphia. Three minutes of news will be broadcast every hour on the hour, from 8 a. m. through 8 p. m. Agency is N. W. Ayer & Son, Philadelphia.

WQXR Broadcasts
Tape Reproducing
A TAPE-RECORDED program was broadcast Sept. 1 on WQXR, New York, when it carried the first set of the opera Carmen from a tape recording made in London by the Millermont process now being introduced into this country by the Miller Broadcasting System. Plan of the company, according to David D. Chrisman, commercial manager, is to secure the tape network and replace it with one of high-fidelity apparatus, similar to those used in organizing the Mutual Network, with which Mr. Chrisman was formerly connected.

Ownership of the reproducing apparatus, which costs between $1,500 and $1,500 per installation, remains with the parent company, which will derive its income from commissions paid by the stations for commercial programs sold and produced by the company. If the stations desire it a sustaining program service may be developed at a later date, for the present the company will concentrate on sponsored shows, Mr. Miller said, adding that a dozen stations have already been signed up for the network.

A brochure describing the process states that tape transmission was developed by James A. Miller in cooperation with the N. V. Philips Co. of Eindhoven, Holland. The tape is seven millimeters wide and carried two programs, engraved on it in any of a half dozen different tape by a sapphire stylus. Possibility of hearing the programs as it is recorded makes playbacks unnecessary and ease of cutting and editing makes it possible to correct mistakes without re-recording the entire program, the folder states.

"Tape transmission" apparatus is now installed in the British Broadcasting Corp.; the Norwegian Broadcasting Co.; Swiss Post Office; Hilversum, Holland; Studio No. 43, Paris; Sidney, Australia, and J. Walter Thompson Co., England, according to the booklet, which states that 36 "tape" programs a week are broadcast by Radio Luxembourg. Directors of the Miller Broadcasting System are: A. H. Diebold, Lincoln Epworth, C. M. Finney, E. F. Hummont, Hunter S. Marston, James A. Miller, George R. Smith and Jacques Vinmont. Office and studios are located at 113 W. 37th St., New York.

WGN Chicago, will broadcast a series of inter-collegiate football games as sustaining features and will offer none of the games for sponsorship. (Broadcasting, Aug. 15). WGN will broadcast the games most favored in Midwestern public opinion.

WQXR, New York, will broadcast a series of inter-collegiate football games as sustaining features and will offer none of the games for sponsorship. (Broadcasting, Aug. 15). WGN will broadcast the games most favored in Midwestern public opinion.

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Chief Don-ha-wit
DISTINCTION of being the first white man to be adopted as an honorary chief of the Oneida Indians has fallen on Hartley McVicar, announcer of CFPL, London, Ont. Responding to his new name, Don-ha-wit, which means Chief Morning Star and which was given him because “his voice came over the trees as in the old days had come Don-ha-wit in the dawning when the ‘people’ rose to pray.” Mr. McVicar now counters a “hello” with “Sha-go-lee,” the traditional greeting of one Oneida to another, and gravely nods his head beneath a huge eagle feather headdress.

ALICE MASLAN’S Women of Tomorrow, a sustaining program on W2B, New York, since December, 1937, is being turned into a Monday-Friday participating program. It will be heard in this country Sunday, Oct. 23, 2:30-3 p.m. (EST), on NBC network, and to be relayed to 45 countries throughout the world through RCA. The concert will be presented under auspices of the International Broadcasting Union at Geneva.

**NAB SEEKING DATA ON FILM PROGRAMS**

FOLLOWING through on its plan to study the motion picture-broadcasting situation, the NAB Sept. 13 completed draft of a questionnaire to all stations seeking detailed information on movie programs.

DRAFTED by Paul Peter, NAB research director, the questionnaire will elicit data on both commercial and sustaining programs sponsored by motion picture organizations or exhibitors locally or nationally as well as all programs having anything to do with motion pictures and the aggregate time devoted to them.

The stations will be asked what programs they now carry which advertise the motion picture industry and whether they are spot or network, and whether these individual programs are placed by independent theaters, chains or producers. Data also will be sought on programs sponsored by other clients which feature motion picture theaters, music or gossip.

In the sustaining field, complete data will be sought on the number of such programs carried, whether they are handled in cooperation with local, regional or chain theater organizations.

While it is felt that it might be difficult to procure an aggregate figure on the amount of time devoted to motion picture programs in each category, stations will be asked to supply an aggregate figure for a given week. In covering letter, NAB will explain that the data is sought in an effort to develop a broad industry policy in the handling of matters with the motion picture industry. The survey was undertaken after Ed Kirby, NAB public relations director, had written Howard Diets, chairman of the “Movies Are Your Best Entertainment” campaign questioning its action in restricting its advertising campaign to newspapers and forsaking radio entirely.

**Institute Using 50 UTILITIES Engineering Institute, Chicago (instruction), on Sept. 12 started a series of five and 15-minute discs, Opportunity Program, dramatizing airconditioning, three to six times weekly on WHAM WSGN WEW KGIR KOL UTILITIES Engineering Institute, CHICAGO, has made it proposal to the air Nov. 5 with its annual series of talks. The programs are to be heard Sundays, 4-5 p.m. Some difficulty in completing the station lineup has been met because of Sunday afternoon pro football commitments. While details of the program plans have not been announced, it is understood that Fr. Coughlin has some surprises in store. Included in the list of stations already signed is the Colonial group of 14 New England outlets. Aircasters Inc., Detroit, is agency for Fr. Coughlin.

**Fr. Coughlin Placing**

FATHER Charles E. Coughlin, Detroit radio priest, is scheduled to return to the air Nov. 5 with his annual series of talks. The programs are to be heard Sundays, 4-5 p.m. Some difficulty in completing the station lineup has been met because of Sunday afternoon pro football commitments. While details of the program plans have not been announced, it is understood that Fr. Coughlin has some surprises in store. Included in the list of stations already signed is the Colonial group of 14 New England outlets. Aircasters Inc., Detroit, is agency for Fr. Coughlin.

**ASSOCIATED RECORDED PROGRAM SERVICE**

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street

New York City

**Campbell Soup Test**

CAMPBELL SOUP Co., Camden, N. J., on Sept. 26 will start 14 five-minute news periods weekly on WMAQ, Chicago, featuring Ford Pearson with UP news highlights. Additional time periods are under consideration. Ward Wheelock Co., Philadelphia, has the account.

**ALICE MASLAN’S Women of Tomorrow**

A sustaining program on W2B, New York, since December, 1937, is being turned into a Monday-Friday participating program. It will be heard in this country Sunday, Oct. 23, 2:30-3 p.m. (EST), on NBC network, and to be relayed to 45 countries throughout the world through RCA. The concert will be presented under auspices of the International Broadcasting Union at Geneva.

**WEBR Tells Your Story In AMERICA’S SECOND PORT**

**DULUTH & SUPERIOR**

And on the IRON RANGE IT’S WMFG HIBING WHLB VIRGINIA

**AND THEY DO LISTEN!**

Typical Toronto radio audience one evening half hour.

**CFRB**

**ALL U.S. STATIONS**

**ALL OTHER CAN. STATIONS**

**NOT IDENTIFIED**

A typical co-violent survey in Toronto for one commercial program, with plenty of commercial opposition, shows CFRB listeners out-number all others—out number all Canadian stations by more than 4,400. This is best one proof of the popularity of CFRB. For further proof ask us about (1) mail responses, (2) sales results, (3) other survey figures, (4) length of life of our average commercial program.

**12 YEARS OF CONTINUOUS SERVICE BUILT THIS LISTENER APPEAL**

That’s 29% of the population of Canada—and it represents 36% of the buying power! And you can reach this market with only one station—CFRB, Toronto.

Twelve years of continuous service by CFRB has made it Ontario’s premier station. Years of being the only Ontario station regularly affiliated with the Columbia network have added to its popularity.

Before placing your advertising in Canada’s richest province, get all the facts regarding CFRB. CFRB is the key to Ontario sales!

**CFRB — TORONTO**
Brewers Uncertain

BREWERS’ Radio Show Association, group that since spring has been cooperatively sponsoring *You Said It* each Monday evening from 8 to 8:30 in a nationwide CBS network, renewed the program for three more than the scheduled 26 broadcasts, which concluded Aug. 29. Since a number of the sponsoring brewers, including J. F. Trommer in New York and Narragansett Brewing Co. in New England, withdrew their support, curtailting the network to 24 stations, the question of continuing through the fall remains unanswered while the association is attempting to line up further support. Not only do the brewers wish to continue on a national network time for an audience participation show to feature John F. Kennedy and Bob Hawk. The program will start within the first 10 days in October, on either Sunday afternoon or Monday evening. Agency is H. M. Kiesewetter, New York.

Mennen Net Plans

MENNEN Co., New York (shaving cream), is now negotiating for network time for an audience participation show to feature John F. Kennedy and Bob Hawk. The program will start within the first 10 days in October, on either Sunday afternoon or Monday evening. Agency is H. M. Kiesewetter, New York.

Keystone in Italian

KEYSTONE MACARONI Co., Philadelphia (San Giorgio macaroni), has assigned to a 15-minute daily network show to be aired in about 1,000 stations, originating at WPEN and WOOP, Philadelphia. The program has been running for two years with great success, and the company also uses spot announcements apasmodically. We thought you would like this information.

Other Fellows’ VIEWPOINT

Another Chain

EDITOR, BROADCASTING: In Broadcasting of Sept. 1 I noted a story by Paul Brines, caption “Chain Stores Proving Active In Booking Time For Autumn.” If you had checked out W PEN, the company on this list there would have been 60 stations instead of 59.

The D.佩洛兹-Grocery Co., one of the largest wholesale chains in this territory has sponsored a 15-minute program on CBS, known as *Women in the News*, from the Peoria Radio Station. This program has been running for two years with great success, and the company also uses spot announcements apasmodically. We thought you would like this information.

JOHN W. NEW, Sales Manager, WT AR Norfolk, Va.

KOL Suit for Damages Is Dismissed by Court

SUITE of Seattle Broadcasting Co., operating for $500,000 in new stations for alleged conspiracy against Senator Homer T. Bone (D-Wash.). Saul Haas, collector of customs in Seattle and partner owner of KIRO, Seattle, their wives, CBS and KIRO was dismissed last week at Tacoma Sept. 2. ( *BROADCASTING*: June 15, July 1.)

Dismissal had been requested by plaintiff's attorneys in a statement declaring the suit had been begun in good faith, but that it had been taken on the basis of investigatory facts and that the suit was based on the allegations that the actions made against Sen. Bone were without foundation.

In a statement issued coincident with the withdrawal of the suit, Archie Taft, president of KOL, said the suit was begun in good faith and based upon information reported by former representatives and by other persons not directly interested in the suit, and that the suit was based on the allegations that the suits were brought to obtain a charge which was categorically denied in his answer to the suit.

In a statement issued coincident with the withdrawal of the suit, Archie Taft, president of KOL, said the suit was begun in good faith and based upon information reported by former representatives and by other persons not directly interested in the suit, and that the suit was based on the allegations that the suits were brought to obtain a charge which was categorically denied in his answer to the suit.

Cranberry Campaign

AMERICAN Cranberry Exchange, New York, will use spot radio in its 23-station network in mid-October. The list is now in prepara- tion, through BBDO, New York.

Planters’ Using Spots

PLANTERS’ EDIBLE Oil Co., New York, is sponsoring six quarter-hour musical programs weekly on WOY, New York, and WPEN, Philadelphia. Pettinelli Agency, New York, is in charge.

WMEX Grant Affirmed

PETITIONS of three Boston stations for authorization to use the decision authorizing WMEX, Boston, to operate on the 1470 kc. channel with 5 kw. for unlimited time, in lieu of its present local assignment on 1500 kc., were denied Sept. 1 by the FCC, Commissioner Sykes dissenting. Simultaneously, the Commission dis- missed its investigation of WMEX. The action reaffirms the FCC grant to WMEX. A 20-day period, during which appeal must be noted, remains before the action can become final. The stations requesting the investigation were W UAC, W BDC and WCOF, in Boston, and WLAC, Nashville, which operates on 1470 kc.

WOMEN Net Plans

MENNEN Co., New York (shaving cream), is now negotiating for network time for an audience participation show to feature John F. Kennedy and Bob Hawk. The program will start within the first 10 days in October, on either Sunday afternoon or Monday evening. Agency is H. M. Kiesewetter, New York.

Harriet Wilson Hurt

HARRIETT WILSON, Los Angeles conductor of Singing Strings, instrumental sextet, under contract to Don Lee Broadcasting System, that city, was seriously injured in an automobile accident on Sept. 4 when two persons were killed. Con- fined to Cedars of Lebanon Hospital, Los Angeles, Miss Wilson is under treatment for fractures of both arms, facial, and internal injuries.
You may find yourself in this fix tomorrow . . . .

A last minute program offered you at the busiest time in the evening schedule. You may have to waste hours trying to shift programs around or lose several hundreds of dollars in extra revenue.

Political campaigns, now getting under way, will add to the confusion at your station with requests to clear half or three quarter hour periods for political speakers. . . orders to relay delayed broadcasts to other stations.

You might as well install a Presto recorder now and be prepared to collect the extra money that comes in election year.

With a Presto recorder you can shift, delay, rearrange programs at will . . . fit extra programs into any open spot in the schedule . . . broadcast them regardless of when they come to you.

Two Presto type 6-D recording turntables and one type 85-E equalizing amplifier will enable you to record and play transcriptions continuously for an hour, or more if necessary. The equipment is portable. It may be used in your control room to record from the wire lines or from your studios and it may be used outside the studio with your regular remote equipment.

Chances are that the Presto installation will pay for itself before election day. And you can pay for it as it makes money for you.

ASK FOR DETAILS OF OUR MONTHLY PAYMENT PLAN

PRESTO RECORDING CORPORATION
147 W. 19th Street • NEW YORK CITY, N. Y.

September 15, 1938 • Page 63
RMA on Television

PROPOSED television standards were submitted to the FCC by the Radio Manufacturers Association on Sept. 12 with the approval of the RMA board of directors. The manufacturers' proposal will be considered by the FCC Engineering Department in the light of present experimental development of television. The standards suggest that a television channel shall be not less than 6,000 kilocycles in width; that the sound and picture carriers be separated by approximately 4 1/2 megacycles; that the sound carrier shall be higher than the television carriers and that it shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced, with 441 lines per frame. A number of other technical suggestions for television standards also were advanced.

Late Personal Notes

FRANK W. PURKETT, vice-president and general manager of Associated Cinema Studios, Hollywood, transcription and production concern, since it was bought from the former Freeman Lang Enterprises several years ago, has resigned. No successor has been announced by Mark L. Gers- tle of San Francisco, who is chairman of the board. Mr. Purkett, who is also vice-president of the Association of Radio Transcription Producers of Hollywood Inc., will free lance in program production and continue to act as personal manager of Cliff Ed- wards, film and radio actor.

ROBERT G. JENNINGS, formerly WLW-WJB sales manager, on Sept. 12 assumed his new post with H. W. Kastor & Sons Adv. Co., Chicago, where he is an executive working on radio and new business, assisting Harry Cohen and Henry Kastor.

EDWARD DAVIS has resigned as head of new business of H. W. Kastor & Sons Adv. Co., Chicago, and has not announced his future plans.

MISS MILDRED M. RAMSAY, of Washington, on Sept. 6 joined the headquarters staff of NAB as secretary to Neville Miller, president. A former government stenographer, she left a secretarial post with a Washington law firm to accept the new position.

MAURY GAFFNEY, CBS sales promotion department, sailed for Pau- namu, Hawaii, last week, where he is working on the light program.

ROBERT ESTES, announcer, formerly of WCSC, Charleston, S. C., and Jack Pifer, continuity writer, of New York, have joined WDNC, Durham, N. C.

STERLING V. COUCH, program di- rector, and Ray Barrett, announcer of WDRG, Harold, has resigned as=”ADMIRALS of the Flagship Fleet” by American Airlines in recognition of their work during National Air Mail Week.

EVELYN BLEWETT, formerly con- sumer education director of the Don Lee Broadcasting System, Los Ange- les, has been made vice-president of the Foundation for Consumer Educa- tion, that city.

WOLFE PREGER has been ap- pointed production supervisor of Mac- quarie Radio Players, Sydney, Aus- tralia. He succeeds Bruce Anderson, resigned from the company.

LEO HOGLAND, well known in Los Angeles radio, has joined KVEC, San Luis Obispo, Cal., as staff an- nouncer.

AL CARR has joined WDRC, Hartford, as night control man.

FRANK BINDT, formerly of KBL, Oakland, has joined KRE, Berkeley, as relief announcer-operator.

HENRY MAGINNI, relief engineer at KGVO, Missoula during vacation periods of the regular engineering staff, has returned to his home in Anacortd, Mont.

Record Deal Unannounced

A STATEMENT that the meeting of the CBS board of directors on Sept. 6 was “purely routine” dashed expectations of a definite an- nouncement regarding the net- work’s acquisition of the American Record Co., which has been under consideration for some time. By acquiring the record concern, which makes discs under Brunswick, Col- umbia and Vocalian labels, CBS would be able to compete with NBC in the transcription as well as the network field and could also take advantage of the name by record- ing Columbia artists on Columbia discs, a natural tie-up.

Woodbury’s Program

JOHN H. WOODBURY Co., Cin- cinnati (soap), will feature Charlie Boyer, film actor, in the first 13 broadcasts of its Hollywood Play- house program when the series re- sumes Oct. 2. Tyrone Power, who headed last season’s show, will return to the program Jan. 1, on completion of Boyer’s engagement. Series will be heard on 46 NBC-Blue stations, Sundays, 9-9:30 p.m. (EST), with a Pacific Coast rebroadcast on 18 NBC-Red stations, 7:30-8 p.m. Format of the new series will follow that of last season, with Harry Sosnick again in charge of music. Agency is Lennen & Mitchell Inc., New York.

Standard in Canada

STANDARD BRADS, New York, has set its fall schedules in Canada, using large CBC networks for One Man’s Family, Dr. Spieler, Spotlight Parade, and The Big Show (Canadian title for Chase & Sanborn). In addition, French programs will be heard on five stations in Canada, Dans Ma Tasse de le Tender Leaf tea, and Rionsensemble for Fleisch- mann’s Yeast for Health. J. Walter- Thompson Ltd., Montreal, placed the business, and in addition will use 30 CBC stations for Kraft Music Hall, and two programs for National Breweries Ltd., Mon- treal, maker of Black Horse ale. A quarter-hour English variety show will be heard on 5 Quebec stations five nights weekly, and five French stations will carry a half-hour weekly program. The account has also been sponsoring Cana- dian baseball games.

Call Letter Changes

ORIGINALLY assigned KTFL, the call letters of the new 250-watt daytime station on 1310 kc. in Minneapolis, has been changed by the FCC to KOME. The station is not yet on the air and no definite start- tine has been announced by Harry Schwartz, president of the Tulsa Federation of Labor and Business Managers and its monthly Unionist Journal, to whom the FCC awarded a construction per- mit last June 28. The FCC has also announced the changing of the call letters of KGHC, San Fran- cisco, to KSAN.

HAL NICHOLS, owner of KFOX, Long Beach, Calif., as a hobby collects old, out of print, sheet music. His library includes more than 10,000 popular song hits of the last 40 years.

Radio Outline Map

for the broadcast advertising world

1 11" x 17½";
2 Shows all U. S. and Canadian stations;
3 Shows number of stations per city;
4 Outlines and names each network, state, province;
5 Lists each station by state, city, call letters, frequency, power;
6 Shows time zones;
7 Printed on white ledger paper;
8 Permisstion use of ink;
9 Mailed flat

PRICES:
Single copies, 35c
2 or more, 25c each
10% discount on 50 or more

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
Disputes FCC Authority
(Continued from page 16)
argued. "It both declares and enforces what is proper to improve the Commissions jurisdiction to regulate broadcast adver-
seheness. The exercise is an unwarranted assumption of power."

Apropos its contention that the sale by a licensee of a station for periods of time during which the user of the time—not the licensee holds the license and control of the broadcast is unobjectionable and in accord with the universal practice contended for, this practice is approved by the Commission so long as the pro-
grams are meritorious. It was argued that it is an abuse of regu-
atory power to apply this and dis-

New Texas Station
HAROLD C. SCOTT, for the last five years with KXK (now KITE) in Kansas City, has been named manager of the new KSAM, Huntsville, Texas. Authorized last May by the FCC to operate with 100 watts daytime on 1500 kc. Mr. Scott also formerly served with KGCN, Amarillo; KFYO, Lubbock; KOCA, Kilgore, and KGMG, Al-
buquerque. Chief engineer of the new station, which begins operating on or about Sept. 25, is B. A. Smith, formerly with Texas stations KGK, Tyler, and KRB, Lufkin. The new station will use a composite transmitter. It will be licensed to Sam Houston Broadcasting Co., of which H. G. Web-
ster, local banker, is president. The other stockholders are C. M. Shaver, president of Sam Houston State Teachers College, and his son, a student at Columbia U.

PATENT No. 2,125,977, covering an invention designed to transmit ultra-high frequency waves over distances greater than the line of sight between the transmitter and receiver and make possible the transmission of tele-
vision beyond the horizon, has been issued by the U. S. Patent Office to Dr. Vladimir K. Zworykin, RCA’s in-
ventor of the kinescope and icono-
scope.

Tums’ Variety Show
JERRY COOPER, screen, stage and radio star, will star on Vo-
cal Varieties, originating at WLW, Cincinnati for NBC-Red, beginning Sept. 15, for Lewis-Howe Co., St. Louis (Tums). The variety pro-
gram, directed by William Stoess, includes The Smoothies, the Da-
vore Sisters, and the Eight Men, and is heard Tuesdays and Thurs-
days, 6:15 p.m. (EST) on NBC, with special outlet over WOLY only at 10:15 p.m. This schedule will be in effect until Sept. 27, when the program will be broadcast 7:15-
7:30 p.m.

WRITTEN specially for radio by Al-
fred Kreymborg, the noted poet, the poetic allegory, The Planets, was broadcast over NBC-Blue Sept. 12, a repeat of its June 9 performance. The work will soon be released in book form.

No, sir, there’s no pinching of Red River Valley dollars when Susie wants a new fur coat—or when Si wants anything, either! Because listen! WDAYS audience buys ONE-THIRD of all retail purchases made in North Dakota, South Dakota and Minnesota COMBINED (except the counties containing Minneapolis and St. Paul).

And that’s not all. Station WDAY is the ONLY station that covers the entire Valley. Make us prove it, boys!
Oyster Shell Renewing

OYSTER SHELL Products Co.,
New Rochelle, N. Y., will renew contracts with most of the stations now carrying its spot announcements. The list will total about 60, through Husband & Thomas, N. Y.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year.

R. C. A. COMMUNICATIONS, Inc.
Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET
NEW YORK, N. Y.

OYSTER SHELL

Professional Directory

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

There is no substitute for experience.

GLENN D. 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 7757

HERCULES SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS.
ALLOCATION PROBLEMS.
CUSTOM BUILT EQUIPMENT.

A. EARL CULLUM, JR.
Consulting Radio Engineer
205 North Handerson Avenue
Telephones 34039 and 12486
DALLAS, TEXAS

THOMAS APPLEBY
(Lo. Com. USN)
Consulting Radio Engineer
Accounting, Designing, Antennas and Antenna Phase Equipment, Field Strength Surveys, Station Location Surveys.
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg.
Nat. 4048
Washington, D. C.

Paul F. Godley
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Mussen Blvd., District 8456
Washington, D. C.

HERBERT L. WILSON
Consulting Radio Engineer
Designing, Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 16th St.
NEW YORK CITY

ROBERT S. RAINS
Special Consultant
Accounting, Designing, Texas
Mussen Building—Washington, D. C.
Telephone: Metropolitan 2430

ROBERT S. RAINS
Former Special Consultant
Federal Communications Commission

They Never Miss...

Station owners, managers, sales managers and chief engineers comb every issue of Broadcasting.

Dear Miss Dix:

HENRY DUPRE, a special events director of WWL, New Orleans, during a recent man-on-the-street program singled out one John Barry, a bartender, for a few questions. After the interview, Mr. Dupre asked Barry if that was all he wanted to say. "No," responded Mr. Barry, "I want to ask Marie Vicknair up in Reserve, La, if she will marry me. I didn't have the nerve to ask her face to face!" WWL now declares that Miss Vicknair has promised to let them know her decision after the holiday had time to "think it over."

Bowen May Sell WIBX

NEGOTIATIONS looking toward purchase of WIBX, Utica, N. Y., by Scott Howe Bowen, former station representative, to Emil Gough, former Hearst Radio vice-president, and Curt Willson, also formerly of Hearst, were declared to be in progress Sept. 10. While a preliminary contract is understood to have been reached, details remain to be worked out. WIBX operates on 1280 kc. with 250 watts local sunset and 110 watts night.

A COURSE in "Modern Radio Theory and Practice," starting Oct. 4 at 7:30 p.m. (EAST), will be conducted over WIXAL, Boston shortwave station (0933 kc.) by C. D. Belcher, former Federal Radio Inspector at Boston (Technical) in nature, the enrollees will be furnished blueprints to follow the lecturer and will submit questions.

Classified Advertisements

Help Wanted

Texas station desires announcer with ticket, state experience, picture, salary, etc. Box A105, Broadcasting.

National Radio Employment Bureau. All departments except talent. Complete Information Tree, Paramount Distribution, Box 844, Denver, Colo.

Radio show producer, with outstanding merchandising radio programs, needs high caliber, talent salesmen to contact stations and advertisers. Give full details of past employment, age, experience, education. Confidential. Box A108, Broadcasting.

Situations Wanted


Chief engineer desires change, six years experience, telephone, telegraph license, experience on radio telephone operator. Experienced commentator. Box A109, Broadcasting.


Radio Engineer and announcer, first class licensed employed in small station. Desires change, location not important. Box A103, Broadcasting.

Younger announcer wishes return to Broadcasting. Box A107, Broadcasting.

Available on short notice: Chief Engineer of many years experience charge of N.Y. metropolitan area regional station, also combines or other. Box A102, Broadcasting.

As former owner of radio station, with fourteen years of broadcasting experience, I am qualified to manage your station. A personal interview will convince you. Box A107, Broadcasting.

Swap 8 years radio, newspaper experience for paycheck and security. Pay own expenses. Box A100, Broadcasting.

Want More Profit From Our Station

We will either buy your station outright, lease it on guaranteed income to you, or manage it on a percentage basis. Six years successful operation by Manager-Salesman-Operator-Programmer. We will guarantee your profit. Address Box A99, Broadcasting.

WANTED - TO OPERATE

BBB-822

Type writer, radio, general knowledge of radio, mechanical and electrical. Box A97, Broadcasting.

WANTED - TO OPERATE

BBB-823

General experience. Box A98, Broadcasting.

WANTED TO OPERATE

BBB-824

Licensed and experienced. Box A99, Broadcasting.

WANTED TO OPERATE

BBB-825

Formerly with New York stations. Box A100, Broadcasting.

WANTED TO OPERATE

BBB-826

Licensed. Box A101, Broadcasting.

WANTED TO OPERATE

BBB-827

Licensed and experienced. Box A102, Broadcasting.

WANTED TO OPERATE

BBB-828

Licensed. Box A103, Broadcasting.

WANTED TO OPERATE

BBB-829

Licensed and experienced. Box A104, Broadcasting.

WANTED TO OPERATE

BBB-830

Licensed and experienced. Box A105, Broadcasting.

WANTED TO OPERATE

BBB-831

Licensed and experienced. Box A106, Broadcasting.

>> 30 Days, $1.00

Broadcasting • Broadcast Advertising

Page 56 • September 15, 1938

www.americanradiohistory.com
Squirrel Tragedy

NOTE of sadness entered Mary Ann LeMay's morning Women's Commentator feature on WISN, Milwaukee, recently as she described the agonies of a wild-er little squirrel which perched atop an electric light pole about 15 feet from her apartment window. The city humane society and a hook and ladder apparatus tried to rescue the squirrel, with Miss LeMay watching and describing, but terrified at both traffic and bullets, the creature jumped to the street and died under the wheels of a passing car.

OPEN HOUSE for prospective sports fans was held recently by WHLR, Virginia Mnn., as five new studios was under construction. The station featured the series of live baseball games in Athletic Park.

WABC, WBBM assistant called a day and a half late to announce a deal with WJID. AL radio and WIP signed a contract to start a 1,000 watt daytime operation in the fall. The station, to be called KVCV, will be the property of the radio station WGAN.

WBBM-2 Chicago, has requested the Chicago Board of Education to permit the station to broadcast from its studio. The station has been granted permission to broadcast for 24 hours daily.

WGN, Chicago, has started a Sunday afternoon series of commentaries on political developments in Europe called European Roundups, featuring Judge John Gutkecht of Chicago's Municipal Court.

WBBM, Chicago, has announced on Oct. 1 that its new studios will be completed. The new studios will be located at 1400 S. State St.

WBBM, Chicago, has announced on Sept. 7 that its new studios will be completed. The new studios will be located at 1400 S. State St.

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Langendorf on 22

LANGENDORF UNITED BAK-ERIES, San Francisco, on Sept. 8 started News Dramas on 22 California and Washington Don Lee network stations. Series, heard Tuesday and Thursday, 6:15-6:30 p.m. (PST), features Franklin Bingman as narrator, with a dramatic cast. With inauguration of the new program, Langendorf reduced its five-week quarter-hour Phantom Pilot series on the same network to three weekly. It is now heard Monday, Wednesday and Friday, 6:15-6:30 p.m. Agency is Young & Rubicam, Hollywood.

Folger Revises List

FOLGER COFFEE Co., San Francisco, (coffee), has revised the list of west coast stations set for its five weekly five-minute Today's Best Buys, which starts Sept. 15 for 15 weeks. Placing thru Raymond R. Morgan Co., Hollywood, list now includes KWG, KNX, KSFS, KGW, KQH, KGB, KDKY, KIEM, KFLG, FKFB, KJ, KMED, KFOX, KOH. A question and answer contest titled "Get Groceries," with 16 weekly prizes in the form of grocery orders, will be conducted during the campaign.

GEORGE McCALL, Hollywood commentator on CBS Screen magazine, sponsored by P. Lorillard Co. (Old Gold), has been signed by Universal Pictures Corp. to produce a weekly news feature titled Hollywood Highlights.

WDCN, Duluth, Minn., on Sept. 13 was granted an increase in day power from 100 to 220 watts, the FCC reconsidering a previous action setting the application for hearing.

In Saskatchewan

The people listen to—

CKCK Regina
... delivers 82.7% of Regina Audience

CHAB Moose Jaw
... delivers 72.6% of Moose Jaw Audience

In Alberta

These three stations afford the only 100% coverage.

CJCA Edmonton
... delivers 70% of Edmonton Audience

CFAC Calgary
... delivers 65% of Calgary Audience

CJOC Lethbridge
... delivers 60% of Lethbridge Audience

In British Columbia

... for maximum coverage at minimum cost ask

CKWX Vancouver (not basic C.B.)

CJAT Trail

Canadian Representatives
ALL-CANADA RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG - CALGARY - VANCOUVER
U. S. Representatives
WEED & CO.
NEW YORK - DETROIT - CHICAGO - SAN FRANCISCO

1938 Survey Figures

In Manitoba

CKY Winnipeg
is western Canada's Most Powerful Station
and

CKX Brandon completes the Manitoba radio coverage.

Guard for Speaker

WITH hostile crowds gathering near his address on W C S C, Charleston, S. C., condemning Mayor Maybank of Charleston, candidate for Governor in the Democratic runoff primaries, W. Bagot Searson Jr. was forced to ask police protection as he left the studio for his home in Meggett, S. C. Following the speech, Mr. Searson and his father discovered Maybank sympathizers gathered outside the Francis Marion Hotel, in which the W C S C studios are located, and shouted threats, the Messrs. Searson returned to the studios and asked to broadcast a request for help. Station officials, however, secured a police escort for the party.

New Klenex Serial

INTERNATIONAL Cellicottn Products Co., Chicago (Kleenex), on Oct. 3 starts Her Honor, Honor James, on 40 CBS stations, Mon. through Fri., 12:15-12:30 p.m., EST, featuring Barbara Weeks in the story of a woman under- takes to solve the social, civic and personal problems of a typical American town. No spot will be used to supplement the show, according to Holly Shively, time buyer of Lord & Thomas, Chicago agency in charge.

Monitor Order Extended

THE FCC Sept. 13 extended for six months from Sept. 4 the effective date of Rule 981 requiring all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation. The extension was authorized because monitors meeting the requirements are not commercially available. Monitors do not have to be approved by the FCC but shall have an accuracy of at least one half of the tolerance allowed for the class of station with which used.

Revived by Recordings

WHN, New York, on Sept. 15 starts Voices of Yesterday, composed of dramatizations built around recorded voices of celebrities of the past. The first is Williams Jennings Bryan, to be followed by T. Barnum, Theodore Roosevelt, Thomas A. Edison, Sarah Bernhardt and others. Robert Vincent of New York owns the large collection of recorded voices, which exist in the form of crude wax cylinders and old phonograph records. For the broadcasts, they are transferred to modern transcriptions.

Penner for Huskies

GENERAL FOODS Corp., New York (Huskies), on Sept. 29 starts Joe Penner on 72 CBS stations, Thursday, 7:30-8 p.m. (EST), with a West Coast rebroadcast, 5:30-6 p.m. (PST). The talent lineup last year under sponsorship of R. B. Davis Co. (Cocomalt), will be heard, including Roy Atwell, Gay Seabrook and Dick Ryan. Ben Pollack is to direct the orchestra. Hal Raynor will write Penner's specialty songs. Don Cope, Benton & Bowles, who produce, will be assisted by Don Prindle, Max E. Hayes and Richard MacNight handing writing assignments.

Hospital Sponsor

ALTADENA HOSPITAL, Altadena, Calif., using radio for the first time through Bogardus Adv. Service, Pasadena, Calif., has started a weekly quarter-hour transcribed dramatic serial The Country Doc- tor, on KFWM, Hollywood. Contract is for 39 weeks having started Sept. 4. This is said to be the first time in Southern California that radio has been utilized by a hospital to publicize its service. Sutter Hospital, San Francisco, is using thrice weekly spot announcements on KFRC, that city, for a similar purpose.

New Sterling Serial

STERLING PRODUCTS, Wheeling, W. Va. (Cal-Aspirin, Halev's M-O), will use an NBC Red network for a serial, Young Widden Brown, featuring Florence Free man. The program will be heard five mornings weekly, beginning Sept. 26. It was previously tested on transcriptions under the title Young Widden Jones. Agency is Blackett - Sample - Hummert, New York.

EARNERS! SPENDERS!

...consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of WAIR.

WINSTON-SALEM, North Carolina
National Representatives
Sears & Ayer

Winston-Salem, North Carolina

Broadcast Advertisers

Winston-Salem, North Carolina
NEW WLS TRANSMITTER

READY IN OCTOBER

WLS will have in operation in October its new 50,000-watt R.C.A. high-fidelity transmitter and vertical radiator rising 586 feet in the air. This installation will include all the latest improvements in radio broadcasting developed up to the present time. The giant vertical radiator has been erected on a site selected and tested for proper location and high soil conductivity by Jansky and Bailey to insure greatest possible coverage and freedom from fading. Special wide range, wire circuits will carry the programs from the high-fidelity studio equipment to the new transmitter insuring the most perfect reproduction of programs.

WLS, long known for its service, will give listeners in its present coverage area better reception, and will extend its coverage area in all directions.

The Prairie Farmer Station
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

BROADCASTING • Broadcast Advertising

September 15, 1938 • Page 69
CREI willing WIBW, Topeka, for Transmitter Plant created.

CBK, new 50,000-watt CBC station, will be built between Watrous and Manitou Beach, about 30 miles south-east of Saskatoon, Sask., reports the CBC. RCA equipment will be used.

**It's Your Job Today**

**to prepare for a better radio job tomorrow!**

CREI training insures your future

Radio wants you—and needs you—for those important new jobs that new equipment and methods have created. But, you must have TRAINING FIRST. CREI courses in Practical Radio are given, which will give you the ability to qualify for a better job. Today's your chance to send for our important story—booklet and FREE on request.

**CAPITOL RADIO ENGINEERING INSTITUTE**

Dept. B-9 3224 16th St., N. W.
Washington, D. C.

Stevenson Heads ERPI

T. KENNEDY STEVENSON, for 10 years controller of Western Electric, with which he has been associated for 24 years, on Sept. 1 was elected president of Electrical Research Products Inc., which is WE controlled. He succeeds Whitford Drake, who died Aug. 24. Mr. Stevenson was born in Chambersburg, Pa., in 1883 and was graduated from Princeton with Phi Beta Kappa honors as a civil engineer in 1905.

Pacific Facsimile

FACSIMILE broadcasting was given its Pacific Coast premiere Sept. 2 when the first public demonstration of apparatus used by the McClatchy Broadcasting Co. was displayed at the California State Fair. G. C. Hamilton, general manager of the McClatchy radio stations and newspapers, announced that within a short time KPDK, Sacramento, and KML, Fresno, will begin nightly broadcasting of a facsimile newspaper under experimental FCC license granted on their regular wave length. Mr. Hamilton calls the facsimile newspaper The Radio Bee. RCA equipment is being used. Fair visitors were given a pamphlet describing facsimile operation on a question-answer basis prepared by the McClatchy Co.

THREE junior attorneys in law offices specializing in radio passed the recent District of Columbia Bar examinations. They are Verne R. Young, former FCC minute clerk and for the last three years office manager of Loucks & Scharfeld; Maurice M. Jansky, law clerk in the offices of Horace L. Lohnes, and Joseph Pratt, brother of Elmer Pratt, Washington attorneys.

**BLILEY ELECTRIC Co., Erie, Pa.**

**FACSIMILE**

**ENGINEERING CO.**

Twin Cities Radio and Television Station KSTP, St. Paul, Minn., has recently moved into a new building. This structure, with its modernistic design, has been specially adapted for the operation of the station.

**FINCH Equipping Plane**

FINCH Telecommunications Laboratories, New York, has acquired a boat and an airplane which are now being equipped with apparatus for two-way facsimile communications between these mobile units and the land for demonstrating the mobility of this form of radio. The ship, a 31-foot cruiser which sleeps eight persons and has a cruising range of 18 knots, has been christened Miss Facsimile. It will be equipped with a 100-watt transmitter coupled to specially designed dipole which will enable it to transmit and receive pictures between the ship and shore. Similarly the airplane is being fitted as a sky laboratory for pictorial communication between air and ground. Through its experiments with these mobile laboratories the company expects to demonstrate the value of its equipment for the transmission of maps and other pictorial information needed by the pilots.

**Construction of the company's facsimile transmitter, W2XBF, in New York, is just about complete and as soon as negotiations for a site have been completed, the transmitter will be installed and experimental operations started. First broadcasts of the unity, which comprises the new Armstrong frequency modulation system, will probably occur about Oct. 1.**

**WPTF, Raleigh, N. C., has applied to the FCC to increase its power from 5,000 to 10,000 watts and to operate full time. WPTF is a clear channel station on which the dominant station now is KPO, San Francisco.**

**A COMPLETE LINE OF PRECISION QUARTZ CRYSTALS AND Ovens**

**BLILEY ELECTRIC COMPANY**

**UNION STATION BUILDING**

**ERIE, PA.**

**FINCH Equipping Plane**

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**B-16 PROFESSIONAL MODEL PICKUP**

for Broadcast Station and Other Uses Where Quality Reproduction Is Demanded.

**ASTATIC MICROPHONE LABORATORY, Inc.**

Dept. 0-12 Youngstown, Ohio

**LIST PRICE $27.50**

**AMAZING QUALITY**

**A COMPLETE LINE OF PRECISION QUARTZ CRYSTALS**

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**AMAZING QUALITY**
CLASS ALLOCATIONS AGAIN DISAPPROVED

ANOTHER declaration of policy by the FCC that it looks askance upon “class allocations” of broadcast facilities to particular groups or creeds, was made Sept. 6 in a decision denying the application of the Young People’s Association for the Propagation of the Gospel for a new station in Philadelphia. The religious organization had requested a new 1,000-watt station to operate on 1220 kc. daytime.

Where the facilities of a station are devoted primarily to one purpose and the station “serves as a mouthpiece for a definite group or organization, it cannot be said to be serving the general public,” the formal decision stated. That being the case, if one group or organization is entitled to a station facility for the dissemination of its principles, then other associations of equal magnitude would be entitled to station licenses on the same grounds. Obviously, there are not a sufficient number of broadcasting channels to give every group a station license. The Commission has accordingly considered that the interests of the listening public are paramount to the interests of the individual applicant in determining whether public interest would best be served by granting an application.

This principle, the FCC stated, has been upheld by the courts in a number of cases, including the Chicago Federation of Labor case.

New Name for Quiz

COLGATE, Palmolive-Peet Co.’s weekly half-hour quiz program featuring Jim McWilliams will be titled Colgate’s Talk-H-U-Basket. Colgate has also announced that for Colgate dental cream, will start Oct. 5 on CBS, through Benton & Bowles, N. Y.

FACTS - not just figures of speech!

Thank you, David Bain, Chief Engineer of WRTD for “backing us up” on facts that we have been repeating in these very columns for several months. We publish your letter because we honestly believe every alert engineer should read it... and then be glad to know more about this amazing, new-type Radiator that bases its records of high efficiency and low cost on FACTS... and not just figures of speech!

Write for detailed folder—“New Standards for Vertical Radiators”. Sent FREE on request. Be sure to state location, frequency and power of station.

John E. Lingo & Son, Inc. Dept. 9 Camden, N. J.
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
AUGUST 31 TO SEPTEMBER 13, INCLUSIVE

Decisions August 31

NEW, Crabbe, Inc., Oelwein, Iowa; WKBV, Richmond, Ind.—C. Bruce McCon- nell granted CP 1300 kc 100-250 w spec.; WKBV granted renewal.

NEW, Dr. C. A. Orvin, Charlottesville, S. C.—Granted CP 1210 kc 1200 w.

NEW, Young People’s Assn. for Propagation of Gospel, Philadelphia—Denied CP 1200 kc 1000 w.

KMB, Monroe, La.—Denied CP change 1000 kc to 1200 kc.


KGA, KFPW, Fort toledo, Ohio—Denied CPs.

SEPT. 8

NEW, Madison Bost, Co., Madison, Wis.—Denied CP 1370 kc 100 w.

KMAC, San Antonio—Granted license renewal and voluntary license change effective July 1; 1950.

KSD, Des Moines—Denied 500 kw.

NEW, Southern Bell, Corp., New Or- leans—Denied CP 1200 kc 1200 w; CP 1300 kc 150 w.

WFAB, New York—Denied auth. voluntary license change.

NEW, Broadcasters Assn., Gastonia, N. C.—Denied CP 1700 kc 100 w.

SEPT. 9

NEW, Northwestern Bost, Co., Vernon—Denied CP 1370 kc 100 w.


NEW, Radio City, Cleveland—Denied CP 100 w.

NEW, Great Lakes Bost, Co., Cleveland—Denied CP 100 w.

NEW, Louisville—Denied CP renewal.

NEW, WISN, Milwaukee—Denied CP.

MISS, RNSSL, Chicago—Denied CP.

SEP. 10

MISS, KXCA, Kissimmee, Fla.—Denied auth. voluntary change.

NEW, KXCA, Kissimmee, Fla.—Denied CP renewal.

MISS, KBIG, San Francisco—Denied CP.

SEP. 11

MISS, KXCA, Kissimmee, Fla.—Denied CP.

NEW, KXCA, Kissimmee, Fla.—Denied CP.

MISS, KXCA, Kissimmee, Fla.—Denied CP.

SEP. 12

MISS, RNSSL, Chicago—Denied CP.

NEW, RNSSL, Chicago—Denied CP.

SEP. 13

MISS, RNSSL, Chicago—Denied CP.

NEW, RNSSL, Chicago—Denied CP.

National Meeting Held by Amateurs

Cablegram from the American Radio Relay League Sept. 3, NBC broadcast a shortwave pickup. Interviewing Dr. James B. M. Harde, KE1GE, of Cuernavaca, Mexico, is announcer Durward Kirby of the station WCNX. Interview was on the subject of shortwave broadcasting in Latin America. The interview was carried on the station WCNX, Mexico City, and was broadcast by the station WCNX, Cuernavaca, Mexico. The interview was heard by many people in the United States and Canada who were unable to hear it on the regular broadcast, and was recorded for later broadcast.

FROM CONVENTION hall of the American Radio Relay League Sept. 3, NBC broadcast a shortwave pickup. Interviewing Dr. James B. M. Harde, KE1GE, of Cuernavaca, Mexico, is announcer Durward Kirby of the station WCNX. Interview was on the subject of shortwave broadcasting in Latin America. The interview was carried on the station WCNX, Mexico City, and was broadcast by the station WCNX, Cuernavaca, Mexico. The interview was heard by many people in the United States and Canada who were unable to hear it on the regular broadcast, and was recorded for later broadcast.

Craig Delegated Commission

For Work on Ham’s Behalf

More than 800 amateur radio operators attended the national convention of the American Radio Relay League at Chicago’s Sherman Hotel, Aug. 2-4. Special recognition of honor was Richard E. Stoddard, engineer hero of the recent Hughes ‘Round-the-World’ flight. [BROADCASTING, Aug. 1], who spoke to the convention and was presented with six recordings of his flight taken off the air by WJWJ, known to all amateurs as “the Little Brown Jug.”

The convention voted a resolution commending the U. S. delega- tion to the Inter-American Telecommunications Conference at Cairo, Egypt, for the support it gave to the world’s amateurs representing the U. S. and the rest of the world.

Interest in Code Contest

Keen interest was shown by the amateurs in the telegraphic code receive contest, giving 45 Continental Code words per minute, four words less than his speed of last year. Those who won the title. Judges of the contest were F. E. Handy, communications manager of ARRL; T. R. McLloyd, world champion radioelectrician, and H. E. Fulton, manager, RCA Communications.

A most interesting to the contest was a television demonstration given Sept. 3 by Marshall P. Wider of the National Union Radio Corp., New York, with regard to the principles of television and told the amateurs that television sets could be built for use in the world.


Amateurs from all over the world attended the convention to meet for the first time many friends with whom they had talked at other conventions.

The convention host was the Chicago Area Radio Club, with headquarters at 2320 N. Michigan Ave.

L. Dolson, 9WTSF, founded in 1914 by the late Hiram Maxim, inventor of the Maxim silencer, and director of WABR, claims 25,000 members among the country’s 45,000 licensed operators.
GROVE LABORATORIES, St. Louis (Bromo Quinine), on Oct. 8 starts "Bromo Quinine and Friends" on 57 NBC-Red stations, Sat., 8:30-9 p.m. Agency: Stetch-Goble Adv. Agency, Chicago.

NONZEMA Chemical Co., New York, on Oct. 1 starts "Professor Quiz on Nonzema" on 31 NBC-Red stations, Tue., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD BRANDS, New York (Philadelphia's Main Health), on Sept. 5 starts "Dr. William Stidger on 20 NBC stations, Mon. through Thurs., 7-7:30 p.m. Agency: Walter Thompson Co., Montreal.

ADAM HAT STORES, New York, on Oct. 8 starts "Adam Hat Store Men's Fashion" on four NBC stations and one CBS station, Mon. through Fri., 7-7:30 p.m. Agency: Glickman Adv. Co., N. Y.

MAINE DEVELOPMENT Commission, Bangor, Me., on Oct. 11 starts "Women From Maine on 17 Mutual stations, Thurs., 5:30-6:30 p.m. Agency: Emili Brischler & Staff, San Francisco.

STERLING PRODUCTS, Wheeling (Cal-Serpinit, Inlay's Serpinit), on Oct. 13 starts "Young Widder Brown on 22 NBC-Red stations, Mon. thru Fri., 7-7:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.


KELLOGG Co., Battle Creek, Mich. (Pep cereal), on Oct. 12 starts "Captain Tom's Steamship Club on 2 Mutual stations, Mon. thru Fri., 9-9:30 p.m. Agency: Joseph Kats Co., N. Y.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 14 starts 125 musical participations in "Yankee Network News," 5 a week, on 17 Yankee stations. Agency: Brown & Tarcher, N. Y.

FR. CHARLES E. COUGHLIN, Detroit (religious), on Nov. 6 starts 3-pgm. program on 14 Colonial stations, Sun., 9:30-10 p.m. Agency: Aircrests Inc., Detroit.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Oct. 23 resumes "Uncle Ehr" on 32 NBC-Red stations, Sun. 5-5:30 p.m., and on 37 NBC-Red stations, Tues. and Fri., 10-11/2 p.m. (PST). Agency: Donald Peterson, N. Y.

LAMONT CorLISS & Co., New York (touc creams and powders), on Oct. 3 reviews for 2 weeks These We Love on 33 NBC-Blue stations, Mon. thru Fri., 9-9:30 p.m. Agency: Walter Thompson Co., N. Y.

JERGENS - WOOD BURY Sales Corp., New York, on Oct. 3 reviews "Jergens" for Woodbury soap and cosmetics, and Jergens Jowl- nel on 26 NBC stations, Mon., thru Fri., 9-9:30 p.m. Agency: Lennan & Mitchell, N. Y.


EX-LAX MFG. Co., Brooklyn (proprietary), on Oct. 4 starts 125 musical participations in "Yankee Network News," 5 a week, on 17 Yankee stations. Agency: Joseph Kats Co., N. Y.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 14 starts 125 musical participations in "Yankee Network News," 5 a week, on 17 Yankee stations. Agency: Brown & Tarcher, N. Y.
Merchandising & Promotion

Snagging Votes—Knoxville Nuggets—Yank Chef—Story of a Station—Salary Levels

KXN, Hollywood, to exploit its new transmitter at Torrance, Cal., has released a large four-page, two-color, highly illustrated brochure, titled *Hitting a New High*. Copy relates merits of the new equipment and states that there is now only the 50,000-watt station in America with entirely new broadcasting and even recording facilities of the KNX studio building at Columbia Square, Hollywood, and transmitter house, Columbia Park. That they are as well as of new equipment, are included in the four-page promotion piece.

How to Get Candidates

AN ILLUSTRATED promotion sales letter, titled *How to Win Friends and Influence Voters in Springfield City Council Political Campaigns* for the 1988 campaign to California candidates for public office by KGER, Long Beach, Cal. A definition of advertising, with various media used to reach the public is made. Copy stresses the value of voice advertising in a personal way.

Food for Guesses

The Kelso Market Basket, sponsored by KGER, Kelso, Wash., bids for the housewives’ attention each evening by presenting a mysterious announcer from one of the sponsor’s stores. A market basket is offered to the wife who first guesses the identity of the announcer. The guessing is over the early part of the hour and the conductor of the program answers the phone over the air, thus keeping housewives informed of the progress of the guessing.

WNOX’s Column

PAID ADVERTISING is Ten-Ten dollars of WNOX, Knoxville, daily radio chatter column running in the Knoxville News-Sentinel. The column calls attention to WNOX programs, both local and network, and although no advertisers’ names are mentioned, all commercial programs are included from time to time. For filler material, WNOX offers a weekly prize called “Initial Rewards” for the best initial letter; descriptive phrases formed from the initials of station personnel.

Markets Galore

THIRTY-TWO color pages, yellow, orange and blue, of the market chart, with a Chicago daily, are printed for WNOX. “More Than Seattle,” issued by KVI, Tacoma, gives statistical data on KVIs’ audience for the Seattle and Tacoma—the eight “plus” markets and four “extra” listener areas, along with station, personnel and program illustrations.

Colonial Radiogram

COLONIAL NETWORK is mailing to grocers in its area a weekly “Colonial Network Radiogram” in a merchandising tie-up with the Prince Macaroni Co.’s Laugh Parade. Headed two evenings weekly, the letters are urgent specials for the program’s silverware campaign, which is exploited through the stores.

WHO At Iowa State Fair

THIRTY THOUSAND copies of Speaking of Radio, two-color illustrated folder of station personalities and packages were distributed pipelines by WHO Des Moines, from its Crystal Studio on the fairgrounds during the Iowa State Fair.

Kitchen Capers

TO PROMOTE Gretchen’s Kitchen, home economics program conducted by Gretchen, Missaukee, Michigan, Network has issued an 8-page two-color brochure stressing price coverage and the merchandising tieup as part of the program.

Rate Contrasts

NEW promotion material from KQVO, Missoula, Mont., directed to agencies and time buyers, contrasts costs and circulation of KQVO’s advertising with space rates in newspapers of the territory, using ABC figures.

W GAR Plugs Drugs

PUSHING Nationally Advertised Drugs Week in northern Ohio in Sept. 1-11, WGR Cleveland, has scheduled special broadcasts and placed 276 pledge cards with independent distributors in different department stores and groceries of Marshall Drug Stores, Standard Stores, Weinberger’s and official stores of the Cleveland Ohio Druggists Assn. Among drug leaders heard on WGR programs were Dr. S. M. L. Singer, manager of Standard Drug Stores; C. W. Evans, secretary of the Weinberger chain; Dorothy Messing, secretary of Marshall Drug Stores; and C. S. Stonebraker, president of the Northeastern and independent stores, who was featured on a musical salute to the Week which was piped to the ballroom by the Masonic Temple. Various students from the schools were also heard in the announcement of the association were gathered. WGR also used spot announcements to plug the plan and erected a drug promotion display in the studio lobby.

Italian Courier

ARRANGEMENTS have been completed by which Gene Dyer’s Chicago stations WCBW, WGEB and WSBC will announce twice daily that WOV, 910 New York, and WPEN, Philadelphia, cover the Italian market in those cities. The eastern stations were asked to use the same announcement for the Dyer stations. This idea may be expanded to other Italian stations.

Bowls For P & G Wrappers

PROCTOR & GAMBLE Co., Cincinnati, is making an offer of two P & G soap wrappers and ten cents in coin. The offer is announced on The Guiding Light, broadcast five days weekly on the NBC-Red network, through Compton Adv. New York.

The Hits of WHN

WHN, New York, is using cards in the market and in Farmington Valley to promote programs titled “WHN has the hit shows!” Network programs to be carried by WHN include the World Series of 1939, Robert Benchley, and Kay Kyser’s Musical Kraze, will be mentioned.

KSFO’s Education

ON THE 15th of each month, KSFO, San Francisco, compiles a list of its educational programs for the following 30 days and mails copies to libraries, boards of education and individuals requesting the service.

WLW’s Story

WLW, Cincinnati, has issued a 16-page 11 1/2"-inch two-color brochure, *These Days at WLW: We Think Are Part of the Story of WLW*, reviewing the technique, facing of the program and program coverage of the station.

Birmingham Salaries

WAPI, CBS outlet in Birmingham, Ala., has mailed a promotion letter showing how various program salaries are higher in that city than in New York.

Fact Manual

WIBW, Topeka, recently published 1958 Kansas Radio Facts, a ring-bound 30-page color brochure outlining station coverage, programs and personnel.

Cadets at Fair

JIMMIE ALLEN air cadets, sponsored in Canada by the British-American Oil Co., on a Canada wide spot list, had a chance to try out its lessons on a training plane equipped with instruments at the Canadian National Exhibition, Toronto. The training plane remained on the ground and the youthful pilots at the British American Oil Co. special Jimmie Allen training base, climbed into the cockpit to manipulate the controls at the rate of 1,000 a day for the two weeks the show was on.

Swing’s Dividends

SWING in advertising pays dividends, according to the unique success of the Musical Clock swing show, produced for the past year and a half, over KEHE, Los Angeles, under the direction of the Starches. Proof of this assertion of this fact was given in the Aug. 30 issue of Look, picture magazine, which featured three full pages of photos taken at the midsummer Musical Clock Swingaree and Dancing Party, broadcast from six to eight a.m., on June 17, from the Balboa Rendez Vous Ballroom, beach resort.

Words Everyday

WGN, Chicago, has issued a 24-page book titled *Everyday Words* compiled from a five-minute sustaining program of the same name broadcast each morning by Helen Hardin and Announcer Lewis LaMar. The book contains an original program script and correct pronunciations of words commonly used in everyday speech.

A Boost for KTUL

PUSHING its recent power boost to 5,000 watts, KTUL, Tulsa, has distributed brochure containing color maps of its day and night coverage, listener and advertising statistics and lists of its sponsored programs. KTUL is also issuing a monthly house organ, *That Air Business*, to push its wares.

WSAI’s Signboard

WSAI, St. Paul, has completed a big electric signboard at a downtown intersection which it will use to promote one commercial program each week.

PRODUCTS of advertising clients of WOOD-WASH, Grand Rapids, Mich., are displayed in this specially constructed cabinet in the lobby of the television reception room. The cabinet is arranged to illuminate the lobby and elevator entrance to the studio, day and night, greeting each visitor to the station.
CUT PRODUCTION AS MUCH AS ONE HALF

"True Detective" WLW origination for Mutual Network every Tuesday at 10:00 p.m. E.D.S.T. by Lambert & Feasley for Listerine.
Example of WLW-produced dramatic show.

Save production costs with WLW staff talent on script shows and shows needing no Hollywood and Broadway big names. Fresh, new voices, tomorrow's stars — the greatest independent source of talent in America.

STAFF DRAMATIC AND SPOT TALENT CAST OF 50 PEOPLE. FITS ANY SCRIPT. SPECIAL TALENT TO INDIVIDUALIZE YOUR SHOW EASILY AND ECONOMICALLY ADDED. 53 MUSICIANS. NATIONALLY KNOWN CONDUCTORS, ARRANGERS, DIRECTORS.

Let us show you how economically YOUR show can be produced in Cincinnati.

ADD MORE STATIONS WITH MONEY SAVED

WLW now originating many network hits! Some agencies now obtaining maximum audience for network appropriations by economical production without sacrificing big time showmanship, such as: H. W. Kastor & Sons Advertising Co., Inc., Russell M. Seeds Co., Inc., Henri, Hurst & McDonald, Inc., Lambert & Feasley, Inc.

Send Script for FREE AUDITION

You be the judge. We cast your script—produce your show—audition—furnish you with FREE recording. Listen —study cost—then decide.

WLW IS SOURCE OF NEW IDEAS

SEVERAL SUSTAINING SHOWS, such as "Midstream" and "Mad Hatterfields," with ready built audiences now available for your fall campaign. Large and permanent production and idea staff constantly suggest new themes, treatments—novelties.

WLW IS SOURCE OF NEW IDEAS

THE NATION'S STATION • CINCINNATI
It's Smaller and Better—

A NEW RCA UNIDIRECTIONAL MIKE

New RCA Low Distortion, Uni-Directional Velocity Microphone is scarcely larger than a Standard Velocity Microphone...handier to use...more effective than ever!

The first Uni-Directional Velocity Microphone was created by RCA nearly two years ago. Its many advanced features were instantly recognized by engineers. RCA will shortly offer a new microphone of the same type—in reduced size—a size that makes it much more adaptable to general use, much easier to handle.

The new RCA Uni-Directional Velocity Microphone is the 77-B. It's scarcely larger than a standard velocity microphone. It operates on the same principle as the original Uni-Directional Velocity Mike; it is invaluable to broadcasting stations because it helps reduce echoes in large auditoriums, eliminates pick-up of unwanted sound in the rear, and may be placed close to the wall in small studios so that studio space may be used more effectively.

The output of this new microphone is even higher than before. It offers excellent uniform frequency response and inherently low distortion. Is easy to carry on remote broadcasts; does not obstruct artist's view. In brief, the new 77-B approaches the specifications of the universal microphone. Write to the nearest office for advanced information and prices.

Use RCA Tubes in your station—for quiet, reliable performance.

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 509 E. Illinois St. • Atlanta: 490 Peachtree St., N. E. • Dallas: Santa Fe Building • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.