Any advertising person who has a dollar (quiet, please) must have had one or two professional qualms about it. There are professional qualms enough in the life of any advertising person without having WOR remind him, especially in this hair-lessening business of making money. But, ever since we've been old enough to know better, we've kept a dollar flattened beneath the glass of our desk. Freudian? Yes, we've been told that. The point is—that in these days of the Great Confusion, there's nothing quite so exclamatory as a good look at a dollar bill. Here at WOR, for instance, a dollar reminds us that it doesn't take very many of them to send 50,000 perfectly good watts marked "Urgent" into the majority of about 4,262,000 homes with radios. Of course, maybe you don't give a whoop about a dollar. We do. Same even with a buffalo nickel. Both of which are soundly American and perfectly legitimate reasons, as far as we're concerned, why dollars grow so rapidly at WOR. Good reasons, too, why more national spot dollars pass through the hands of WOR than any other station. Another reason would be the dollars returned for every dollar spent—on WOR.
NEW WLS TRANSMITTER

Ready in October

- WLS' new 50,000 watt high-fidelity R.C.A. transmitter is rapidly nearing completion. The tower is up—the building is finished—landscaping has begun. Engineers expect to start power tests the first week in October.

When finished, our studio equipment, wire circuits to the transmitter, and the transmitter itself will be wide-range high-fidelity throughout. The 586 foot Trueson vertical radiator is on a site selected by Jansky and Bailey for maximum radiation. The transmitter includes all new developments for maintaining peak modulation and signal intensity at all times.

WLS Gets Results — Now Even More So Than Ever Before.

THE PRAIRIE FARMER STATION

Burridge D. Butler, President (Chicago) Glenn Snyder, Manager
The table of percentages given below is the result of a week’s survey to determine the relative popularity of all eight Boston radio stations. Interviews included persons in all income groups in 20 neighborhoods throughout Greater Boston.

The survey was made by the Hooper Holmes Bureau, Inc., of New York, a national organization employing inspectors trained in obtaining accurate information. The bureau has done survey work for National Broadcasting Company, Columbia Broadcasting System, World Broadcasting System, Inc., and for many nationally-known users of radio time.

The universally accepted “roster” method was used, each roster including the accurate program listings of all Boston radio stations. Slightly over 200 personal interviews were made for each period (morning, afternoon or evening) throughout the week. On each call, the inspector asked if the radio had been used, limiting his query to the period immediately preceding his call.

### The Latest Boston Station Popularity Percentages Broken Down by Hour Periods

**Sunday, July 31, 1938 thru Saturday, August 6, 1938**

<table>
<thead>
<tr>
<th>MORNING</th>
<th>WNAC</th>
<th>WAAB</th>
<th>WEEI</th>
<th>WBZ</th>
<th>WHDH</th>
<th>WMEX</th>
<th>WCOP</th>
<th>WORL</th>
<th>Out-of-Town and Short Wave Stations</th>
<th>TOTAL %</th>
</tr>
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<tbody>
<tr>
<td>7:00- 8:00</td>
<td>34.7</td>
<td>3.5</td>
<td>30.7</td>
<td>20.1</td>
<td>5.9</td>
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<td>2.4</td>
<td>2.7</td>
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<tr>
<td>8:00- 9:00</td>
<td>37.6</td>
<td>10.7</td>
<td>14.7</td>
<td>18.5</td>
<td>8.3</td>
<td>5.7</td>
<td>2.4</td>
<td>2.1</td>
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<td>100%</td>
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<tr>
<td>9:00-10:00</td>
<td>16.2</td>
<td>14.9</td>
<td>24.2</td>
<td>31.7</td>
<td>6.5</td>
<td>1.7</td>
<td>3.5</td>
<td>1.3</td>
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<td>100%</td>
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<tr>
<td>10:00-11:00</td>
<td>35.3</td>
<td>6.6</td>
<td>31.5</td>
<td>11.0</td>
<td>6.2</td>
<td>4.3</td>
<td>3.0</td>
<td>2.0</td>
<td>.1</td>
<td>100%</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>29.3</td>
<td>8.0</td>
<td>26.2</td>
<td>20.8</td>
<td>6.1</td>
<td>3.0</td>
<td>3.2</td>
<td>3.0</td>
<td>.4</td>
<td>100%</td>
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<tbody>
<tr>
<td>12:00- 1:00</td>
<td>45.4</td>
<td>6.5</td>
<td>14.4</td>
<td>19.0</td>
<td>3.6</td>
<td>4.2</td>
<td>4.5</td>
<td>2.4</td>
<td>---</td>
<td>100%</td>
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<tr>
<td>1:00- 2:00</td>
<td>34.6</td>
<td>7.0</td>
<td>33.2</td>
<td>15.6</td>
<td>2.9</td>
<td>1.7</td>
<td>3.7</td>
<td>1.3</td>
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<td>100%</td>
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<tr>
<td>2:00- 3:00</td>
<td>16.8</td>
<td>37.5</td>
<td>6.8</td>
<td>22.9</td>
<td>2.5</td>
<td>2.0</td>
<td>9.9</td>
<td>1.5</td>
<td>.1</td>
<td>100%</td>
</tr>
<tr>
<td>3:00- 4:00</td>
<td>27.2</td>
<td>57.6*</td>
<td>4.7</td>
<td>5.8</td>
<td>1.0</td>
<td>1.9</td>
<td>1.2</td>
<td>.6</td>
<td>---</td>
<td>100%</td>
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<tr>
<td>4:00- 5:00</td>
<td>15.8</td>
<td>61.9*</td>
<td>3.0</td>
<td>11.5</td>
<td>1.7</td>
<td>4.2</td>
<td>.9</td>
<td>1.0</td>
<td>---</td>
<td>100%</td>
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<tr>
<td>5:00- 6:00</td>
<td>26.8</td>
<td>36.4</td>
<td>15.2</td>
<td>8.1</td>
<td>2.6</td>
<td>5.5</td>
<td>3.4</td>
<td>2.0</td>
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<tr>
<th>EVENING</th>
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<tbody>
<tr>
<td>6:00- 7:00</td>
<td>40.1</td>
<td>23.3</td>
<td>8.2</td>
<td>19.0</td>
<td>2.6</td>
<td>2.9</td>
<td>2.1</td>
<td>1.7</td>
<td>.1</td>
<td>100%</td>
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<tr>
<td>7:00- 8:00</td>
<td>47.6</td>
<td>13.3</td>
<td>15.2</td>
<td>15.1</td>
<td>2.4</td>
<td>3.1</td>
<td>2.0</td>
<td>1.1</td>
<td>.2</td>
<td>100%</td>
</tr>
<tr>
<td>8:00- 9:00</td>
<td>71.2</td>
<td>4.2</td>
<td>15.3</td>
<td>5.1</td>
<td>1.8</td>
<td>1.9</td>
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<td>9:00-10:00</td>
<td>26.1</td>
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<td>47.0</td>
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<td>10:00-11:00</td>
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<td>10.2</td>
<td>**</td>
<td>4.2</td>
<td>**</td>
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<td>.6</td>
<td>100%</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>42.5</td>
<td>9.0</td>
<td>19.4</td>
<td>24.5</td>
<td>**</td>
<td>4.1</td>
<td>**</td>
<td>**</td>
<td>.5</td>
<td>100%</td>
</tr>
</tbody>
</table>

| ALL DAY AVERAGE  | 33.9 | 21.2 | 20.1 | 15.1| 3.1  | 3.0  | 2.3  | 1.2  | .1                                    | 100%    |

*The large WAAB audience between 3 and 5 is accounted for by the play-by-play broadcasts of the National League baseball games four afternoons during week of survey. **Station not on air.

Write for folder giving complete survey analysis—a valuable guide for every agency and advertiser in buying broadcasting accurately for the Metropolitan Boston area.

---

*The Yankee Network, Inc.*


www.americanradiohistory.com
"Facts
-says THE LITTLE TAILOR

A NEW GROUP OF Super Sound Effects

-including exclusive shots of the new Douglas DC-4 plane

STANDARD'S SOUND EFFECT CATALOG has just been enriched by 10 new double-faced releases, Nos. 57 to 66 inclusive. Like all previous releases, this new group is taken from LIFE and includes: shots of the DC-4 and D-2 Douglas transport planes in all phases of flight; harbor background during busy working hours; pursuit airplanes in power dives, barrel rolls, crashes and burns; the largest mass airplane flight ever staged—450 Navy planes, seaplane effects, a new montage effect for introducing news broadcasts; heavy truck and motorcycle effects; outboard motors; explosions; sirens; surf; and a variety of code transmission effects.

Write for complete catalog or new supplementary sheets.

Now . . . IN NEW YORK!

A complete stock of all Standard Super-Sound Effects carried to provide immediate delivery to the metropolitan area and faster service to Eastern points. Our representative, Mr. Robert McCullough, is available for consultation on your sound problems.

R.K.O. BUILDING
PHONE: CIRCLE 5-4895
worth repeating!

about Standard Radio's
TAILLORED TRANSCRIPTION SERVICE

1. The Only transcription service which enables a station to choose specific types of talent to supplement its own talent resources and fit in with its individual program needs.

2. The Only transcription service which guarantees one hundred musical selections each and every month.

3. The Only transcription service which offers complete coverage of popular music—98 per cent of all current popular tunes are released monthly by Standard!

4. The Only major independent service unhampered by network strings and complications—or time-selling and commission schemes.

5. The Only service offering turntable equipment which becomes station property.

Tailored Transcription Service saves you more because it fits you better. Why not ask us to measure you for a Tailored Transcription Service—and see how much you can save!

Are your Transcriptions up to Standard?

Standard Radio

180 North Michigan Avenue • • • • Chicago, Illinois
6404 Hollywood Boulevard • • • Hollywood, California
MUSIC: UP AND OUT

ANNCR: This is... the TEXAS STATE NETWORK...

... (END) ...

Network...

NOT "HOOK-UP"

Many regional radio groups are merely hook-ups for piping sponsored shows. The Texas State Network is a full-fledged net system. TSN feeds its 23 member stations regular schedules of both sustaining and commercial shows originating on TSN. In addition, TSN stations receive Mutual service. Network features on stations they can tune in any time are making a hit with the 99.3% of Texas listeners served by TSN. There is an audience of prosperous Texans waiting for your show over the only network that covers Texas with 23 primary areas.

Above: Movie Star Shirley Ross greets the TSN audience as Elliott Roosevelt acts as M.C. on inaugural broadcast, September 15.

PASS THE BISCUITS, PAPPY" sang W. Lee O'Daniel's Hillbilly Boys on the TSN opening show. After the governor-nominee himself greeted all Texas.

BOB HOPE flew from Hollywood to add humor to TSN's first-broadcast party.

GEOE FISHER, MBS movie reporter, came from Hollywood to talk to TSN listeners.

EVERETT MARSHALL returned to Fort Worth to add his bit to the TSN send-off.

GEORGE FISHER, MBS movie reporter, came from Hollywood to talk to TSN listeners.

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

www.americanradiohistory.com
THIS COULDN'T HAPPEN IN 1914

But today, through the miracle of radio, all America hears history made...follows it across Europe's seething map!

In less than three weeks—from September 10 to Hitler's historic declaration on September 26—NBC has brought, and NBC's affiliated stations from coast to coast have broadcast, 89 vivid short wave pick-ups from the cities indicated on the map above—cities where another chapter in world history is being written. Both sides of the grave Czecho- Slovakian question have been radioed to American homes. Hitler..., Chamberlain..., Benes..., Hodza..., Mussolini...Litvinoff—all have spoken over NBC Networks—all have been heard by millions of American radio listeners.

European correspondents of American newspapers and press services have graphically depicted on-the-spot scenes as they occurred in war-conscious cities...have painted accurate pictures of dramatic, high-strung, angry crowds...have expressed expert opinion on the entire situation. From city to city across the whole seething map of Europe NBC has switched, taxing man's ingenuity and resources, keeping its finger on the throbbing pulse of Europe to bring America history as it's made!

To keep this country in instantaneous touch with every new development, NBC has spared neither time, nor man power, nor money. Sponsors of commercial programs have graciously stepped aside, permitting cut-ins on their time or relinquishing it entirely. Hundreds of special Press Radio bulletins, based on reports of the AP, UP and INS, broadcast by NBC the moment they've been received, have added to the wealth of information America has heard. Once again NBC has recognized and fulfilled—and will continue to fulfill—its obligation to serve the public interest, covering with complete neutrality all phases and viewpoints of the situation.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A SERVICE OF THE RADIO CORPORATION OF AMERICA

Large dots indicate cities from which NBC has originated broadcasts during crisis—Sept. 10 to Sept. 26.
An exact measurement of comparative net cost in Cincinnati radio.

The Crossley coincidental study in Cincinnati* supplies time-buyers with an exact tool for measuring station-effectiveness... an exact measurement of comparative net cost in Cincinnati radio!

Crossley, Inc. found that WKRC, Columbia's Key Station for Cincinnati, led all local network stations in Cincinnati in first place mentions—morning, afternoon and evening for the entire week.

In the morning, WKRC had 27% more first place mentions than its nearest local network competitor. In the afternoon, the lead—over all the local network stations combined—was 158%. For the entire day, WKRC had 80% more first place mentions than its nearest local network competitor and 23% more than all of the other local network stations combined.

Yes, advertisers prefer WKRC. So do dealers. Because listeners prefer WKRC and that means sales!

WKRC Columbia's Station for Cincinnati

550 Kilocycles • Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales.

*One out of Three

Survey by Crossley, Inc.: conducted for 14 hours of the day, all seven days of the week of April 3, 1938. 38,811 completed calls—that's the equivalent of one out of every three radio homes in all Cincinnati!
REPORTING MILITARY MANEUVERS WITH MILITARY DISPATCH

UNITED PRESS ace war correspondents, Webb Miller, Edward Beattie Jr., Reynolds Packard, Eleanor Packard, Robert H. Best are now at the European Front reporting minute-to-minute developments of the most dramatic news story since the World War.

Behind this line is the army of UNITED PRESS staff men in every vital news center.

Good reasons why UNITED PRESS is consistently scoring the most sensational series of news beats in modern history.

UNITED PRESS
RADIO'S ONLY COMPLETE NEWS SERVICE

Photographs from top to bottom: WEBB MILLER, EDWARD BEATTIE JR., REYNOLDS PACKARD, ELEANOR PACKARD & ROBERT H. BEST.
With sleek racing planes hurtling through space at speeds of more than 300 miles an hour . . . with flying notables from the earth's four corners constantly dropping out of the sky . . . with excitement and confusion which naturally come when 200,000 human beings at one time decide to take a look, radio undertook no pipe-cinch job when it went to work to give the world an eyewitness account of Cleveland's 1938 edition of the famed National Air Races.

But when CBS officials deemed the big event network entertainment, they also indicated their faith in the staff of youthful veterans which man Cleveland's WGAR. And following eight hours of broadcasting during the three-day period, orchids in bountiful quantities were bestowed upon General Manager John Patt's originating station. Said Elmore Bacon, radio editor of the Cleveland News, "it remained for the WGAR crew to give a calm and interesting description."

First for CBS and WGAR (with many exclusives) were the arrival of Jacqueline Cochran who outflew nine men to capture the Bendix Trophy; the landing and greetings of "Wrong Way" Corrigan; interviews with Fred C. Crawford, Thompson Trophy donor, and its winner, Colonel Roscoe Turner; Major Alexander Seversky, holder of the east-west transcontinental record, and others. It is big-time performance such as this that is causing more and more advertisers to write two words into their schedules "... through WGAR."
How a Foreign War Would Affect Radio

Little Change in U.S. Broadcast Operation Seen by Federal Officials but Monitoring Would Be More Intensive

WAR CLOUDS over Europe will have little, if any, immediate effect upon broadcasting operations in the United States.

That is the composite judgment of Washington’s radio officialdom, particularly with this country in the position of a neutral. Without exception, the view was expressed that there is no cause for alarm for radio, and that even if Europe plunges into another conflict broadcasting operations in this country will in all likelihood continue substantially unchanged.

Under the so-called war section of the Communications Act of 1934 (606) the President is given broadest possible powers in connection with communications. By proclamation he can suspend or amend regulations governing all communications, including broadcasting. He can take these actions whether a war exists or there is a threat of war or even in a state of public peril or disaster or other national emergency. Most significant, however, is the specific clause that he can take such action “in order to preserve the neutrality of the United States.”

Intensive Monitoring

In spite of this, it is generally felt there will be no steps taken to impede operation of broadcast stations in any serious fashion so long as this country remains neutral. Of course, it is impossible to forecast what action would be taken in event of the unexpected entry of the United States into war. Obviously, in such event, there would be protective measures.

Because of the many inquiries regarding the troubled situation, Broadcasting undertook to sound official sentiment on the prospective status of broadcasting in the event of a European war. While officials, for obvious reasons, did not desire to be quoted, they talked freely.

Salient composite viewpoints included:

Broadcasting, under the present plan of operation, would remain in status quaestionis.

No reason is seen for any greater censorship of radio than of newspapers, particularly in connection with news broadcasts.

Intelligence officers probably would exercise a greater degree of surveillance over home and broad and countless special bulletins, the major networks have brought to every American within range of a receiver the complete and continuous history of the European crisis precipitated by Hitler’s Nuremberg address Sept. 12.

That speech, like Hitler’s Sept. 26 speech, and that of Prime Minister Chamberlain the next day, plus the two messages from President Roosevelt, which were broadcast by all networks, focused world attention on the Continental scene. From Sept. 12 onward, American radio kept diligently to its greatest job of international reporting, keeping at it straight through the Munich-Berliner conferences.

The story really starts two days before, on Sept. 10, when listeners to NBC and CBS heard President Benes of Czechoslovakia, speaking from Prague, trace the growth of his country’s democracy and pledge its maintenance at all costs.

But it was Hitler at Nuremberg who started the sub-Atlantic cables and the trans-Atlantic radiophones buzzing.

Before the day ended NBC listeners heard M. V. Fodor, Prague correspondent for the Chicago Daily News, describe the Czech reaction to Hitler’s demands, while those who tuned to CBS were given reports by William Shirer, Columbia’s continental representative, from Prague; AP’s Melvin Whitefield, from Berlin; John Wittacker of the Chicago Daily News, from Paris, and Edward R. Morrow, CBS European director, from Berlin.

That was only the beginning. Since then NBC up to Sept. 27 had broadcast more than 90 programs from Europe, bringing the voices of English Prime Minister Chamberlain, Mussolini, Premier Rodza of Hungary, Maxim Litvinoff of Russia, Joseph Goebbels, German Minister of Propaganda, and hosts of foreign correspondents including NBC’s own representatives, Fred Bate in London and Max Jordan in whatever part of Central Europe the news was hottest. NBC broadcast exclusively Chamberlain’s departure from Munich and his arrival at London following his visit to Hitler and that carried the report of his interview with Hitler by G. Ward Price of the London Daily Mail.

CBS, with H. V. Kaltenborn and Bob Trout at the microphone and Transatlantic radiophone almost constantly, carried the address of Anthony Eden and the trans-Atlantic interview with Jan Masaryk, Czech Minister to England, to select only two specials. An outstanding scoop by CBS in its crisis

(Continued on page 64)

Fast and Vivid War Service Given Nation by Broadcasts

BY DOZENS of speeches from national leaders, scores of reports from foreign correspondents, hundreds of commentaries from expert analysts at home and abroad and countless special bulletins, the major networks have brought to every American within range of a receiver the complete and continuous history of the European crisis precipitated by Hitler’s Nuremberg address Sept. 12.

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(Continued on page 64)
Radio Performs Superbly in Storm and War Crises: An Editorial

SUPERB is the word for the job the stations and networks have been doing in covering the latest domestic and international crises. Rising to magnificence once again, the storm-ravaged stations of New York, New England, and New England virtually repeated the saga of radio's role in the 1937 Mississippi-Ohio River Valley floods when the Sept. 21 tropical hurricane struck. Stations that were able to remain on the air (and nearly all of them were hit in one way or another, though most were able to return to emergency operation) threw all their facilities and every ounce of their staffs' energies into the task of rescue, relief and news.

As did the flood area stations in 1937, they earned the plaudits and gratitude of their listeners, the Red Cross, the military and eager relatives and friends for their unstinting and untiring services during the harrowing days of storm and flood. Right now they are digging out from under, many of them with badly damaged plants, all of them with severely depleted exchequers. But everyone in radio may well view with pride this magnificent opportunity for public service well met.

Even before the hurricane-flood emergency broke, American radio, notably the networks, were proving their public service mettle on another sector—the European crisis. That radio rose to the task, carrying not only the news as it broke but fair and impartial interpretations and splendid on-the-scene accounts, every person who kept his ears glued to the loudspeaker will attest. "Radio," so the saying went in Washington circles, "and Roosevelt speak together," as the nation before it, it is printed, transcribing the shortwave "news" reports from European capitals for later rebroadcasts in "group takes"—all this was well worth the cost in time and energy. For again it proved to the American people that their radio systems give them more news more accurately than those of any other country.

Any American listener who heard the propaganda-saturated "news" reports from the government-owned radio stations abroad, particularly from the dictator countries, must upon reflection thank his lucky stars not only that he lives in a country far away from the strife and turmoil but that America maintains a democratic radio along with a free press.

Radio Again Succees Stricken Areas

Public Service Becomes Watchword; Stations Blown Down

By MARTIN CODEL

HARDLY a radio station in New York City and the New England States escaped the ravages of the storm and flood which raged through those sections Wednesday and Thursday, Sept. 21 and 22, laying waste transmitter equipment in their paths, throwing out power supplies almost everywhere and forcing many broadcasters off the air for periods ranging from hours to days.

Yet radio once again rose to its opportunity for public service, as it did in the devastating floods of 1936 and 1937, and every station remaining on the air or capable of returning to the air at once threw every ounce of resource and energy into the task of rescue, relief and news reporting.

Service First!

Nearly all of the stations in the area of the tropical hurricane and floods, which took an even greater toll of life than the 1936-37 floods, lost its power supply almost from the onset of the holocaust. Most of them were able to get back on the air by devious means within a matter of minutes or hours, though a few were total losses. Immediately after the storm, stations that had been launched into public service activities, casting aside all other commitments and making their facilities available instantly to state, civic, police and rescue officials and to the Red Cross which once more found occasion to laud the services of radio [see page 13].

Immediately upon the resumption of communications into the stricken area, BROADCASTING asked every station thought affected to report what happened to it and what it did during the crisis. Responses were received from practically all and eyewitness or first-hand accounts are published in this issue.

So far as could be learned, the only stations that were almost totally disabled were WNLC, New London, Conn., which with transmitter blown down and roof of transmitter house blown off reported it will be off the air for possibly three weeks; WORC, Worcester, which lost two of its three towers and was unable to return to the air until Sept. 24; WPRO, Providence, disabled for two days when a tidal wave raised water over the base of its towers and both towers had their top thirds blown off; WEAN, Providence, whose towers became a tangled mass as the hurricane struck but was able to rig up a tractor-driven emergency power supply and return to the air Thursday night with 100 watts power.

WJAR, Providence, was the only station in Rhode Island whose towers remained standing, but it was forced off the air two days by lack of power.

All of these, it is understood, were covered by wind and storm insurance, as are most stations, so that their physical losses will be at least partially compensated. It is impossible to calculate the sponsored time lost by all the stations in the stricken area, but it is a certainty that it will run into hundreds of thousands of dollars.

Emergency Grants

Shortly after the scope and effect of the disaster became apparent, the FCC notified all licensees in the Middle Atlantic and New England States that it would expedite all requests for operation beyond license time for rendering emergency assistance. Many part-time stations were thus enabled to remain on the air full time and others were authorized to operate with such facilities as were left available regardless of usual legal requirements.

As in 1936-37, the broadcasters found radio amateurs instantly cooperative in establishing emergency communications, some of the "hams" being members of station staffs and others being impressed into standby service for official communications via whatever facilities were available.

In adjacent columns will be found a detailed report of station activities, as gathered by telegraph, telephone and mail by BROADCASTING. Recapitulating, it was learned that in New York are these detailed story on page 14] WOR lost only one minute of time when it switched to an alternate power supply; WINS suffered two power failures that kept it off the air most of the afternoon and evening of Sept. 21; WJZ continued without interruption, carrying part of the WEAF-Red network schedule; WABC lost about five evening hours when its power supplies failed because of 48-minute outage of programming by switching over to WHN and WNYC. Other stations were unaffected.

In the Providence area, the WNAC WAAB transmitter at Squamout lost its power supply at 4:30 p.m. Wednesday, but both stations were
Radio's Role in Another Disaster, Landed by The American Red Cross

[Official statement to Broadcasting Sept. 26]

RADIO has picked up where it left off following the eastern floods of 1937. Again the air-waves play an important part in Red Cross disaster relief operations, broadcasting victims out of silt and debris following assault by hurricane, fire and flood.

A few hours ago a radio news bulletin announced that the American Red Cross was caring for 12,000 families in New England and Long Island. It was a message of reassurance to an anxious public with regard to emergency amateur network. WORL was off a short time due to power failure.

In affected areas the New England networks and individual stations are using their relief fund and keep the public informed of the progress of Red Cross relief operations. There have been numerous newscasts over the national networks. Amateur and government shortwave radio operators report conditions in isolated communities. The Red Cross is grateful for the cooperative measures of the radio industry, and of all amateur radio operators.

YANKEE NETWORK
By Al Stephenson

NEW ENGLAND's hurricane died officially the night of Sept. 21 at 10:15 p.m., leaving WNAC and WAAF in Boston with about 750 watts after having lost their power for the nine months since July 29. WNEC's station was out for a few hours in the storm.

Emergency crews worked by candlelight at our Quatnunt transmitted a storm alert. A wake-up call was sent to local stations on the air for the duration of the catastrophe and virtually every town on record in the urban area.

New England's radio stations served as an emergency during the storm.

After the storm, the Red Cross was able to broadcast news of the situation to the public.

WBZ - WBZA
BOSTON-SPRINGFIELD

DESPITE the fact that its 50,000 watt transmitter was rendered useless in the storm's early moments, NBC out of Boston rendered yeoman service in the worst hurricane to hit New England in history.

WBZ's synchronized station, WBAZ, Springfield, was not damaged and was able to deliver relief messages for NBC in Boston.

Immediately appointed as an official outlet by Governor McGovern's Hurricane Relief Commission, WBZA was on the air in no time in filling the breach. A staff, weary from the rigors of a continuous broadcast period the early morning hours Wednesday, barely began to get some rest before they were called in entirety and assigned emergency duties.

General Manager John A. Holmes, accompanied by a staff announcer and an engineer, charted a plane from Springfield. They were met by Chief Announcer Bob White who had previously gone for Springfield. On the arrival of the first report from Mr. Holman immediately took charge and even did a lion's share of the duty.

A small plant manager Dwight A. Myer arranged for a two-way circuit between the Boston office and studios where it was determined that broadcasting was also possible from the Boston studios through Springfield Unit.

Two studios were also installed at the State House where a pickup point was established in the office of the emergency commission.

At various intervals this commission relayed messages of further conditions throughout the state, road conditions, danger zones and precautions of all types to be taken in effort to prevent the spread of disease.

The WBZ studios served as a clearing house for public and personal messages, while the boys at WBZA kept the wind-torn and flooded Springfield area as well informed as possible.

For three days and nights all members of WBZ and WBZA were in the field, the staffs in action, getting brief rest periods when they afforded themselves.

It was the first time in 18 years that WBZ's transmitter had been off the air for so long a period.

WEEI, BOSTON
By Harold E. Fellows

FIRST of all, may I say that the New England radio stations collectively and individually are doing mighty fine "public service", a job which makes me proud to belong in New England broadcasting. Through E. R. Rideout, our weather man, we were able to foretell the coming hurricane and warn people to watch for it.

We were also able to organize in mild form (we had no idea what organization was coming) 218,000 people until some three or four hours later) in anticipation of difficult and emergency situations.

Unfortunately, just before 6 o'clock on Wednesday night we lost power in Boston and had to get back up at approximately 7:30 the next morning, despite all-night efforts to establish emergency generators, Diesel engines, etc. However, our organization stayed on the job throughout the night, receiving and relaying emergency messages from state and relief organizations and individuals turning to "airwaves" with our entire facilities the moment we returned to the air. Once we were back on the air, at 7:30 A.M. Thursday morning, we devoted practically our entire facilities throughout the day and night to the emergency at hand. We were, and I'm sure every other station was, glad to offer relief messages to their destination and in helping to organize their first "lines of attack" from the relief headquarters.

Since then we have worked continuously within our four walls, gathering information of the utmost importance and arranging consistent and continuing broadcast periods for the distribution of information on behalf of the National Guard, State Police, etc.
was mobilized for, and originated for all Columbia stations in New England, the first Red Cross Relief Conference in their major drive for relief funds, the night of Sept. 25.

We believe that we have fulfilled our duty and our desire to serve. We know that our contribution and effort cannot equal that of many New England stations in areas much harder hit than ours, stations which having lost towers and equipment, have rushed makeshift facilities into action and carried on despite every possible hindrance.

One angle of our activity is quite interesting. Because we had come over meteorologist Rideout, we were able to perform one especially important public service. All day and all night, the story grew and grew that a second hurricane was imminent. We kept sending Mr. Rideout back on air at once and again to assure New England listeners that no second hurricane was in the offing and to exhort them exactly what weather was "brewing".

WCO, BOSTON

MORE than 2,000 emergency messages of air and official orders were broadcast from WCO within 24 hours of the time New England suffered the worst disaster in its history. Besides humanitarian work, WCO also spread the story of the tropical hurricane and flood to radio listeners in all parts of New England, Pennsylvania and New York through a special hookup of stations.

Forced off the air at 6 o'clock Wednesday afternoon as a huge tree fell on the power lines at the station transmitter, cutting off all electricity, an emergency crew from WCO worked throughout the night removing the debris so that WCO could be back again at 8 o'clock next morning.

During the night General Manager Gerald H. Jacobs arranged with the Boston American, and a direct line was installed from the station studios to the newspaper's city room. Rapidly following the next day's news bulletins were carried direct from the newspaper office. Frank McKee, the newspaper's photographer, who flew continuously for eight hours over the storm area, returned immediately upon his return to Boston and his story gave New England its first accurate and first-hand witness account of the disaster's ravages.

Between newspaper broadcasts, emergency and personal messages to persons and authorities in various parts of the storm area were transmitted. The first important commercial programs were cancelled for the evening.

On Friday a special network was arranged with WNRC, New Britain; WELI, New Haven; WOV, New York, and WIPN, Philadelphia. In a series of specially arranged broadcasts, the story of the storms was sent out from the studios of the Boston American and directly from scenes of flood and destruction at Hartford and New Haven. The entire station staff was mobilized at 4 o'clock Saturday morning and announcers, engineers, office staff and station officials stood by to broadcast any emergency messages that might be requested.

Later Saturday WCO resumed its regular programs.

New England listeners heard an exclusive direct story of emergency relief plans Sept. 26 as WCO broadcast a special program from the conference room where WPA Administrator Harry Hopkins met with governors of the New England states and state and local WPA administrators. Heard on the program were Mr. Hopkins, Gov. Hurley of Massachusetts, Gov. Cross of Connecticut, Gov. Murphy of New Hampshire, Gov. Barrows of Maine and Gov. Aiken of Vermont. Besides these speakers, local and state relief administrators, mayors of several New England cities and several congressmen attended the meeting.

Stations Improve Flood Work By Pooling Their Equipment

New York Broadcasters Forget Rivalry to Give All Possible Aid to Areas Hit by Catastrophe

By BRUCE ROBERTSON

Radio's tradition of cooperation in the face of catastrophes gained added lustre in New York when the tropical hurricane that smashed across Long Island and New England left in its wake a series of power failures that forced several transmitters off the air. More fortunate broadcasters immediately went on the air and sent their brothers in distress, forgetting their rivalries of normal times and offering every possible assistance in helping the others to get their programs back on the air.

In the height of the storm, volunteer steeplejacks labored to put into service an auxiliary transmitter of one station so that it might be at the disposal of another which had been silenced. Another station cancelled its entire evening schedule to broadcast instead the programs of a major network key station which it believed would be of greater value and entertainment to metropolitan listeners.

WOR Off for Minute

First station to be put off the air was WOR, whose power line from Rahway, N. J., went dead at 3:30 p.m. Within a minute, however, the station had switched to its alternative power supply at Carteret, N. J., and from then on there were no further interruptions in its service. At 4:08 the WEAF transmitter at Bellmore, L. I., was silenced by power failure and although the power returned at 4:27 it failed again in eight minutes and the station did not return to the air until 9:45.

WOR, although key station of a rival network, offered WEAF the use of its transmitter which WOR used before its power was increased to 50,000 watts and which it keeps in condition as a standby in case of emergency.

Before this transmitter could be put into operation it was found necessary to string a jury antenna, so WOR interrupted Uncle Don's children's broadcast to send out a call for steeplejacks. Within 10 minutes more than 100 calls were received from volunteers, some as far away as Lancaster, Pa., and Albany. Within a half-hour of the announcement two of the volunteers were at work on the transmitter. Meanwhile, however, NBC officials decided to shift the WEAF evening schedule over to WJZ, canceling the Blue network sustaining broadcasts in New York from 7 to 11 p.m. and turning instead the commercial programs of the Red Network.

WJZ was able to continue without interruption, although engineers at the transmitter at Bound Brook, N. J., manned the pumps to keep the water from reaching the...
A CASE history of broadcasting as a business, from its inception in the early 20's with particular reference to its economic development revolving largely about the networks, emerges as the scope of the FCC's chain-monopoly inquiry to begin with public hearings Oct. 24.

It became evident Sept. 20 when the Chain-Monopoly Committee made public its notice of hearing, that it proposes to make a "de novo" study of broadcasting's economic development. No phase of network development or contractual relationships with stations, agencies and even advertisers is left untouched. Interlocking ownerships and the development of transcription and their relationship to program service also figure in the proceedings, along with such matters as chain program duplications, time clearance, and, in fact, the most intense phases of station-network personnel.

Plans Net: Rules

It became equally apparent that the FCC has in mind special regulations for network broadcasting, which it is authorized to promulgate under the Communications Act of 1934. Whether it will seek additional legislation at the next session is conjectural, though it is regarded as likely that some sort of report will be made to Congress when it convenes in January.

The extremes to which the Commission plans to go is reflected in the question of station and network ownership and interlocking operations was reflected in the issuance Sept. 14 of a questionnaire to all individuals shown on its records to have stock ownership in broadcast stations. The 19-page questionnaire elicits detailed information on such ownership, asking for its return by Sept. 30, except for one form dealing with corporations which is requested as of Sept. 10.

On the surface the questionnaire ties into the search for information on multiple ownership and concentration of control of stations. In its announcement the committee said that the returns from the questionnaire as well as other records "are expected to provide a basis for the introduction of revealing evidence."

While it is known that the questions of multiple ownership, of leases and management contracts and of network ownership of stations would be scrutinized, it also has been anticipated that newspaper ownership of stations would be subjected to study, presumably at the administration's behest.

Nowhere in the notice or in the other data released by the committee, however, is there mention of this type of question. Nor, indeed, are any of the inclusive shareholders' questionnaire will yield information on newspaper ownership. Only a few months ago the Commission in its study of the whole subject, since it is an open secret that Chairman McNinch is under Presidential mandate to study the situation thoroughly. While the newspaper issue has been dormant for several months, it has been heard about resurfacing the instruction. About the only change in this matter has been the recent tender of Robert Maxwell's bid for the London Times.

No Rate Regulation

Despite the penetrating nature of the issues covered in committee's release, it is again emphasized there is no thought of rate regulation or evolving regulations under which station affiliations or cancellation of affiliations with networks would be subjected to FCC sanction. Chairman McNinch, who harbored public utility-common carrier views about broadcasting when he first assumed the FCC helm just a year ago, has retracted that position publicly.

Instead it would appear that the committee, or possibly its special counsel, William J. Dempsey, has in mind ferreting any data which might indicate "exclusive tleaps" or contractual arrangements involving restraint of trade.

Significantly, the committee mentioned patent and copyright matters, stating that a procedure for desegregation of networks is being studied in cooperation with the O'Mahoney Committee's general study of monopoly. "Representatives of both committees," said the FCC release, "agreed that such a procedure should be developed cooperatively in view of the Temporary National Economic Committee's plan to make a general study of patents and copyrights. It is believed that when developments warrant, a public announcement will be made.

This is noteworthy because of the proposed action of Neville Mil ler, NAB president, in drafting a letter to the O'Mahoney Committee asking for a study of ASCAP [Broadcasting, Sept. 11]. The letter is not sent, however, because Mr. Miller desired to take up the whole subject of copyright with the NAB executive committee which met in Washington late last month.

It has developed that Chairman McNinch, and presumably Mr. Dempsey, has discussed the whole subject of copyright and of patents as they relate to radio with Leon Henderson, executive-secretary of the Federal Monopoly Committee, and that the cooperative course was decided upon.

While the investigation centers on the economic growth of broadcasting (Continued on page 10)

Notice Recites Wide Scope of Chain-Monopoly Hearings

A list of 20 items which each network is to cover at the Chain-Monopoly inquiry in the testimony, through "qualified and competent" witnesses were enumerated in notices sent to major and regional and state networks by the FCC Chain-Monopoly Committee Sept. 20.

Networks specifically instructed to appear were NBC, CBS, MBS, in the major groups. Networks included Arrowhead (Minnesota); California Radio System; Colonial; Don Lee; Hearst Radio Inc.; Inter-City; King-Trendle (Michigan); North Central Broadcasting System; New York Broadcasting System; Oklahoma Network; Pennsylvania Broadcasters; Pennsylvania Network; Quaker Network; Texas Quality Network; Texas Station Network, "hooked up" with WOY, New York; Virginia Broadcasting System; WLW Line Group; Wisconsin Radio Network; and Yankee Network.

The listing of items to be covered follows:

Corporate and financial history of network organization including detailed information on both direct and indirect ownership or control thereof;

Nature and character of activities engaged in by network from the date of its organization;

Name, number and location of all stations now or previously licensed to or affiliated in any manner with network with particular reference to the reasons for entering into or terminating any such affiliation and the basis upon which additional affiliations are entered into;

Contracts and Agreements

Nature of contracts, agreements or other arrangements between network and affiliates including reasons for various provisions of such contracts, agreements, or other arrangements, and history of the same;

Classification and grouping of stations connected with network as basic supplemental, etc., with reasons for same;

Financial arrangements between stations and affiliates, including basis for charges made by networks and affiliates;

The history and development of the network program policy, particularly with reference to standards which programs must meet, diversification, accommodation of program characteristics to the requirements of the area served, and program and advertising continuity;

Extent to which affiliates are required to conform to network program policy, to the extent to which networks control or influence policy;

History and development of operating policy and procedure with particular reference to contracts and agreements with wire companies for program transmission;

History and development of policy with respect to sales or contracts for advertising or other purposes, particularly with respect to standards applicable to products or services for which advertising is accepted;

Detailed information as to the hours which network controls over affiliated stations and the number of such hours actually used for network operations.

(Continued on page 14)

www.americanradiohistory.com
Coughlin Program On 44 Stations

RADIO appearances of Father Charles E. Coughlin, Detroit radio priest, will be conducted on a more extensive scale this season, according to Stanley Boynton, president of the National Broadcasting Company. The program, with a full 52-week program having been set up on a network of 44 stations which may be expanded.

The 4:50 p.m. period Sundays will be used, and the programs originating at the Shrine of the Little Flower, Royal Oak, Mich., will be broadcast from there. In addition, there will be musical interlude by a prominent voice director directed by Emilie Cote and accompanied by Shirley organ.

Stations already booked are WJG WJR WJAS WKN WBFM WHAL WCBO WCAJ WDBJ WDBY WFCN WHJK WYCH WYKY WHO WOC WEC WTCN WAAR WPAI WRKJ WTVX WNBC WCRX WBAX WGBT WGBI WBAX WGBT WSCB WNRL WHLC WMAJ WWAJ WBTX WFEA WHLH WHTH WBHB WBBY WLNH WRDO WHAI WNLH WCBO.

Boice Quits CBS Post; Plans Not Announced

HUGH K. BOICE, vice-president in charge of sales of CBS since 1951, has announced his resignation effective Oct. 20. His plans have not been announced, although he has stated he will remain in New York to work them known. CBS has not yet appointed his successor nor will it indicate when the post will be filled.

Mr. Boice Radio for the break were not made known. Before joining the network as sales manager in 1948, Boice had spent 20 years in advertising, as advertising manager of: Joseph T. Rysavy & Son, Chicago steel company; president of the Critchfield & Co.; vice-president and director of George L. Dyco, and radio director of Lenen & Mitchell, where he put Lowell Thomas on the air for the first time as a radio commentator, and also negotiated P. White- man's first radio contract with P. Lorillard Co. for Old Gold cigarettes.

NBC Information Please Acquired by Canada Dry

CANADA DRY Ginger Ale, New York, has purchased NBC's Information Please, the weekly magazine. The acquisition asks the questions of the experts and collects answers when they fail to answer, and will spon- sor a special contract with NBC Renewal Requesting Nov. 15. Program will remain its present time, Tuesday evening, from 8:30 to 9, and its present talent: Clifton Fadiman, New Yorker literary critic, as questioner; Frank P. Casey, New Yorker columnist; John Kieran, sports columnist, and noted guests as the commission director.

One of the most successful shows in winning plaudits from radio critics and auditors has been "Information Please." The program has been watched at length by many agency radio directors and then rejected as being too highbrow for the general run of listener. Accordingly, its success or failure in producing sales of this beverage will be closely watched by the advertising fraternity, with plenty waiting to say "I told you so" no matter what the answer. Canada Dry agency is J. M. Mathes, New York.

126 Okev NBC Riders

RIDERS to NBC contracts with affiliation station checking on clearance of all cut-in announcements by the network, which would also handle the billing on the network basis and at a standard charge of 7¼% of the hourly rate, have been accepted by 126 of the NBC affiliates to whom they were sent late last spring. As six of the network's broadcasting are located in Hawaii and Canada, NBC has only 26 holdouts to the plan, according to NBC's station relations division.

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WHEF GIVES UP

Kosciusko Station Fails to Attend Hearing

AFTER four years of apparently profitable operation, WHEF, Kosciusko, Miss., has decided to give up the ghost and turn in its broadcast license, failure to renew its license to operate on 1500 kc., with 100 watts night power, was the reason given on Sept. 4. Through counsel, it stated it had no testimony to offer. Examiner M. H. Dalberg, consequently, on Sept. 27, recommended the FCC that the application be dismissed with prejudice, which means the station will be allowed to注销 but to delete WHEF, unless something unforeseen develops.

WHEF had a construction permit in 1932 but did not begin operation until October 10, 1934. The station went by J. E. and C. E. Wharton, formerly in the insurance business. An application to move to Jackson, from the Kosciusko wouldn't support the station, was dismissed last June because another local had been granted in that city. Similarly, an application to transfer to Roy L. Heidelberg, Southern hotel operator, was dropped.

FCC Cites WTCN for Pulitzer Play; Hits Block Time, Technical Violations

A TEST case on what constitutes profanity or good taste in program service was ordered Sept. 27 by the FCC in a case of complaints over a broadcast last summer over NBC's Blue Network of the Eugene O'Neill Pulitzer prize play "Beyond the Horizon." The FCC cisc for hearing the renewal of WTCN, St. Paul, after receipt of the program continuity. It is understood all Blue Network stations that carried the program did not object and that NBC itself will be called in, even though the FCC has no present jurisdiction over networks as such.

The action unquestionably will be followed because it appears to be a border line censorship case. While it is not the first incident of this character, it is the initial effort of the Commission to "test" the matter of profane expressions in the broadcast program. The FCC renewal of the WTCN station was based on the O'Neill Pulitzer prize winning play of 1920.

Creating a Policy

So far as could be ascertained the Commission does not have in mind to make a broad ruling, affecting either network or affiliated stations but simply desires to establish a policy on this question. If the decision is interposed throughout the continuity of the play, it is reported, it would be the law of the road, though they were not connected. In one FCC quarter it apparently is felt that it will have to be used together to constitute profanity. The Commission majority, however, on the basis of the comments and findings of the whole subject should be studied and that unquestionably continuity will be a factor in determining the ability of a substantial portion of the listening audience.

The WTCN renewal was set for hearing at the meeting along with eight other station applications. Most important was the designation of the renewal of the WCMC, because of its hearing in connection with its wholesale lease of time which pursues the question of management control. This ques- tion will be raised at the chain- mononery hearing scheduled for Oct. 24 and will not be heard by an examiner.

In setting the WTCN renewal for hearing but because of a specific complaint in connection with the O'Neill broadcast over that station, the FCC requested its construction permit to contact NBC. It is presumed NBC will appear for all or any of its conclusions.

In August the FCC wrote WTCN declaring its attention had been drawn to the "Beyond the Horizon" broadcast [BROADCASTING. Sept. 15]. The station was asked to furnish a transcript, together with other data. Presumably it is the Commission's intention to adopt standards defining what constitutes profanity, so far as possible, after the test case. There is no indication of hearing this case before it is expected to occur until late this year.

In setting the WCMC renewal for hearing, the FCC took into account the 10-year contract made between NBC and Jack Radio, Co. of Camden, for lease of 1300 of the station's 1500 hours of operation per year at $25,000 [BROADCASTING. Sept. 28]. Because of the issue involved in the forthcoming monopoly investigation, it was felt that the whole weight of the committee's recommendation on this proceeding.

Several other stations were designated for hearing because of actions in several program services, including medical broadcasts. According to WOC, KFEX, Long Beach, and KAY, San Francisco, were set for hearing due to program service but through one of the Basic Science Institute, WNEL and WAKO, both of San Juan, Puerto Rico, were found secondary cases because of allegedly generally tax operations including block sales. Also KJAZ, Panama City, and WWJR, Tuscaloosa, Ala., and WBJW, New Orleans, were designated for hearing because of violation of FCC technical regulations.

It was also learned that a number of applications have been received by the FCC against a recent Judge Rutherford Jehovah's Witnesses decision as the application for a radio station in the Midwest. The Commission has asked the stations involved to submit the con- cerns to the public in connection with the completion of the application. In the past other complaints have been made against the anti-Catholic broadcasts of this religious group.
Independents, AFM Exchange Pacts

Signatures of 80 Are Completed, Others In Negotiation

FORMAL completion of negotiations between the National Committee of Independent Broadcasters representing the nation's non-network broadcasters, and the American Federation of Musicians took place Sept. 24 when Lloyd Thomas, chairman of the NCIB, and of the American Federation of Musicians, signed a two-year standard agreement with representatives of 80 broadcasting companies and declared the two-year standard agreement officially in effect.

This does not completely wind up negotiations, as some 40 or 50 more contracts are still being worked out in the number not yet begun. In all, 162 nonnetwork stations are required to sign union contracts, the remainder under the $20,000 exemption secured from the union by the NCIB in the first stage of negotiations last spring (Broadcasting, April 16).

With the contracts, the NCIB delivered to the AFM two letters, reading as follows:

To the American Federation of Musicians:

We beg leave to transmit hereewith the contracts executed under the Plan of Settlement dated May 4, 1938, by numerous independent broadcasting stations, who have abandoned their willingness to cooperate with you in the increased employment of Federation musicians.

However, we do not entirely unscion on our part, but was dictated by our desire to maintain the continued supply of electrical transcriptions and phonograph records that we have been broadcasting in the past.

Throughout our negotiations with you we have emphasized the necessity of the use of electrical transcriptions and phonograph records in the successful operation of non-network radio stations, and have advised the signers of these contracts that to insure the continuity of service, a supply from existing manufacturers they should agree to spend the proceeds of quotas for living musicians at the stations.

We have cooperated with you and your organization, and sincere hope our continued efforts will produce the desired results.

The Disc Problem

The stress laid on transmissions in the letters is not accidental. Preceding their delivery had gone two-and-a-half years of the record campaign with Weber; with Mark Woods of NBC, Charles Gaines of WBS, and M. E. Tomkins of AMP, and among the members of the committee. Most of the conferees, which several times threatened a refusal to continue negotiations with AFM, have been in a weakened situation, particularly the recent increase in the AFM wage scale [Broadcasting, Sept. 15] which the broadcasting companies are now negotiating to stop or curtail their supply of recorded music.

Assurances from the transcription companies that their present contracts with stations for library services will be held up until there will probably be no drastic increases within the next year, plus Weber's insistence that the new contracts adopted by the AFM general convention he was powerless to change it in any respect, the committee that last it had to do was to get all the local, and a majority, in order to get the contracts. However, it will continue to exert pressure on these stations for a modification of the scale at the next convocation.

Of all the nine committee members attended the session: Mr. Thomas; Harold A. La Fontant, WELW, C. Alden Baker, WBLK; H. Bliss McNaughton, WTBO; Frank D. Smith, Jr., WORY; Howard WCPO; Stanley Schultz, WLAG: E. Deane Shutt, WGT; Gregory Gentling, KROC. Also attending were representatives: E. H. Sorensen, attorney for the union, and Everett Revercomb of the AFM.

Mr. Taylor, KYFO, and Ralph Burton, KJBS, who assisted the committee in its roundup campaign [Broadcasting, Aug. 6, did not attend.

Neville Miller, NAB president, met with the NCIB during most of its first day's sessions, Sept. 22, divise him a general summary of recent negotiations with the union, with reference to the copyright situation. The committee went on record as approving the continuance of the NAB copyright bureau. Although its main objective was reached with the inauguration of the new union, the committee agreed to continue with its work of assisting stations in their negotiations with the local unions. All contracts are completed, and to retain its group identity at least until the next NAB convention.

Decca Prepares to Sue

Meanwhile another worry for broadcasters in recording music was in the offing as Decca Records prepared to start test suits against a number of broadcasting stations accused of ignoring its letter of last January stating that the company has property rights in its records that are violated when these records are used in broadcasting.

While many broadcasting houses have respected them, others have not, according to Decca register's attorney, it is against these violators that the suits will be filed. He added that a number of requests for permission to broadcast have been received and that the right had been granted to several educational and religious stations, but that it had so far issued no licenses or permits to commercial stations. The National Association of Performing Artists, which is seeking to tax stations for the privilege of broadcasting recordings made by its members, was not argued before the Philomatenes case, to be heard shortly, before making further demands on stations.

Marvin, Frouther Leave

RICHARD MARVIN, radio director of the Chicago office of J. Walter Thompson Co., and Gene Frouther, spot-time buyer, have resigned. At the same time it was learned that Chicago radio activities will be transferred to the New York office, with the Chicago space department handling pending radio accounts in that city.

Mr. Marvin resigned as of Oct. 1, 1938, and Mr. Frouther gave notice over to N. W. Ayer & Son, Mr. Frouther resigned effective Nov. 21. His future plans could not be learned.

Won't Sell WBAI

WITHDRAWAL from sales negotiations of WBAI, Baltimore, was announced Sept. 27 by Elliott Rosewater, president of WBAIC Inc. A number of offers for other Hearst Radio stations are being considered, it was stated, but no additional sales agreements have been reached. Stations in a number of cities, including WINS, New York; WISN, Milwaukee; KOMA, Oklahoma City, and KBA, San Antonio, have been sold subject to FCC approval, already have been entered into for KEHE, Los Angeles, WBAN, San Antonio, KNOW, Austin, and WACO, Waco. WCAE, Pittsburgh, the tenth Hearst station, has never been approached, according to Mr. Smith. Sales of a new radio sales office would be established within the week.

Empire State Network

Headed by Harold Smith

THE Empire State Network, regional chain comprising six stations in New York State, was organized Sept. 19, by Harold E. Smith, head of BRY WOR, WOKO, Albany, president, and broadcast transcriptions to a network program Sunday, Sept. 25. The network includes WABY and WOKO; WIBX Utica, WMBO, Auburn; WBY, Rochester; WBNF, Buffalo. Arrangements were also made with WHN, New York, to act as original network station. WHN will feed the network simultaneously approximately 20 hours of programs weekly. Permanent class C licenses have been secured for the network, which is being offered to advertisers with or without WHN. Mr. Smith stated that a network sales office would be established within the week.

WBCS will institute a series of Friday and Saturday evening broadcasts from Seagate, using, for the first time, the name of the 1938 Congressional campaign by spokesmen of the Democratic and Republican party organizations. Both parties will be given equal sustaining time.

MUSCIAN WALKOUT AT WPNF DEFERRED

DISPUTE between WPNF, Philadelphia, and the American Federation of Musicians over the station's expenditures for union musicians during the coming year had strained relations to the breaking point by last weekend, but the expected walkout was postponed for an additional week in hope that a settlement might be affected.

A meeting between Miss Hyla Kizales, general manager of the station, and union officials was scheduled for Sept. 28. H. C. La Fontant, member of the National Committee of Independent Broadcasters, presented the standard agreement for nonnetwork stations with AFM and which set up the terms for each station, was to have attended the meeting in an effort to bring about a settlement.

Based on the argument is the station, which from the first of September, 1937, to that date this year, has paid its musicians $40,000, or approximately $40,000 for musicians' salaries under its contract with the local, was originally for $31,000. Pointing out that since it signed that contract a depression has been developing, and that under the standard system of figuring its quota should be $12,000, it was also stated that this figure is entirely out of line with its present income, WPNF maintained that it had been refused any license and that under the standard system of figuring its quota should be $12,000. It was also stated that this figure is entirely out of line with its present income, WPNF maintained that it had been refused any license and that under the standard system of figuring its quota should be $12,000.

WACO-SEGAC Appeal

A MOTION of WACA, Philadelphia, to dismiss the bill of complaint filed against it alleging infringement of copyright in musical compositions by Cross & Winge, music publishers, and the Society of European Stagers, and his other composers, was argued before the District Court of the United States in Philadelphia Sept. 19 but decision was reserved. WACA asked that the bill be dismissed because by an agreement between the parties neither had a case against the station. WACA attorneys also claimed the court has no jurisdiction over the alleged acts of action, and that the court cannot issue the order or grant the relief sought in the bill of complaint.

WIBC Deal Off

NEGOTIATIONS for the purchase of WIBC, Utica, by Emil Gough and Curt Willson from Scott Howe Bowen, owner [Broadcasting, Sept. 15], have been broken off because of "insurmountable" difficulties between Mr. Willson and Mr. Gough. While there has been no disruption in the friendly feeling existing between the parties, it was nevertheless unable to reach an agreement, he said.

October 1, 1938 • Page 17
World Signs 31 for Opening Of Spot Group in Key Cities

"Gold Group" Selected as Name of Disc System; Merchandising and Research Plans Drawn

WITH 31 stations in key markets from coast to coast already aligned, Mr. Kendrick, director of World Broadcasting System, announced Sept. 27 that the new World Transcription System will begin operations as of Oct. 1. The war-time development has been labeled the "Gold Group," and has as its objective the stations covering the first 75 markets of the country.

World announced it is establishing a complete organisation to handle the transcription system operations. The sales staff will be divided into two groups, a creative selling force of 28 WTS staff which will operate collectively to assist advertisers and agencies in setting up campaigns for the systems. Along with complete merchandising, market research and publicity service will be made available to WTS clients.

The Package Plan

A. J. Kendrick, WBS vice-president in charge of the Gold Group operations, has moved to New York to head the "Gold Group". Mr. Kendrick said that the new plan removes two obstacles which heretofore have blocked more rapid and constructive growth of spot broadcasting. This has been accomplished, he said, through absorption in whole or in part of the mechanical costs for producing World's transcriptions and the ability to buy any number of spot campaigns on a package basis.

Membership in WTS is limited to a station in a market and while the advertiser may change his station if he goes into the market, he is offered complete selectivity of WTS markets and as many other cities as he desires. It was emphasized that WTS will not attempt to sell stations individually nor in any way compete with the established station representation methods. Mr. Kendrick said campaigns will be the primary sales goal, outlets offered as a group to meet the exact market requirements of the advertiser.

Mr. Deutch also announced appointment of a sales director of the Campbell-Ewald Co. of New York as the world advertising agency to place all public relations promotion and serve in an advisory capacity on other advertising and publicity problems for WTS. M. A. Hollingshead, former radio director of Campbell-Ewald both in New York and New York, has returned to the New York organization as account executive for WTS. This appointment becomes effective Oct. 1.

In discussing the project, Mr. Kendrick brought out that the package basis of selling advertising is not new. It is employed in the newspaper field through rotogravure, comic weeklies, weekly super markets and other exploitation media. It is used also in the outdoor and street-car card fields and is successfully used in the book promotion field. When he said, plans to introduce the same principle for spot radio and by this procedure mechanical costs is absorbed by member stations in much the same manner as line charges by networks. In operation, he said, the plan makes for greater economy, more efficiency and better control of spot radio.

The list of "Gold Group" stations as announced by WTS Sept. 27 was:

WOKO, Albany; WGST, Atlanta; WRTI, Baltimore; WRTH, Buffalo; WCYC, Cincinnati; WHK, Cleveland; WHK, Columbus; WIS, Milwaukee; W5X, S. S. Toledo; W5X, Dallas; KMBG, Kansas City; KLRA, Little Rock, AR; WHSE, New York; WRC, Philadelphia; WOIO, Pittsburgh; W5X, Boston; W5X, Orlando; W5X, Rochester; KDYL, Salt Lake City; KG, San Antonio; W5X, Seattle; WFAX, San Francisco; KBB, Santa Barbara; KIRO, Seattle; W5X, Sonora; KBOB5, Spokane; WFBK, Syracuse.

Mr. York, has Ewald both in publication promotion and serve attempt station if for tively handle the WITH Of WTS. Kendrick as New York moved to New York which will `Gold any way compete with the established as account executive of Campbell-Ewald Co., Chicago, to handle its account.

Court Grants New Delay In Trial of Libel Case

FURTHER postponement of the two-year-old suit of George H. G. Moore, FOC spook; BROADCASTING and its publisher and editor, alleging libel, was authorized Sept. 16 by the U. S. Court of Appeals District of Columbia, on motion of Payne's counsel, E. C. Alvord.

With the case, seeking $100,000 in damages, on the ready calendar, Mr. Alvord asked for a postponement until the January term. William E. Leahy, chief counsel for BROADCASTING, opposed the postponement, however, contending that they were ready. The court as a result denied the postponement until January but placed it on the docket for later hearing. It was likely that the case otherwise would have been reached during October.

The commissioner, who alleged he had been libeled in an editorial published in Oct. 15, 1935, issue of BROADCASTING, filed his suit the following December. BROADCASTING, through counsel, did not seek dismissal of the case immediately joined issue in the hope of speed of trial.

Auto Placements in All Media Clipped

Pendency Revival in General Business

RADIO advertising, in common with all other mediums, has been cut rather fine in the plans of the automobile manufacturers, in promoting the announcements of their 1939 models this month and henceforth. Initial announcements are being held at lowest possible levels, a checkup shows, with the promise of sharp boosts in the late fall, when a real revival of business this coming winter will find all mediums profit equally in an expanded program.

Chain programs, widespread a year ago, have been abandoned this year except in two cases. Spot presentations have had a perceptible cut also. However, one metropolitan manager's assertion that "radio is not a profitable medium for the sale of cars" was challenged sharply by the sales manager of a chain which were quick to point out that if the profit possibilities in any one area were to be determined by the likely by the lighting of advertising purchases, the newspapers and the magazines themselves would also be under question this fall.

Chevrolet Continues

The hailing by newspapers of the "abandonment" of the Musical Moments transcription series by Chevrolet speaking earlier, the record of the inadequacy of radio as a selling medium becomes entirely contrary. According to Leonard's the series will be renewed Oct. 9, after a silence on the air since Aug. 31.

The new series will be heard once a week over about 250 stations for a six-week campaign, which will carry the discs through to the New York Auto Show, starting Nov. 11. Thereafter business conditions will determine whether they will be continued. No spot announcements are anticipated for this announcement, and indeed, the manufacturer is concerned, although dealers are likely to engage in a free-for-all, and are now tentatively set for the Chevrolet 1939 model announcement. The manager is Campbell-Ewald Co., Detroit.

In connection with the Musical Moments campaign, it is understood on reliable authority that Chevrolet and its dealers were more than satisfied with the results of the preceding series. The fact that Chevrolet moved up front position in this price field, is evidenced by the fact, that, despite newspaper reports. While the actual reason for abandoning the series was not given, it is reported that the spot schedule was not disclosed, it is understood that technical and legal questions involving dealer assessments become involved not only in the Chevrolet campaign but in those of all other manufacturers. However, however, there were no, the transcription spot campaigns on a regular basis probably will be cut to a minimum.

Summary of other radio activity finds these situations:


Buick division of General Motors is using 26 recordings for 12-word announcers over 100 stations in leading up to its announcement Oct. 5. Will continue to sponsor big spot campaign, although no definite commitments are made. Agency is Arthur Kudner, Detroit.

Ford division of General Motors is using 26 recordings for 12-word announcers over 100 stations in leading up to its announcement over the radio, contemplated now. Agency is Macmanus, John & Adams, Detroit.

Caddillac division of General Motors is using 26 recordings for 12-word announcers over 100 stations in leading up to its announcement Oct. 5. Will continue to sponsor big spot campaign, although no definite commitments are made. Agency is Arthur Kudner, Detroit.

Chrysler Plans

Plymouth division of Chrysler Corp. used spot announcements over 100 stations in leading up to its new models late in September; announcements continuing into October. Agency is J. Stirling Geth- cell, Detroit.

DeSoto division of Chrysler Corp. plans no spot announcements on radio, according to J. Stirling Gethcell Inc., Detroit.

Dodge and Chrysler divisions of Chrysler Corp. are using name of dealers are Russell & Ryan, Detroit (Dodge) and Lee Anderson Adv. Co., Detroit (Chrysler).

Chrysler division is sponsoring Major Bowes on CBS on continued contract.

Ford, Motor Sunday Evening Hour on CBS until late spring; also it is sponsored by Boake Carter late in October announcements of new cars are led up to. Will drop Profit Quiz on CBS when new car runs out.

Studebaker Corp. plans are uncertain. Agency is Koche, Williams & Co., Chicago.

Hudson Motor Car Co. has no radio plans at present. Agency is Egan, French, Detroit.

Besides these producers there are the independents, including Graham-Paige Corp., Ford Motor Car Corp. and Willys-Overland Motors. They have not been consistent advertisers in any medium, and it is likely that the radio is thin.

However, new lower prices by Graham-Paige, a new streamlined model a la Cord by Graham-Paige, and the strengthened field organization of Willys may boost the sales standing of these producers to the point that radio may be of more value in the model year. Their agencies are: Graham-Paige, J. Waiter Thompson Co., Chicago; Hupp, Grace & Bement, Detroit, and Willys, U. S. Adv. Co., Toledo.

EUGENIE L'OUTREBE CRAY- EN, daughter of J.O. Commissioner T. A. M. Craven, married Morris Mil- ler Davidson Jr., of Bound Brook, N. J., Sept. 10 at St. Paul's Episcopal Church, Bound Brook.

Malted Milk Test

MOLLIE-O Corp., Chicago (canned milked milk), on Sept. 12 started a test of one-minute daily spot announcements on WOOD-FAS, Grand Rapids, and may expand the series to other stations. The firm recently appointed John H. Dun- non, president of Chicago, to handle its account.

THE ROLLING STONE

Page 18 • October 1, 1938

BROADCASTING • Broadcast Advertising
WHO offers you
A MILLION
EXTRA PEOPLE
FROM "IOWA PLUS!"

Before you release any radio schedule in the Midwest, exercise your slide-stick on this:

Everybody agrees on WHO's coverage of Iowa. But every index also proves that WHO gets 40% of its audience from OUTSIDE of Iowa.

Okay. Iowa has 2,470,999 people. This two-and-a-half million produces 60% of our audience. Therefore the other 40% MUST represent an effective coverage of at least another million people, OUTSIDE of Iowa.

That’s not only more real coverage than any other Iowa station can give you—it’s more than all the others, combined!

WHO
FOR "IOWA PLUS!"
DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

40% FROM OUTSIDE OF IOWA
60% FROM IOWA ITSELF
Oil Firms Dominate Football As Schedules Get Under Way

Associated, Fleetwing, Mid-Continent, Humble Among Sponsors of College Grid Contests

AS IN 1937, oil and gasoline sponsors dominate the list of concerns broadcasting college football games, although automotive, tobacco, and food firms are carrying grid programs on a local basis in some sections. Largest grid is being handled by Atlantic Refining Co., Philadelphia [Broadcasting, Sept. 1, 15]; Tideewater Associated Oil Co., Associated Broadcasting, San Francisco, and Humble Oil & Refining Co., Houston. General Mills has acquired rights to games in certain areas.

With a greater number of stations than it has ever used in the past, Tideewater Associated Oil Co., has launched its 13th annual campaign of intensive radio advertising with sponsorship of gridiron games on the Pacific Coast. Los Angeles, San Francisco, is Agency.

Mr. Deal, Harold R. Deal, advertising and salesman promotion manager of the company, stated that the expenditure will total over $250,000, slightly higher than for the previous year, due to the addition of stations in Honolulu, Hilo, Idaho and Arizona.

Mr. Deal has signed 71 stations in California, Oregon, Washington, Nevada and those previously mentioned. A total of 78 games will be aired by 10 Associated sportscasters.

Mild Commercials

All of the major networks will be used, including NBC, CBS, Mutual-Douglas Atlantic Radio System, in addition to a number of independents and several specially arranged networks, tied together exclusively for the football game broadcasts.

Associated held a conference in San Francisco Sept. 14-15 at which the sportscasters, radio representatives, college withholds, athletic officials and Associated executives outlined the fall program. Attending the meeting were Frank Bull and Sam Hayes of Los Angeles; John Carpenter, Stanley Church and Art Kirkham of Portland; and Hal Wolf of Seattle and Doug Montell and Ernie Smith of San Francisco. Mr. Deal directed the conference while Coach John Shop, University of California, and Tommy Fitzpatrick, official, offered advice. The sportscasters went to Berkeley where they worked out with Coach Allison and his California Bears.

Mr. Deal outlined the oil company's policies as to the commercials and scientists. The "dunk" type selling on Associated sportscasts is taboo and is to be replaced by a station reminder type of commercial. Mr. Deal stated to the point that there will be no commercials given during the actual play. Selling commercials will be given between quarters and at time out. Brief reminder plugs will be given intermittently throughout the game, but no more than two may be presented in any quarter. "We will not aggravate our listening audience by screaming at them to go out right after the game and fill in with Associated," Mr. Deal pointed out. "But," he added, "our sportscasters will gently remind the listeners that the football game to which he is listening and enjoying is being brought to him through the courtesy of Associated."

Associated is continuing the use of commentators, whose job it is to give a verbal picture of the color of the contests, during the half time, before the start of the game and at the conclusion of the game. This feature proved highly successful last season.

For each football game nine men are actually employed at the field, the sportscaster, commentator, observer, three technicians on the field, three technicians in the press box and a representative of Associated.

Special Hookups

Several unusual hookups between stations will be effected to bring some games to the public. For instance stations KUJ, Walla Walla, Wash.; KAST, Astoria, Ore. and KTKC Visalia, Calif., will be tied to the Mutual-Douglas Atlantic network especially for the Associated sportscasts. KSFL, Chico, Cal., will be tied to the CBS network in California to carry four games during the season. There will be a 95-mile remote pickup from Sacramento to KYA, San Francisco.

At Boise, Idaho, where the sportscaster will be talking into three microphones—one for KIDO the other for NBC network and the third for KRLC, at Lewiston, Idaho. On another occasion Associated will send recreated games to KFJ, Klamath Falls, Ore.

Merchandising Tieups

Tideewater Associated has devised an exclusive promotion schedule. Tons of thousands of football schedules for the entire season have been printed and may be obtained at Associated dealers. Weekly awards of motors are actually tank trucks carry a huge sign which reads: "Listen to Associated Sportscasts." Every Associated dealer has been supplied with a pocket folder which gives the entire season's football broadcasts.

Large posters are placed in the window of every Associated dealer each week giving the information about the games to be played and broadcast in that dealer's territory that week. All of the company's dealers have been supplied with a badge in the shape of a football which says "Ask Me About Associated Football Games."

As an additional promotional tie-up this year, Associated is utilizing the Dick Dunkel football forecast service, offering the mathematical accounting of games played each week with the subsequent forecast of outcome of the forthcoming games, based upon the mathematical ratings liberated from the preceding games.

As a forerunner to the opening of the Pacific Coast gridiron season, Associated is planning network on Sept. 19 broadcast a football rally. The main portion of the broadcast will originate in San Francisco. Thirteen coaches told of their teams' chances during the broadcast, which originated from WPFA and WNBA in Seattle, Portland, Ore., and Spokane. At each of the five cities three average fans were brought to the program.

Associated's schedule follows:


Humble's Fourth Year

Humble Oil & Refining Co., Houston, Texas, whose first year in the college game business was 1936, is entering its fourth successive year as sponsoring-play-by-play broadcasts of the football games of the Southwest Conference this fall. Some of the games will be broadcast on WFBA-WBAP, Dallas, and Ft. Worth, and some on the full Associated network in San Antonio, and KPBC, Houston, as well as WFBA-WBAP. Kern Tipps of KPO, Hal Thompson of WFAA, and Ck Lande of WBAP will do most of the announcing, with other announcers to be assigned as needed. Full schedule of broadcasts, with Associated and other through the year Humble agency, Franke-Wilkinson-Schwetz, Houston, follows:


Oldsmobile Division of General Motors, Detroit, will sponsor the Northwestern U. football games on WJZ, according to Mr. Paul P. Sherman, WJJD sales manager, who concluded the deal through D. P. Brother & Co., Detroit. WJJD broadcast the games in Detroit.

(Continued on page 33)
A NEW CHAMPION!
A new corn husker king is crowned as farmers from coast to coast listen in on NBC Blue Network!

OF THE PEOPLE...
AND FOR THE PEOPLE!

National Farm and Home Hour a Striking Example of NBC's Formula for Building Great and Loyal Audiences!

IT DOESN'T JUST HAPPEN that the National Farm and Home Hour is the oldest institutional program on any network! For ten full years, this hour of news, educational talks, and musical features, presented in cooperation with the U.S. Department of Agriculture, has given probably the greatest service ever rendered to farmers. Like so many NBC programs it is "of the people... and for the people"... a program that admirably fits its listeners. That's why it holds a large and ever-increasing audience through the years. In these days, programs must have a basic reason for existence, must offer a real service either in entertainment or in education, if they are to be successful. And it is a matter of record that the National Broadcasting Company leads in developing such programs... programs that fit all listeners or any specific group of listeners according to the circumstances. That is why NBC is "Broadcasting Headquarters."

NATIONAL BROADCASTING COMPANY
The World's Greatest Broadcasting System
A SERVICE OF THE RADIO CORPORATION OF AMERICA

October 1, 1938 • Page 21
Chatterton Heads Portland Stations

Jennings Now Sales Manager; KEX, KOB Both Full Time

A MANAGEMENT reorganization Set for the half-owner, publishing, Co., publisher of the Portland Oregonian and operator of KGW and KEX, led to the appointment of Charles O. Chatterton as manager of both stations while Carey Jennings, who has been holding the

posts of both general manager and sales manager, was assigned to full-time duties as sales manager.

Mr. Chatterton has served for several years as an assistant business manager and the newspaper, giving particular attention to radio, and has long taken a deep interest in

independent radio stations. KEX, an NBC-Blue outlet leased from NBC, on Sept. 25, went to full time under an NBC authorization, along with KOB, Albuquerque, N. M.

The two stations heretofore have shared the 1180 kc. clear channel at nights but the installation of directional antennas was authorized for the full-time experiment.

KEX uses 5,000 watts, KOB 10,000.

Mr. Chatterton's shift was part of a reorganization anticipating expiration of the estate trusteeship under which the newspaper and stations have been operating. The 20-year Pitcock estate trusteeship expires next year, and, Ole Guy T. Viskinniski has been engaged as consultant to make a survey of the business for one year.

Other changes include the elevation of Palmore's long-time managing editor to manager; M. J. Frey from circulation manager to business manager, and Arden X. Pangborn from executive news editor to managing editor.

O. L. Price remains as president and publisher.

Mantle Discs

MANTLE LAMP Co., Chicago (kerosene lamps), on Oct. 24 will start one to three quarter-hour discs titled Hugh Aspinwall weekly on WAPI KTBS WMZC WTCO KMA WIBW KPH WCHS WJDX KWTO KXMO KFPA KGY WBT WPTF KFYR WDAY WKY KTUL WNAX WSM KGCN WLA WOAE WERF WCHS.

The same variety show will be broadcast live on WCCO, half-hour, Sundays. Beginning Oct. 22 the firm will sponsor an half-hour with Paul Phillips starting the Saturday night of the Barn Dance on WLS and WHO. In addition, the sponsors has signed up for 12 minutes of Magical Clocks six days weekly on KOA and KDKA. Presha, Fellers & Presha, Chicago, is agency.

Lever Sale Spots

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Sept. 22 began spot announcements for the one-cent sale for Rinso on its CBS daytime serial, Big Sister. Ruthrauff & Ryan, New York, is the agency.

Lang-Worth Issues Musical Catalogue With 2,000 Tax-Exempt Compositions

A CATALOG of some 2,000 tax-exempt musical compositions, all transcribed, is being issued as of Oct. 1 by Lang-Worth Feature Programs Inc., which since 1935 has been specializing in production of public domain and other tax-exempt music for broadcasting.

Calling these 2,000 numbers "the first milestone on the road to copyright security," C. O. Langlois and Ralph Wentworth, operators of the venture, unfold in a preface to the catalog their long-range plan to make available an unlimited supply of independent music for radio. The catalog listings cover about 500 public domain compositions, with the remainder other works, including popular numbers which are tax-exempt and outside the ASCAP fold.

Only the Beginning

Lang-Worth has some 120 station subscribers throughout the world, including 70 in the United States. The catalog is being made available to all subscribers. It lists selections not only alphabetically according to title but also classified under instrumental or vocal performing groupings. Every selection, it was pointed out, is guaranteed free of music tax in the United States when used in transcription form under the Lang-Worth insignia. Immunity from damages is guaranteed by Lloyd's, the catalog's state.

Pointing out that music is the "life-blood" of radio, the preface states that the catalog is a step toward the goal of an independent music supply for radio, but that a clean course to a haven of refuge in 1941 (upon expiration of current ASCAP contracts).

Less than 20% of the world's music is protected by valid copyright in the United States, with the balance in the public domain, according to the company. Radio makes little use of this "free 80%" be use of "ignorance of its existence or how to secure it, because new copyrights or copyrighted arrangements in the public domain are more convenient.'"

If increased music taxes "after 1940" and the expiration of existing ASCAP contracts are to be averted, according to Lang-Worth, "radio must quickly work out the only practical solution of its problem—production of its own popular music and open the door to public domain by radio-owned arrangements."

While Lang-Worth uses the preface to its catalog to sell its transcription service, it nevertheless covers the copyright plight of the broadcasters in apt fashion. It says: "It is fundamentally sound that radio be totally dependent upon outside sources for its music. That radio must pay for the questionable privileges of exploiting new songs and promoting them into assured money makers for the copyright owners; that radio must pay copyright organizations when broadcasting public domain music."

Flexo Glass Spots

FLEXO GLASS Co., Chicago, starting between Oct. 1 and 17, will air two 15-minute shows weekly on KWTO and WNAX; three 15-minute discs weekly on KITW and WNAX; two 15-minute participations weekly on WOWO; three quarter-hours of live talent shows weekly on KMA; three 15-minute shows weekly titled Sun- risers on WNCO; 15 minutes each Saturday night of The Barn Dance on WLS and WHO; six spot announcements weekly on WIBW and KMMJ. Presha, Fellers & Presha, Chicago, has the account.

NEW YORK STATE Communist FCC, New York, on Sept. 16, began 25-minute spot announcements on WOA, New York, to run through Nov. 7. The program, language, are all in Jewish, Spanish, German and Italian, are being used on WHOM, Jersey City, and WCNS, Brooklyn.

FOUR IN MICHIGAN ARE SIGNED BY NBC

FOUR STATIONS of the Michigan Network keyed from WXYZ, Detroit, on Sept. 25 joined the NBC Blue Network on a regular basis. The total number of stations affiliated with both NBC Networks thereby was increased to 163. The stations are WAPI, Flint; KEX, Lansing, WELL, Battle Creek, and WIBB, Jackson. The cities are identified with the automotive and general manufacturing industries. In each instance the stations are the only one in the city.

As outlets of the Michigan Network, these stations for the past several years have carried a portion of NBC sustaining programs. Under the new arrangement, however, the account with actual Blue Booklets. The total population of the four cities is estimated at 600,000. Retail sales in the area in 1936 aggregated $133,000.

WFDF is operated by the Flint Broadcasting Co. on the 1310 kc. channel with 500 watts full time. It is managed by Howard M. Loeb, WJIM is owned by Harold F. Gross and operated on 1420 kc. with 250 watts day and 100 watts night. WELL is owned by the Escanaba News and operated on 1420 kc. full time on 1420 kc. with 100 watts, D. E. Jayne is manager.

WIBB is managed by Herman Radner and managed by Roy Radner. It operates on 1370 kc. full time with 250 watts day and 100 watts night.

Magazine's List

CANDID EYE, Philadelphia, (magazine), on Oct. 1 was to start a test campaign of one and two day spot announcements on SIL KFQ WQAX WMMN WSYR WHB KF1R, and a 15-minute participation on WTM. The campaign may be expanded, according to Roy E. Dodge, radio director of the Allied-Best Co., Chicago agency in charge.

Buick Spots on 97

GENERAL MOTORS Corp., Detroit (Buick) for Oct. 8, will run a series of 28 spot announcements on 97 stations throughout the country. Further spot announcements may be used later. Agency is Arthur Kudner Inc., New York.

WHO'S Iowa Barn Dance Frolic begins its eighth year of Saturday night presentation, with an "Off Home Week" from Des Moines' Shrine Auditorium, produced by Stan Widney.

www.americanradiohistory.com
WXYZ's Dramatic Script Writers

FRAN STRIKER - Chief of WXYZ's script department, noted for the last six years.

HARRY SUTTON, JR. - The last four years supervision of dramatic script and productions.

RICHARD E. OSGOOD - Script writer for the last three years.

CHAS. D. LIVINGSTONE - For the last five years daunt in WXYZ's dramatic department; lately named dramatic director.

RUSSELL NEFF - For seven years WXYZ's program director.

TOM DOUGALL - WXYZ's script writer and assistant director the last four years.

WXYZ is proud of its ability to train writers, actors, and technicians, in producing famous radio entertainment it originates such as "The Lone Ranger" - "The Green Hornet" - "Factfinder" and many others, appreciate the compliment by another Detroit radio station.

Over 105 radio stations in the United States (affiliated with regional and coast-to-coast networks; plus independent stations) are licensed by WXYZ to broadcast "THE LONE RANGER" and "THE GREEN HORNET" features.
Texas State Net
In Formal Debut

Executive Staff Completed as New Chain Takes the Air

Before 8,500 people, including numerous executives of radio and advertising, the Texas State Net- work was inaugurated Sept. 15 with a nationwide broadcast which was also the occasion of the fourth birthday party of K-F Mutual Broad- casting System. The 23 stations of the Texas State Network became affiliated with K-F Mutual as a result of the inaugural of the state-wide chain.

Harry Roosevelt, president of the Texas State Network and President of Hearst Radio, Inc., was master of ceremonies for the long program which originated in Fort Worth’s Casa Manana. Among the introducers were Gov. W. J. Allred of Texas, Governor-designate W. Lee O’Daniel and his now famous radio plugin. Ballyhooed film and radio celebrities including Bob Hope, Shirley Ross, G. A. and George Chesebro, radio comment- ator, and Everett Marshall, baritone. Governor Allred spoke of the growing radio industry and commended the new Texas Network. He pointed to the manner in which it could change the economic future of the state.

Executives Completed

In addition to the managers of the 23 stations of the network, numerous advertising and radio executives were present. Stations in the network are KFJZ, Abilene; KFJW, Fort Worth; KFJU, Lubbock; KFJC, Galveston; KFRO, Longview; KGK, Tyler; KMC, Texarkana; KPLT, Paris; KRK, Sherman; Denison; KAND, Commerce; WACO, Waco; KTEM, Temple; KHOW, Austin; KABC, San Antonio; KLV, Galveston; KXY, Bryan; KYKE, Greenville; KRBC, Beaumont, and KRIS, Corpus Christi.

Mr. Roosevelt announced the appointment of Samuel H. Bennett, manager of KFJZ, Fort Worth, as vice-president of the Texas State Network in charge of station operations. KFJZ is the flagship station along with KFJZ, which Mr. Roosevelt operates.

The entire roster of the executive personnel of the network is as follows:

- Elliott Roosevelt, president; Neal Barrett, Hearst Radio vice-president and general manager of the Oklahoma chain.
- George McCullough, manager of the Dallas station and K-F Mutual’s vice-president; Harry A. Hutchinson, manager of KFJZ and former manager of KVOO, Tulsa, general manager and station manager; Leon Krupp, managing director; Leonard Cloutier, public relations and civic program director; George McCullough, assistant music- al director; Dallas; Russell Lamb, music- al director; Dallas; Russell Lamb, music- al director; Dallas; Russell Lamb, music- al director.
- Mr. Roosevelt’s secretary is Miss Mary Virginia (Pat) Murphy.

Texas State Signs IRS and Accounts

Appointment of International Radio Sales Inc., Hearst Radio subsidiary, as exclusive national representatives for the newly formed Texas State Network, was announced Sept. 28 by Elliott Roosevelt, president of both organizations.

Announcement was made following conferences in New York by Mr. Roosevelt and Neal Barrett, executive vice-president of the Texas State Network, with Hearst offi- cials and other representatives under consideration. The contract is for a one-year period and is non-cancelable. It also covers in- dividually 19 of the 23 TSN stations which do not at present have exclusive national representatives, Mr. Roosevelt said.

Texas State Network, radio’s newest chain enterprise, has five commercials on its 23-station net- work within a week of its inaug- ural Sept. 15, according to Mr. Bar- ret. Commercials already signed are:

- Electric industries of Texas began Sept. 16 with three quarter- hour, weekly, for 13 continuous weeks.
- Midwest Refrigeration, Inc., Minneapolis, started Sept. 26 for Wheaties for ten weeks with four quarter-hours, Mondays through Thursdays, with All Texas Football Review, over 23 stations, daytime, one hour Friday, nighttime, for All Texas Football Roundup, 18 stations, through Knox-Reeves.
- Tyler Commercial College, Tyr- ler, Tex., five spot announcements within 3 weeks, daytime, over 23 stations, placed direct.
- McCaughey Rosiers, Mills, Dallas (Air-Mail and Air Mail), 3 spot announcements a week, for 13 weeks, over 23 stations, placed direct.

The network is offering 17 hours of programming daily to its net- work, including MBS programs. An elaborate brochure, telling the TSN coverage and market story, has been prepared.

KMMJ to Grand Island

KMMJ, Clayton, Neb., was au- thorized by the FCC Sept. 20 to move its main studio to Grand Island and plant to Platte- tips, Neb., where it is planned to install a new vertical radiator. The 1,000-watt daytime outlet will con- tinue to operate on 740 kc. The station, which specializes in farm pro- grams, is managed by Ralph Searle, and owned chiefly by Don Searle, manager of KOIL, Omaha, and Herb Holm, manager of KMOL, Wilson, Texas. They also own the weekly, Clay County Sun.

Daytime Station

Starting in Tulsa

Taking over the transmitter plant of KTUL, which is about to start operating with a new 5,000- watt transmitter from a new site, Tulsa’s new station KOME will go on the air some time between Oct. 1 and 15, according to Glenn Con- don, former newspaperman and former commentator of KVOO and KTUL, who will be general man- ager. Mr. Condon was original managing director of the Okla- homa City station, which KOME will join as soon as it starts operating. The station will operate with 250 watts daytime on 1310 kc., having been authorized last June by the FCC.

A commercial manager will be Harold Grimes advertising man. Robert L. Lattimore, former program director of WKOZ, Kala- naoo, and before that with WKY, Oklahoma City, and KVOO, will be program director. James F. Massey, program director of KFJZ, Beaumont, Texas, will continue as the network, musical. Announcers are Al Hunter, former WKOZ and Jay Crum, formerly with KVOO and KTUL. Musical director will be Don Doan, recently with KRBC, Abilene.

Its own radio building with stage and studio auditorium seating 200 is being completed. The station’s model electric kitchen has been in- cluded, with a cooking school to be conducted by the depart- ment with General Foods. A remote control studio at Sapulpa, Okla., 13 miles away, will be added.

Correction permit for the station was issued by the FCC to Har- ry Schwartz, president of the Tulsa Federation of Labor, but an application will be made shortly to assign the name to Radio, now Consolidated Sales Corp., of which Mr. Schwartz will be principal stock- holder, and to Radio Sales Corp., which is owned by George Mc- Kinnons, president of the network.

Four Breezy Spots

GIBBS & Co., Chicago (Bree cos- metic), on Sept. 25 started a series of quarter-hour radio gossip shots by Miss Betty Bree, and KSTP with WTMJ to be added. The series will soon be extended to stations in Detroit, St. Louis and Kansas City which will be signed up and to be used eventually. Local announc- ers will be featured with commer- cials given by girls using the name Betty Bree. Ruthrauff & Ryan, Chicago, has the account.

Plan to Transfer KTAT

To Wichita Falls, Sale

To Col. Knight Proposed

Final sale of the KTAT, Fort Worth outlet of the newly-formed Texas State Net- work, and its removal into Wichita Falls, Texas, is contemplated in a deal worked out in September between Ray- mond J. Thompson, an attorney, and Col. W. T. Knight, Wichita Falls oil operator. Wichita Falls has now purchased a station, the removal last May of KGKO into Fort Worth, when it was sold, it is understood, involves exchange of 51% of the stock in KTAT to Mr. Knight for $5,000, with Mr. Brook obtaining the balance. The application for the new outlet will shortly be filed together with an application for re- moval of the station to Wichita. Sale of control is contingent upon the station’s removal.

The change would give Texas State Network and also the Mutual Network, with which it is affiliated, a new outlet in Wichita Falls while KFJZ, Fort Worth local owned by Mr. Elliott Roosevelt, would remain as the network’s outlet there. KTAT operates with 1,000 watts full time on 1240 kc., and while asking FCC authority to remove the station to Wichita, they would move Mr. Knight plans also to apply for a power increase to 5,000 watts.

Sam Bennett, newly named TSX vice-president, is a manager of KTUL, Oklahoma City, and will remain with that station when it is moved to Wichita Falls. Mr. Bennett, says Mr. Roosevelt, is a native of Wichita and a graduate of the old Southwestern Broadcasting System.

If the move is authorized, Wichita Falls may have two stations, for the first time, one general outlet to the community and a network outlet. Mr. Roosevelt, a charter member of American Airlines and purchased the network, the station several years ago when the old Southwestern Broadcasting System was acquired.

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This Man did it.

This Man is a modest man, but a smart one; smart enough to sit behind his desk and win an empire. He did it with WBBM.

Yes, an empire. A good one, too. Bigger than Sweden and Norway combined. Bigger than Hungary. Bigger than Belgium or Bolivia or Bulgaria.

Bigger, that is, in terms of people and money.

For This Man is not interested in subjects, or geography . . . he is interested in customers. He isn't concerned with ideologies; his main interest is sales.

This Man is the typical WBBM advertiser, and the empire This Man has won is WBBM's primary area. Bigger than Sweden and Norway combined. Bigger than Hungary. Bigger than Belgium or Bolivia or Bulgaria. Bigger, that is, in terms of people and money.

And This Man has won his empire for his products by successful sales strategy . . . for his empire is a sales empire, well worth winning.

In the 98 counties which are WBBM's primary area of response . . . This Man's empire . . . live 10 million people, whose buying income per family is 28% higher than the U. S. average.

It's an empire peculiarly responsive to WBBM advertisers because of WBBM's outstanding audience and advertising leadership. Let one of our men tell you more details about this great market . . . about how to sit behind your desk and win an empire.
DEWEY LONG NAMED MANAGER OF WSAI

With the appointment of Dewey H. Long, as general manager of WSAI, Crosley Radio Corp., has completed its station channel organization, according to James D. Maybank, president and general manager. Mr. Long was recently joined WAPI, Birmingham, as the station’s sales activities as head of the newly-opened CBS offices that city.

Mr. Long succeeds Robert E. Dunville, who recently became general sales manager of WLT and WSAI, succeeding Robert G. Jennings, now with the Kaster agency in Kansas City. He has been with the station since its opening in January.

Thad H. Holt, president of WAPI, announced Sept. 17 that he has not yet named a successor to Mr. Long. However, the manager of WBT, will report Radio Sales, CBS sales affiliate, in that city for the time being as Mr. Long’s successor.

Minit-Rub National

BRISTOL-MYERS Co., New York, will use Fred Allen’s “Town Hall Tonight” program to introduce Minit-Rub nationally. Distribution to 4,749 retail drug outlets in cities over the national Minit-Rub Club has not previously been sold will be completed before the start of the fall series on Oct. 5, according to Joseph M. Allen, advertising manager of Bristol-Myers.

Previously advertised by spot radio in New York, Chicago, and Detroit, and through newspapers in Baltimore, Boston, Buffalo, Chicago, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, St. Louis and Washington, the product will now be released in New Orleans, Portland, Ore., Salt Lake City, Long Beach, Los Angeles, Seattle, Spokane, Denver, Pasadena, Atlanta, Raleigh, Durham, Nashville, August., Minn., Norfolk, Portsmouth, Bangor, Lewiston and Portland, Me. The full-hour Wedgeay was assigned to advertising to toothpaste and Sal Hepatica as well.

William Resumes

J. B. WILLIAMS Co., Glastonbury, Conn. (Glider and Williams), has signed a 12-year re-named Dr. Harry Hagen’s “True or False” program, which tests the general knowledge of men and women in different professions on a tour of six cities outside of New York each Monday evening. As Dr. Hagen selects from his studio audience each two teams of six members each, providing the quizzes the half price. Cincinnati, Baltimore, Minneapolis, Cleveland, and Pittsburgh are among the stations in the program ending in Detroit on Oct. 5.

Gop Using CBS

Series of seven campaign addresses by Republican members of Congress is being carried by CBS on a coast-to-coast network, beginning Sept. 24 and running through Nov. 6. The Telecast National Committee, with Senator Gerald. N. of North Dakota, and although the complete schedule has not yet been announced, it is expected that the group will include Senator John M. Connally of Texas, chairman of the Republican National Committee, and Representative Joseph Martin, of Massachusetts, chairman of the Republican Congressional Committee.

WIBC, Indianapolis,

Delayed in Debut

Completion of studios and offices on the 9th floor of the Indianapolis Athletic Club for the new 1400-watt-WIBC, Indianapolis, was announced Sept. 23 by C. A. McLaughlin, general manager. There are plans to convert the RCA-equipped and acoustically treated for radio production.

The opening operation Sept. 25, will be delayed in going on the air for a few weeks, Mr. McLaughlin said. WIBC recently purchased the radio tower and real estate formerly used by WIRE and after extensive improvements, including the installation of a new 1000-watt RCA transmitter, will use this site, 5/4 miles northeast of Indianapolis, on Millersville Road.

Mr. McLaughlin announced appointment of Bob Craney as program director and Otis Roush as continuity chief and announcer. Mr. Longwell, a native of Indianapolis, has for the past eight years been associated with WFDF, Flint, the Curtis Indiana Network, WIND, Gary, and WJIB, Detroit. He will supervise all of the station’s program activities, including news, promotion and the station bureau.

Mr. Roush was production manager and continuity chief of WILC, Muncie, for 16 months and has worked for radio for six years, with WJTS, WHTU, KB, Jonesboro, and KLCN, Blytheville, Ark.

Buckley Starts Spots

W. K. BUCKLEY Ltd., Toronto (proprietary) starts one-minute dramatic spots on 3 Canadian stations five times weekly, Oct. 15, to run till Dec. 16 and to be repeated. The stations, five times weekly, to 15, and 21 FCFR, Toronto, will have ten- minute shows four times weekly during the same periods. Richardson & MacNeil Adv. Service, Toronto, handled the account. The company has distribution in the United States and may go on the air in this country.

Watchtower Links

WATCHTOWER BIBLE & TRACT Soc., Brooklyn, N. Y., has launched a speech, Fascism or Freedom, by its head, Judge Rutherford, on Oct. 2, to be broadcast over its own station WBBR, Brooklyn, with an independent channel hook up of about 100 stations. Judge Rutherford has plans to tour cities on the program and plans to talk on the current political situation.

Alka-Seltzer Spots

MILES LABORATORIES, Eiron (Alka-Seltzer) will soon start a five-minute spot series consisting of Hoover Hot Shots in five family crises. The series will be broadcast over three cities twice weekly on 90 stations or six times weekly on 50 stations. Adv. Agency, Chicago, is agency.

Koppers Sponsors News

Three Times Every Hour

On Wandas, Philadelphia, CLAIMING to be the largest purchase of news time by a single sponsor, WAD, Philadelphia, recently announced sale of an hour program in an agreement made an extensive survey of news broadcasting and coverage in the Philadelphia market, including the amount of news broadcast and time. WAD, a subscriber to the National News Service, has arranged for the full wire schedule. To identify the program, the engineering department has devised a special system of code signals to precede each item.

Half Interest in KRBM

Is Acquired by Craney

Assignment of one-half interest in the new KRBM, Bozeman, Mont. local, by the Roberts-Mac Nab Co., to B. Craney, operator of KGIR and KPFA, was requested in an application filed with the FCC Sept. 14.

The construction permit for the new station, on 1420 kc. with 100 watts, full time and signal, was filed by the company in which Mr. Craney was interested. Under the new arrangement, Craney gets 50% of the stock to Mr. Craney is requested, with B. R. MacNab Jr., retaining the other 50%, on a partnership basis. It is presumed the station, shortly to go on the air, will be known as a Craney and a KGIR-KPFA combination. The voluntary assignment is subject to FCC approval.

Denalan Test

DENALAN Co., San Francisco (dental plate cleanser) recently launched a spot announcement campaign in Pacific Coast stations (KFRC, San Francisco; KZK, Seattle and KFAC, Los Angeles). The campaign has proved successful and the sponsor is considering increasing its radio time later this year. A pilot is through Rand & Rhodes & Co., San Francisco.

KEGK, Sterling, Colo., 100 watts on 1200 kc., has applied to the FCC for authority to move into Denver and operate daytime only.

www.americanradiohistory.com
WKY sells for you every step of the way.

Oklahoma City is the Jobbing Capital of Oklahoma

WKY’s influence in Oklahoma begins where selling begins... with jobbers. WKY is the only station whose coverage fully coincides with the actual territories of the majority of Oklahoma’s most influential jobbers and gives them the solid selling support they need and want in their own markets. With Oklahoma’s retail dealers it carries such weight that dealer polls in Oklahoma invariably swing to WKY by a landslide. WKY sells for you every step of the way in Oklahoma... sells your product on BOTH sides of the counter.

WKY - OKLAHOMA CITY

Representative - The Katz Agency, Inc.

Owned and Operated by The Oklahoma Publishing Company
Wisconsin U. Asks 50 kw. on 670 kc.

Full-time Clear Said Needed As WMAQ Facilities Sought

SEEKING a clear-channel outlet for the State of Wisconsin, the University of Wisconsin, operator of the daytime 5,000-watt WMAQ on 940 kc., has applied to the FCC for authority to go to 50,000 watts on the 670 kc. frequency. The 670 channel is now occupied by WMAQ, NBC-Red key station in Chicago. At the same time an application was filed with the FCC for a voluntary assignment of WLB1, licensed to the State Department of Agriculture and Markets at Stevens Point and using 6,000 watts daytime on 800 kc., the Board of Regents of the University of Wisconsin. It is planned to coordinate all State radio activities under the university, although it is proposed to give up both the 900 and 940 kc. frequencies in the event the 670 kc. channel is authorized.

The selection of WMAQ’s frequency is based purely on engineering considerations and not on any question with the present channel. The location of the proposed new 50,000-watt outlet would be in Columubus County, about 30 miles near the State’s center of population.

Evening Time Sought

In support of the application, it is pointed out that the new channel are intended to cover rural areas and that Wisconsin’s two daytime stations are not now serving the need for a comprehensive program of adult education because they must sign off on local. It is also stated that Wisconsin at present has no clear-channel stations while Chicago alone has four. There is a popular demand, it is stated, that the six-year-old Wisconsin College of the Air be given in the evening.

The application, the official statement adds, was submitted upon recommendations of public educational agencies and statewide organizations assembled at a general meeting to discuss future plans. The station is designed by M. E. McCaffrey, secretary of the University’s Board of Regents. A letter endorsing the proposal is written by Gov. Phil LaFollette and President C. A. Dykstra of the University of Wisconsin Foundation. The Attorney General of the State will represent it at the hearings.

Under its plan of coordinating broadcasting activities, the board of regents has formed a State Broadcast Advertising Council consisting of the president of the University of Wisconsin, the superintendent of public instruction, the director of University Agricultural Extension, the director of the Department of Agriculture and Home Economics, the director of the University Extension Service, the secretary of Normal School, Regents, and either the State Board of Vocational Education, the dean of the School of Education, or the technical director of radio stations.

WOL TRANSFERS

To 1930 kc., Raises Power; Saluted by WJSV

A UNIQUE salute to its neighbor station WJSV was broadcast the evening of Sept. 22 by WJSV, CBS Washington outlet, on the occasion of WOL’s shift from the regional status. At 6:30 p.m., the 5,000-watt WOL shifted over to 1230 kc. with 10,000 full time, carrying special announcements and an ad program.

Mr. Dolph Wolf broadcast the ceremonies and later that evening broadcast them again from the disc, along with congratulatory speeches by Harry C. Butcher, CBS Washington executive; Jess Willard, WJSV manager; and Al McDonald, WJSV sports caster.

William B. Dolph, WOL manager, briefly reviewed the WJSV outlet during the salute program. There were salutes during the evening to Mutual Network, of which WOL is a member. Of particular interest were the felicitous speeches over both WJSV and WJSV to LeRoy Mark, WOL’s owner, who is lying critically ill in Washington. Mr. Butcher presented the transcription, in a silver-mounted box, to Manager Dolph for presentation to Mr. Mark.

WALNUT DISC

CALIFORNIA Walnut Growers in Los Angeles (Diamond Wal- nute), in mid-October will start a half-hour series on a group of stations nationally in cooperation with the American Walnut Council. List of stations is now being made up. The transmitted program, being cut by WBS, Hollywood, will use a Hollywood commentator, with Bill Goodwin as master of ceremonies.

James Fonda is expected to host the series, with placement thru Lord & Thomas, Los Angeles.

Skelly Picks List

SKELLY OIL Co., Kansas City, on Oct. 10 starts Captain Midnight, a quarter-hour dramatized aviation program, for children, five times a week on following stations: WOW KLZ WHO KGO KFWK KGWY WDAY WBRU WBS WDC WCAU KQBC WKBH WCCO KSD WIBW KNHF WX NWO KGBX Blackie - Sample - Hummer, Chicago, handles the account.

ONEIDA ENLARGES

ONEIDA Ltd., Oneida, N. Y. (Community Plate), in addition to its new program of advertisements, on Sept. 13, started a series of 26 weekly spot announce- ments, in connection with the Musical Roundup program for 13 weeks on WNAC, Boston, and WICC, Bridgeport, thru BBDO, New York.

Carp’s Kit is really a utilitarian proposition. Here is H. K. Car- penter, vice-president and general manager of WHK-WCLE, Cleve- land, a board in this American liner with bag in hand. It is an ordinary zipper overnighter, but it has a complete portable Philco receiver, built-in by WHK engi- neers. There’s plenty of room too for overnight things and papers. Tracked is riding on the golf course and other remote places for program checkups.

Joint Gas Series Proves Successful

Industry Likely to Continue Cooperative Advertising

NATIONAL cooperative advertising by the Gas Association, which includes the regional Chef series on a split NBC network, will likely be continued for another three years, it was indi- cated by Kurwin R. Boyes, secre- tary of the association, in an address before the American Trade Association of Gas Appliance manufacturers convention Sept. 22-24 in Pittsburgh.

The national gas drive, now in its third year, has kept within its budget and has developed sustained enthusiasm throughout the gas indus- try, he said, and “it now seems certain that our executive board will approve the continuance of national advertising for another three years on a probable large scale.”

The Mystery Chef, about to complete its third year on the air, has exerted a powerful influence on the public acceptance of gas fired and modern gas appliances by thousands of listeners,” Mr. Boyes said. “Some 2,500,000 of the Chef’s fans have called at the offices of participating companies for his recipe book. In radio circles this response is considered to be exceptional in view of the fact that the distribution of the book is restricted to company offices for it. In addition, some 625,000 individuals have also applied for copies of the Chef’s supplemental list of recipes. The thousands of letters received by the Chef and by partic- ipating companies leave no doubt that this program has more than met every claim for it.

“Because all member companies of the Association are not particip- ing in this broadcast and because of the actual completion of a separate organization, Regional Advertisers Inc., was formed legally, and is a distinct from the American Gas Association to handle it. There is, of course, the closest cooperation with the two organiza- tions. Regional Advertisers is perhaps unique in that it had a surplus which was returned to sub- scribers.”

Clipp Manager of WFIL; Withycomb Takes Leave Because of Ill Health

AFTER nearly four years as business manager of WFIL, Philadelphia, Roger W. Clipp on Sept. 19 became general manager of the station to Donald W. Withy- comb, who has taken an exten- sive leave of ab- sence because of ill health. Samuel R. Withycomb, WFIL president, announced the appointments.

Mr. Withycomb and Mr. Clipp ceased active management though remaining available in an advisory capacity.

Mr. Rosenbaum announced ele- vation of Margaret G. Schaefer as production manager of WFIL for two years, as assistant general manager, to a field of operations, production and personnel. Jackie Stewart will continue as sales man-ager, with offices in Philadelphia and New York.

Mr. Clipp declared upon assum- ing the WFIL general management, that WFIL will be brought closer to the network—NBC Blue and MBS—throughout amplifier, and that emphasis will be placed upon merchandising and other ad- vertising, and that the relation- ship will be made more flexible, he said, with a greater degree of cooperation.

Jaspert Heads Local Sales

George Jaspert will remain as local sales manager, and Mr. Stew- art will spend more time in Phila- delphia, coordinating the operation of the sales department, Mr. Clipp said. He added, however, that the appointment of Mr. Jaspert is not the culmination of his position.

Mr. Withycomb joined WFIL as general manager, Dec. 1, 1933, after having been manager of the NBC station relations department. Prior to that, he had been with M. H. Aylesworth, first NBC presi- dent, since 1921, first for the company and later both in the Na- tional Electric Light Association, in which Mr. Ayles- worth headed, and as his assistant.

Mr. Clipp, who was with NBC first as a commercial engineer and then under I. H. Schaefer, was manager of the station relations department, joined WFIL along with Mr. Withycomb as manager. Mr. Schaefer originated the commercial radio operator and graduated from the University of Pennsylvania in 1925. He occupied an executive po- sition in a bank in Hagerstown, Md., until 1929 and since that time has been in radio.

Mrs. Schaefer is a graduate of Rockwood College since 1949. At WIBG, Glenside, she moved in 1930 to WCAU and during a period of three years served there as an assistant program director. In 1933 she became program director of WHAT, Philadelphia, and came to WFIL in 1936, where she was named pro- duction manager there a year later.
In the Brilliant Light of PROGRESS

A MORE POWERFUL AND GREATER KDYL
SALT LAKE CITY

Penetrating more deeply into the alert, responsive Salt Lake market... largest, richest, most important market between Denver and the Pacific Coast... KDYL now extends to advertisers a "bonus" in greater coverage. KDYL has always been a result-getter, due to its popularity as the undisputed leader in showmanship. Now, with up-to-the-minute technical facilities and increased power, KDYL offers you even brighter opportunity. Its progress can be your progress in this major market.

THE popular STATION • NBC—RED NETWORK

John Blair & Company
Chicago • New York • Detroit • San Francisco • Los Angeles • Seattle

Broadcasting • Broadcast Advertising

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Possibly you are an advertiser—radio because you have envisioned broadcasting is your most logical at an expenditure which can be as radio will mean so much to you, capable management of these st
or you have a client—who has hesitated to use large expenditures for time and talent • If so, spot answer. Spot offers you the full selling power of radio modest as you choose • Because your first step intion choice is doubly important. The experienced, ations is success insurance for your radio plans.
Visual Receivers Pushed in London

Annual Exhibit Dominated by Television Equipment

EVIDENCING a concerted drive by British radio manufacturers and BBC to push the popularity and practical use of television, video equipment and technique dominated the exhibits at the annual Radiolypia in London. Over a hundred different television receivers were shown, with every firm showing at least one model, and bigger manufacturers displaying from five to eight.

Among the sets on exhibit, size of the projected images varied from 4x6 inches for the desk models up to 24x19 inches in the home receivers. Cathode tube construction predominated, and some exhibited were to market for as low as $125.

Largest Studio

For Exhibition visitors BBC constructed what it claims to be the largest television studio in the world, with glass walls through which an actual television broadcast can be watched. A coaxial cable connects the Exhibition studio with the main studios in Alexander Palace. In addition, exterior programs from the studio, and a fashion show were carried.

Radio receivers exhibited incorporated push-button control and were shown to be domesticated. Cathode tube construction predominated, and some exhibited were to market for as low as $125.

SET MAKERS HOPE FOR SALES BOOST

AFTER a dull half-year in all divisions but broadcasting, the radio set trade opened its 1939 season with the brightest outlook in many years, according to Dun & Bradstreet. Rising consumer income, revival in home building, and improved prospects for motor sales are looked on as stimulating demand for all types of receivers.

Extension of rural power also promised a broadening potential market for locally-operated sets. Reduced inventories and more comprehensive price agreements indicate that the industry is putting its house in order.

Results for the first six months of 1938 showed distributors' sales off as much as 80% from 1937, with an average drop between 25% and 45%. Despite a pickup during the latter part of the period, half-year sales were still below 70% of 1937. On the basis of the improved trend in inquiries and orders, the trade estimated that about 4,000,000 radio sets would be produced for 1939, July 1 and the end of the year.

Film Talent to Receive Double Amount Paid for Radio Appearances in 1938

IT IS conservatively estimated in Hollywood that the current radio season will witness a doubling of the pay received by radio film talent. Since 4,000,000 shares of $1 par value common capital stock to be offered through Mayhew & Reilly, brokers. The firm estimates it will receive $1,300,000 from the sale. Of this amount, according to a statement to the SEC, $500,000 will be used to develop five television cameras, including the Priess system and to set up a revolving fund for the manufacture of television cameras. The corporation has an authorized capitalization of 4,000,000 shares of $1 par common capital stock, of which 3,479,990 will be outstanding upon completion of the proposed financing.

WIL Never Silent

WIL St. Louis, recently began a 24-hour operation schedule, claiming to be the first St. Louis station to operate regularly on an around-the-clock basis. Since the station was founded by L. A. Benson in 1922, broadcast hours were limited to 14, until 18 months ago when The Fire Patrol, a 3-hour dance session heard from midnight until 3:30 a.m. came on the air. Under the new arrangement, The Fire Patrol will continue from midnight to 6 a.m., when the first early morning program, the Breakfast Club, comes on. WIL is using a trailer carrying two 24-screen billboards to acquaint downtown crowds with its new service.

TELEVISION dominated the annual Radiolypia held recently in London, with over 100 video sets on display. The picture bracket is a Scophony-Ecko television with screen 24x20 inches. Next is a table model His Master's Voice receiver. At right is another His Master's Voice set, with a 7½ x 8 inch picture. The Belling & Lee television antenna, suitable for ordinary listeners, is at right center.

Big Pay, and Little

As usual, top flight names will draw the lion's share of the appropriations. Ten top film names will take $5,000 weekly each; 25 will draw from $3,500 to $5,000 for an appearance; 50 will receive from $2,000 to $3,500; 150 will run from $1,000 to $2,000 and 500 will earn $100 to $1,000 per week.

The current season scale will not reflect an advance over last season in any categories. In the various categories, the increases being due almost entirely to larger personnel. Agency buyers have so far managed to control and curb the runaway and hysteria profits of motion picture stars and outsiders to pyramid and skyrocket talent fees, and it is doubtful if the current season will produce any variation from the prevailing fee-standard. Five thousand dollars a program continues to be the contract stipulation between top film names and sponsors.

In most film studios contract players are still required by agreement to appear without company on radio programs which hold exploitation possibilities for their pictures. The old free-appearance practice for personal exploitation is practically extinct. Screen Actors Guild and American Federation of Radio Artists, as well as other labor unions have virtually put a stop to the practice.

Program for Zenith Dealers

RAY THOMPSON Co., Los Angeles (radio dealers), host of a general sales meeting of Zenith distributors, on Sept. 12 sponsored an early morning meeting for KPLA Los Angeles to secure for the Southern California stations what to expect in the new 1939 Zenith radios.

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BROADCASTING • Broadcast Advertising
Through authorization of the Federal Communication Commission, KEX has been granted full time on the air!

Outlet in Oregon for the National Broadcasting Company's Blue Network — KEX now offers this increased advantage to all national advertisers.

Remember, when you are using radio advertising in the Northwest, there's none more powerful, nor a better buy, than KEX. Call our representatives for further details.

KEX
RADIO STATION OF THE OREGONIAN ★ PORTLAND OREGON
N B C B L U E N E T W O R K
REPRESENTATIVES ★ EDWARD PETRY & CO., INC., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, LOS ANGELES
Educators to Use Million Dollars in Time for Programs

Chicago Series This Season

Given Widespread Coverage

A MILLION dollars worth of radio time will be available for the University Broadcasting Council for its 1938 programs, according to A. W. Miller, director of the non-profit organization incorporated in 1935 to further education by radio at the University of Chicago, its parent institution.

Before the UBC was established, approximately $10,000 annually was spent by the three schools for broadcasts, exclusive of the commercial value of the time donated by the stations. The study discloses that the University of Chicago, the New York Times, and WMAQ of NBC, WBBM of CBS, WGN of MBS, and WIND—$169,000; Rockefeller Foundation, $30,000. This sum, of course, is in addition to the cost of the programs, which in 1934-35 totaled $169,000; in 1938 totals $1,000,000.

Widespread Coverage

Significant is the increase in the value of time granted the universities before and after UBC, since it reflects the increasing realization of broadcasters of the quality and showmanship of UBC programs.

For the 1933-34 period, time amounted to $116,000; 1934-35, $169,000; after formation of the University Broadcasting Council, 1937-38, $398,000; 1938-39, $1,000,000; 1937-38, $1,000,000. (The time is computed at the then commercial rates.)

Another comparison of the interest is the percentage distributions of programs by days of the week. Before the University Broadcasting Council, 71% of the programs were broadcast in daytime, and only 29% at night. The UBC figures indicate a reversal with 70% of the programs aired at night, only 29% broadcast in daytime, and 17.4% aired on Saturday afternoon and Sunday morning.

Coverage maps of UBC programs show that prior to the formation of the Council primary areas of reception were confined to all or part of the following states: Illinois, Wisconsin, Nebraska, Michigan, Ohio, New York, New Jersey, New Hampshire, New Mexico, Montana. Primary area coverage for the new UBC system is the United States with the exception of Western Texas and Western Kansas. Prior to UBC, there was but little network program heard in universities outside of the Chicago area, while in the spring of 1938, UBC had 11 networks shows on the air in a single week.

The growth of the University Broadcasting Council is attributed to its practical approach. "We have increased the appeal of our programs," Mr. Miller said, "by maintaining the professional staff skilled in radio techniques which has materially raised the level of our broadcasts. The constant training and supervision of individual faculty members have made many of them effective broad- casters, and we have made it possible for the radio audience to hear all of our educational broadcasts together with our features and securing time schedules that do not conflict. Believing as we do that radio is the medium of educational broadcast- ing is to be found in increasing the quality of our programs, we have concentrated upon this rather than the quantity of broadcasts to be built at the three universities." The staff of UBC, in addition to Mr. Miller, includes Peter Weath- ley, assistant director; Joe Ailey, production manager; Henry Bar- box, librarian; and Malcolm Romberg, chief engineer.

UBC programs now on the network include Discovery, a Weekly Round Table, NBC; Northwestern U. Reviewing Stand, MBS; Science in the News, WBC; featuring a com- mentary, "The Education of a Continent," an extemporaneous lecture featuring Prof. John T. Frederick as book critic; Radio's Radio, NBC; Wm. McGovern of Northwestern U.; From the Ends of the Earth, MBS, during which recent Features and News Items will be broadcast. Local fall shows of UBC will include: "A Day Without Tomorrow," a program designed to show the thinking process, on WGN; The Lifeboat, WGN; Thinking Straight, The City, Government and Business, Abundant Life, News Behind the News on WGN.

Programs of UBC have received many awards. In 1937 the Chicago U. Band received the highest award of the Women's National Radio Committee and the medal of merit from "Radio Guide," as well as honor nominations from the American Exhibition of Recordings of Educational Programs. The Exhibi- tion also awarded Science in the News and The Right Job.

Work of Office of Education Division

Is Expanded by Additional WPA Grant

EXPANSION of the activities of the Radio Division of the U. S. Office of Education, which administers WPA grants, is to be made possible by an additional $200,000, which will support its work through next June at least, according to Prof. W. T. Reuben, director of the non-profit organization incorporated in 1935 to further education by radio at the University of Florida.

Mr. Reuben was scheduled to confer on this project in Washington, D. C., Oct. 27. He will visit all institutions of higher learning in Florida, according to an announcement of the organization.

The new funds, which will be made available to the University of Florida, will be distributed among the educational institutions of the state for the purpose of "programming for educational radio in Florida," according to the announcement.

WHA Host at Meeting

On Educational Project

SUPPLEMENTING its pioneering efforts in education by radio, WHAS, Louisville, was host at a meeting in Louisville, Sept. 30 of representatives of broadcasters called together to complete the project. For a number of years, WHAS has established listening centers throughout Kentucky with special programs of an educational nature for the outlying areas. This project was to be rounded out at the Sept. 30 meeting.

Educators from Indiana, Ohio and Tennessee and broadcasters from the same area were to be represented. Speakers included Prof. W. Studebaker, U. S. Commissioner of Education; Allen Miller, of the Louisville Courier-Journal and Times, with the Courier-Journal and Times, which operates WHAS, was to pres- side, with Mark Ethridge, vice- president of national music and former NAB president, to conduct the round table.

Texas Quality Network

Celebrates Anniversary

CELEBRATING its fourth anniversary this fall, the Texas Quality Network, on WBAQ, Fort Worth, and other member stations WFAA, Dallas, and WTAM, Houston, broadcast a special program beginning at 6 p.m., Sept. 10.

TQN, organized in the summer of 1934, began operation the fol- lowing Sept. 10, giving advertisers facilities to broadcast a single program over a large area, one of the major large market areas of the state. The network has been used extensively for football broad- casts, and during the Texas Centennial in 1936, WBAP fed several special programs to NBC on coast-to-coast hookups.

Chime Code

A CODED chimes system, replacing the customary gongs at station breaks, has been inaugurated at WJNO, West Point, Va., to notify station employees who are off duty of any emergency arising at the station without also informing the listening public that the station is in trouble. Within three days after a broadcast system was installed its value was proved when the announcer on night duty, who was given an emergency signal, whereupon another announcer, who was listening to the driving of his car, rushed to the Station and took over.

Honor for McGrady

EDWARD F. McGrady, former Assistant Secretary of Labor, who last fall was host at the Radio City, New York, was named by the boards of directors of both NBC and RCA, was honored by the American Art Council of Chicago, representing both industry and labor, at a dinner at the Hotel Astor, New York, April 15. Notables attending the dinner were James R. Sheffield on the RCA and NBC boards by vote of the directors. In the life and career of Mr. McGrady, and in his devotion to the public service, he has been present to honor the labor leader.

Magazine Feeder

PENINSULAR News Service Corp., New York, has begun a daily program, The Hour of Spains, to promote the magazine Spain, on WHAS. The program, which is on WHAS, has been given additional space on WHAS.

Page 34 • October 1, 1938
Leading the parade of nine outstanding dance bands to be added to

NBC THESAURUS

BLUE BARRON and his ORCHESTRA

Well known to radio audiences from coast to coast for his network programs. A regular Victor-Blue Bird recording band...now playing at the Green Room, Hotel Edison, New York City, booked for October appearance at the Paramount Theatre, New York City.

NBC THESAURUS supplies stations and spot advertisers with program material most in demand by listeners. It is now in the process of increasing the dance section of the service, and announces the addition of nine new dance orchestras, all of which will be top-notch popular orchestras. For further particulars, write

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
ELECTRICAL TRANSCRIPTION SERVICE
RCA Building, Radio City, New York

October 1, 1938 • Page 35
Power Increases In Canada Likely

CBC May Boost 100-Watts To 1,000 Watts Oct. 3

By JAMES MONTAGNES

That some of Canada's 100-watt stations will receive power increases to 1,000 watts at the Oct. 3 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Ottawa is considered fairly certain in Canadian broadcasting circles.

The CBC general manager, Gladstone Murray, stated he was satisfied with the work of most private stations. Louis I. D'Amboise, director of broadcasting, Sept. 1, in his recent talk to listeners, has surveyed the radio field and concludes this summer, and his recommendations for some power increases are expected to be considered at the Oct. 3 meeting of the Board of Governors.

It is considered that the recommendations will be made for regional directors, the first of whom was recently appointed for the British Columbia region. J. Gilworth, associate professor of English at the University of British Columbia, has been granted a leave of absence to become CBC regional representative. He will be mainly occupied with matters of policy and public relations. Similar representatives are to be appointed for the Prairie region, Ontario, Quebec and the Maritime CBC divisions. The appointment of these directors is in line with the CBC policy of making available public good will, a problem the CBC still has to overcome, though public reaction is more favorable today than a year ago. Making commercial network shows available to the entire Dominion and broadcasting on a quality sustaining network shows have gone a long way to win public approval for the CBC.

This season the CBC is inaugurating a Dominion-wide drama contest to encourage Canadian authors to write radio plays. Four cash prizes of $250, $150, $100, and $50 are offered. The contest is the first serious Canadian attempt to give Canadian authors opportunities to enter the Canadian radio play market.

CBC Makes Changes

Canadian Broadcasting Corp. announces that Sir Wilfred Laurier's former Quebec station, CRCK, changed call letters and became CBV. This brings the total up to nine, CRRC, Toronto, and CRCV, and CBV, Chcioutiens, with call letters which recall the former Canadian Radio Broadcasting Commission, or CRC. At the same time CKPC, Brantford, has been taken off the list of stations receiving occasional broadcasts from Toronto and CKWX, Vancouver, has been added to the list which now totals 56 broadcasting stations and three shortwave outlets.

WBBM Signs Grimm

CHARLIE GRIMM, sportscaster of WBBM, Chicago, has signed a three-year contract with the station, according to H. Leslie Atla, vice-president of CBS. Form manager for two years, Col. Grimm joined WBBM on July 2 [Broadcasting, Aug. 1] to alt- nate with Pat Flanagan in coverage of the Cubs and White Sox home games. "Grimm has exceed- ed our expectations," Mr. Atla stated, "and has in fact been pushed himself into first rank among baseball broadcasters." I will cover the major league meetings and the spring training camps for WBBM in sponsored Sports Huddle series.

Reaxll to Use 200

UNITED DRUG CO., Boston (Rexall products), on Nov. 1, will start Reaxall Magic Hour, an RCA-transcribed show featuring Ben Bernie, to Chicago radio stations during about 200 stations during the week of the company's semi-annual one- event sale. Sturgis & Finney, New York, is agency.

STEHLMING BREWERS Inc., Evansville, Ind. (Stelling beer and ale), on Sept. 24 started Pinstack Reviews, a number of four shows every matter whom votes weekly on WAPI WISH WMJ WSM WHAS, Ruthrauff & Ryan, Chicago, is agency.

Oil Firms Dominate Football

(Continued from page 20)

Notre Dame. On the two other Sat-urdays afternoon, Jim Dudley will broadcast play-by-play accounts of Illinois U. versus the Wildcats and Ohio State from Champaign under Oldsmobile sponsorship. Following the eight games Old Heidelberg Inn, Chicago restaurant will sponsor a quarter-hour musical football score program on WJJD through Roche, Williams & Cunyngham, Chicago.

WBBM, Chicago, on Oct. 4 will start Sports Huddle under spon- sorship of Stewart Bros., Phil- delphia (Marvel cigarettes through Aitkin - Kynett Co., Philadelphia agency. The series will feature Pat Flanagan, Chicago Cubs announcer, and will be on the air through its heavy production schedule. Reaxall has been assigned for the 1939 season.

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It's only the beginning of the Fall season, yet IBC is scoring high—higher than in any previous year—in the renewal of old accounts and the signing of many new ones!

Sure, there's a reason—and it's simply this: Progressive Advertisers realize that to popularize your product with our "Friendly Family" of 2,500,000 Italo-Americans you must advertise "The Italo-American Way!"

After doing so, you, too, will say, on your first quarter report of increased sales, "it's only the beginning!"

THE INTERNATIONAL BROADCASTING CORPORATION 
NEW YORK CITY

SCORE:
14 NEW ACCOUNTS FOR IBC FIRST QUARTER...
Irwin Heads KVI Sales, Programs to Thompson

EARI. T. IRWIN, formerly with the Chicago office of Free & Peters, has been appointed sales manager of KVI, Seattle, succeeding Edward J. Jansen, who

Mr. Thompson  Mr. Irwin

Sept. 1 took over the post of commercial manager of KGU, Honolulu.

Peters, has the Programs atizes Live and Elvin Adams has director for the Philharmonic savers at Cincinnati, and Elvin Adams has director for the Philharmonic in Chicago.

INDUSTRIAL TRAINING WHKC WOL KSO KOIL stations Sanland; Remar Baking WCAE, gram, named six sponsors "the (department of the agency.)

Mr. Vernice Thompson, has been appointed sales manager for KVI, Seattle, succeeding Edward J. Jansen, who

RADIO AND THE SCHOOLS

A NEW "Radio Listener's Course", designed to instruct school teachers and pupils in the modern techniques of understanding the radio. This course is presented by the Department of Education of the University of New York, and is being conducted by Professor J. H. Shehan.

PROGRAMS atizes Live and Elvin Adams has director for the Philharmonic savers at Cincinnati, and Elvin Adams has director for the Philharmonic in Chicago.

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Cooperative on Mutual Starts With 6 Sponsors

COOPERATIVELY sponsored by local advertisers, the Show of the Week began Sept. 25, on a fee basis.

 эффекта of radio listening on children is the subject of four broadcasts of the Youth's Hour, which will be revived this semester as a project of WOSU, Ohio State University, after a lapse of one year.

Vasco Discs on 19

V A D S O C A L S Corp., New York (Quinlax cold tablets), in addition to its Mutual and Yankee network program, a show of the Week, has been broadcast over MBS with numerous sponsors. Sponsors lie year, with station WOSU, Ohio State University, after a lapse of one year.

Industrial Discs

INDUSTRIAL TRAINING CORP., Chicago, will soon start a new series titled "Live in," five and 15 minutes, on from 80 to 100 stations per month during the winter. Program dramatizes unusual news events and scenes in a newspaper office by a newspaper columnist.

Plug for Paderewski

WFAA, Dallas, a second of the million dollars the motion picture industry is spending in its go-to-the-theater drive when it recently sold a spot to Dallas Var-

Wurlitzer May Add

ROUDLPH WURLITZER Co., Chicago, on Sept. 26 started Say It, a new quarter-hour disc series for WAGR. The series featuring the music of famous instrumentalists recently on WMAQ, and the series may be extended to other stations during the fall. Schwimmer & Scott, Chicago, is agency.

Mr. Irwin will direct both the Seattle and Tacoma sales departments. Mr. Thompson will be in charge of all locally produced programs. He was at time program director of KFAB, Lincoln, Neb., and on the KTLA, Chicago. He has written some of the scripts for the First Nighter program and originated the Court of Missing Heirs on CBS.

REAL LIST COMPLETED

ROYAL TYPEWRITER Co., New York, has before it a list of suggestions for the participation and spot announcements campaign which starts on Sept. 10 for 13 weeks. On WQXR, New York, six half-hour participations weekly are featured on a spot exclusive program, while six-quarter-hour participations weekly are featured on the following programs: Musical Sounds of WACO, high school student leader on WMCA, New York. Early Pictorial on WBN, New York, and KYW, Philadelphia. The 15 stations which are using from one to six spot announcements weekly are: WACO WHN WCEI WGN WFL I KFI KNX WABZ-WBZA WE G WHK WGR AT WAK T KF O KE D AE WJ AS WOKO WGY KMCB.

Campeau Succeeds Ryan

J. E. (Ted) CAMPEAU, in charge of operations and staff of CKLW, Windsor-Detroit, has been promoted to general manager, replacing Frank Ryan, who resigned last month to become public relations counsel of Hudson's Bay Co. Mr. Campeau has been with the station since it was established, and before that was a publications representative in Michigan, Ohio and Indiana. Mr. Campeau is a graduate of St. Michael's College, Toronto, and a law graduate of Osgoode Hall. He left a law practice 13 years ago to enter the advertising field. He is vice-president of the Windsor Advertising & Sales Club.

Page 38 • October 1, 1938 • BROADCASTING • Broadcast Advertising
HELLO! we are starting work now on our 1939 Year Book Number... if you are a new firm... if your corporate name, address or personnel have changed... or if you were inadvertently omitted from the 1938 Year Book directories, we'd like to hear from you so that proper questionnaires can be sent you.

Thank you,

BROADCASTING
FCC to Probe All Broadcast Phases

Duplication, Ownership Discs Indicated in Oct. 24 Agenda

(Continued from page 16)

casting, engineering aspects are not totally outside the scope of its study. For example, the ancient bugle call of duplication programs is definitely a part of the agenda. The committee states that its engineering department has made a preliminary survey of the problem of duplication. "At a given location, either in the primary or secondary area of a particular network station, the same program may be received from several other stations," it declares. "The extent of instances of such duplication, the necessity thereof, and the advisability of regulation thereof, will be fully investigated.

Today there are no standards as to what does or does not constitute excessive duplication. Some are proposed in the new standards of engineering practice, which tie into the pending proposed new regulation now before the FCC action. But it is felt in some FCC quarters— and Commissioner Sykes has been the most vehement critic—that there is too much duplication of programs. He first began the crusade in 1928, and really has never let up on it.

Regional Duplication

The engineering department, under Assistant Chief Engineer Andrew D. Ring, has made a survey of network duplication. There does not appear to be any serious problem, according to testimony in past hearings, of widespread duplication in the primary service areas of network stations. But the overlapping of signals of the same network programs in secondary service areas has been the center of controversy.

In the North Central area of Ohio, Indiana, and Kentucky, and in the thickly populated Northeastern area, the complaint of overlapping appears to be most serious. Toward the West, it becomes less pronounced and constitutes no problem at all beyond the Mississippi.

Since there are no standards, the question to be determined is whether listeners are entitled to a choice of stations broadcasting identical network programs. The question is the question of whether two stations in the same city should broadcast the same program (as occurs in certain instances), whether stations close to metropolitan areas should be on the same network, and, in fact, the whole question of determining public policy on the right of listeners to have a multiplicity of identical program choices.

Should the Commission conclude there is no excessive duplication, it is reasonable to expect that it will lay down standards in terms of intensity of signals, which will preclude affiliation of stations with given networks when the overlapping signal exceeds the minimum requirements specified. And in those situations existing at the time the regulations are to be promulgated, it is presumed that type of operation would have to cease within a reasonable time.

Such a development would unquestionably be taken care of in special regulations to govern network and syndicated programs. The commission believed the Commission would undertake to pass upon actual affiliations of stations with networks, because of these definitely would involve financial arrangements, and there would be an inevitable conflict bordering on rate regulation.

About 200 transcription companies, large and small, have been invited to the hearings by special letter, along with three national network organizations (NBC, CBS and MBS) and 20 regional or state networks. In addition, all licensees of stations have received notices. As was brought out in the Sept. 15 BROADCASTING, the committee has thrown open the hearings to the public, with all persons or organizations permitted to offer evidence. Appearances were requested to appear at the hearings and present evidence through qualified witnesses "covering their corporate organizations, operations of network operations, including relations with affiliates and with each other, with advertisers and advertising agencies and with telephone and telegraph companies, as well as facts as to their ownership and control." By "directing" network to appear in this way, the committee departs from procedure in all other hearings it has ordered, under which same appearances have been more or less voluntary.

Management Contracts

Makers of electrical transcriptions and recordings likewise were requested to furnish a letter to appear. They were asked to produce evidence "with respect to their relations with, and the extent to which persons other than authorized licensees may exercise influence over management, operation or control of broadcast stations.

This phase, it said, "will explore the so-called 'lease and management' contracts under which licensees allied with the major networks are permitted to transgress the growth of network organization, as well as those upon which others than authorized licensees may exercise influence over management, operation or control and is deemed most important." Licensees were directed in the special letter to supply the Commission by Sept. 30, 1939, with a complete verified statement on such arrangements, and during the hearings many of them "will be interrogated fully," said the Commission.

NBC Hollywood Studios to be Ready Nov. 1 as Need for Space Increases

COMPLETION of the new NBC Hollywood studios in a classical modern design, is expected prior to Nov. 1, slightly behind schedule, but the time is necessary in order to increase production load in the western division. This will mark the completion of the new buildings of the two dominant networks to create major production units on the West Coast, and follows CBS occupancy of its new studios in that city by a half-year.

Don Lee Broadcasting System, Los Angeles, Pacific Coast outlet of Mutual, seeking new studios and auditoriums, has completed its survey of the Hollywood sector. Announcement is expected momentarily that this organization will start building operations by the end of the year on a site between the new CBS and NBC headquarters, a building on Arroye Aves., fronting on Sunset Blvd.

Thus the answer is already given to the general skepticism in national radio circles a year ago over the importance of Hollywood in the radio spectrum. It is already estimated that the program output of the networks for national retransmission is more than double that of last season, and new commitments are forecasted for next season. If the present tempo of production assignment to Hollywood is maintained, it will be necessary for both NBC and CBS, to make regular use of overflow facilities. Although the new buildings are not ready for occupancy until November, they may also require the networks to build additions to their present new studios.

Each Studio a Unit

NBC's new studio and administrative building at 6065 & Vine St., Hollywood, has been designed according to the unit principle (see BROADCASTING, Sept. 15). Each studio is housed in a separate structure detached from the main building. The four major stud-

Page 40 • October 1, 1938 • BROADCASTING • Broadcast Advertising
Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely “step-up” the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Offices in New York, Chicago,
Philadelphia, Birmingham, Detroit

www.americanradiohistory.com
As we go to press, the foregoing stations constitute the Gold Group. Additional stations are being added regularly to complete the major market coverage of the United States.
THE Gold Group IN RADIO...

THE WORLD TRANSCRIPTION SYSTEM

"Tested Stations of the Nation"

ON OCTOBER 1, 1938, an entirely new type of broadcasting unit “takes the air”... The World Transcription System! Tested stations—dominant in their markets, leaders in the civic life of their communities, and strong in sales effectiveness—now form radio’s new “Gold Group”... the first coast-to-coast completely flexible-market group of radio stations!

A NEW Step in Radio

These tested stations now join with the World Broadcasting System in making available to advertisers a new plan for buying selected markets. The World Transcription System offers both the national and regional advertiser an opportunity to buy a flexible transcription campaign on a group basis, absorbing mechanical costs, in whole or in part, but maintaining all the flexibility and other desirable features of selective broadcasting.

A NEW Medium for Advertisers

Thus, today, the World Transcription System makes it possible to buy a selective campaign with the efficiency, control and economy of network broadcasting—a great new step in radio! Advertisers and their agencies will be interested in learning about the many sales advantages and budget savings this latest radio development offers and WBS invites their inquiries. Address World Broadcasting System, 711 Fifth Ave., New York.

World's vertical-cut transcriptions account for 70% of all sponsored radio recording. Only World delivers true Wide Range quality, because only World records on Western Electric equipment, by the Western Electric Wide Range method. There's nothing finer on the air! Hearing's believing. Ask for an audition at the nearest World office or member-station.
Under Scrutiny

THE FCC finally has shown its hand in the so-called "chain-monopoly" investigation. It takes little more than a glance at the notice of hearing to ascertain that "chain" and "monopoly" are rather empty words and that the investigation actually will be a penetrating inquisition of broadcasting as an industry.

That should have been obvious at the start. How is it possible to survey the status of the networks without inquiring into affiliated stations, which really are the networks? But the notice goes far beyond that. The whole field of transcription broadcasting is included. So are the fiscal relations of stations with networks, with advertisers, with their representatives, with agencies—and in fact every piece of the jigsaw that makes up broadcasting by the American plan.

There is no apparent hostility in any legitimate quarter over the investigation, and there shouldn't be at this stage. But the FCC's notice of hearing, and the accompanying data, go far beyond anything anyone apparently contemplated. That still doesn't mean that broadcasters, or any group in the industry, should kick over the traces. But it does mean they should make every preparation to protect their interests.

The unusual importance attached to transcriptions by the FCC Committee is noteworthy. Does it mean to ascertain whether transcription growth has been stifled by the networks? Or, at this late date, does it intend to determine whether transcriptions are fit program material?

The FCC Committee has "requested" 194 transcription companies to appear and produce evidence. Transcription companies are not licensees of the FCC; there appears to be no legal basis for "commanding" their appearance, though it goes without saying that the front-line companies will be there. As a matter of fact, a substantial number of the companies listed as transcription producers are small operators, primarily on the Coast, and probably will not appear.

The investigation conceivably can result in changing the complexion of the network maps. The Committee proposes to extensively into duplication of chain programs. While it is hard to believe it would assume responsibility of approving or disapproving network affiliations, it must certainly can prescribe standards of coverage to check duplication of program service.

Like all other hearings, there will be free-for-all aspects. Chairman McNinch has thrown the sessions wide open. There will be anti-radio groups attacking everything about commercial radio as in the past. But broadcasters have become callous; they expect brick bats from the usual sources and by now they know how to duck.

The rate-regulation bugbear has been dispelled as well as could be expected in words. But in inquiring deeply into corporate stockholders among all licensees, the Committee is apparently fishing for something else. It will have for the first time a full accounting of station ownership. It will be able to ascertain how much of the industry is controlled by newspapers, for contrary to the air of quiescence now, that is still a live subject. It will learn also about interlocking ownerships, and tricks of an effort to ferret out any restraint of trade tendencies.

In these columns we have said before that no group in the industry should regard the investigation as a field day to troop out grievances against any element in radio. The proceeding is a serious one. It has often been said that radio is a medium for tremendous good or evil, depending on the manner in which it is operated. We feel the same way about this "chain-monopoly" inquiry. It will be good or bad depending upon the manner in which the Committee acquires itself and the seriousness with which all segments of the industry take it.

 Hecklers' Hex

THERE must be something mystic about politicians who fight radio. Like his radio-baiting Texas colleague, W. D. McFarlane, New York's stromy legislator, John J. O'Connor, has gone down to defeat in the Democratic primaries. The fact that McFarlane had the President's blessing, while O'Connor was singled out for Presidential "purge", does not alter the result.

We do not imply that the anti-radio diatribes of these House members resulted in their defeat in the recent primaries. Radio did not lift a finger in opposition. There were other and more important issues in the case of the chairman of the House Rules Committee. And in the Texas campaign, so far as known, there wasn't even mention of McFarlane's repeated onslaughts against radio. But one thing appears to be certain: Anti-radio crusades don't win votes. That listeners generally are satisfied with their broadcasting has been more than amply demonstrated. The
WAR CLOUDS gathering more and more thickly over Europe during the past few months have drawn the attention of the world on Czechoslovakia's Sudeten territory and on the capitals of Europe where statesmen in endless conferences have been plotting the paths that might lead to peace or to war.

Throughout America millions of families stayed up past their usual bedtime night after night, listening to bulletins of last minute news flashed from London, Paris, Berlin, Brussels, Rome, and Moscow; and listening to the voices of presidents, dictators and premiers telling the world their hopes and fears; listening to first-hand descriptions of events by famous foreign correspondents; listening to interpretations of the news by expert commentators who draw upon their intimate knowledge of European history to give their audiences a clear picture of each critical event and its significance and probable result.

In the front rank of these interpreters stands H. V. Kaltenborn, news analyst of CBS and dean of all radio commentators, who though of German descent has never once shown a disposition to be anything but factual, fair and objective—has practically never been accused of untoward partisanship by his vast and intensely loyal audience.

From six to ten times a day his clear, crisp, professorial voice has been going out over the network, perhaps in a trans-Atlantic interview with some front-page figure from Where Kaltenborn skillfully draws the essential facts of his view of the situation, perhaps in an analysis of a preceding speech or newsflash, but in either event presenting a clearly defined and easily understood picture of what is happening.

Between broadcasts his tall somewhat rotund figure may be seen over a shortwave receiver as he listens to news from abroad, his commander for four languages comprising him to digest what he hears and make his notes without aid of translators, or seated at a desk piled high with copy from the ever-rolling news service teletype machines.

Before the mike he is completely at ease, talking freely without a script and with only occasional reference to his handbook of notes. His gestures, like his voice, are quick and crisp, not nervous but rather signifying a mind at work. His heart goes on to the heart of the subject at hand with scarcely a pause for eliminating the nonessential.

A born public speaker, who during his newspaper days spent almost as much time addressing audiences as he devoted to his writing, Kaltenborn was a natural for radio, and it is not surprising that he began his broadcast commentaries on current events, and at the same time gave radio one of its most popular types of programs, almost as soon as the beginnings of radio itself.

This was in 1922, when the Brooklyn Eagle decided that its associate editor's lectures on current events could pack the paper's auditorium each week they could just as easily catch the interest of the vast audience of radio. This decision, although its logic has been more than justified by subsequent events, cost the Eagle its most enterprising employee, for on the radio Kaltenborn devoted more and more attention to this fascinating new medium of news purveyance and for more than ten years now he has been "editing the news" over CBS.

During this decade Kaltenborn has watched and aided in the development and perfection of radio's facilities for newspapering, but from the start he has become entirely dependent on news collected by others. Spending several months of each year abroad, he has made personal contacts with the names that make news. He has interviewed Mussolini, Chamberlain, Eden and Benes and was one of the first party of American journalists to be received by Hitler after the führer's ascent to head of the German government. His familiarity with these men and with the European scene give him a great advantage in interpreting events such as those of the present.

His travels also produce occasional opportunities for news scoops which he is quick to grasp. Outstanding was his broadcast of a battle between the Spanish Loyalists and rebels in the summer of 1936, when he crouched for nine hours in a bullet-riddled haystack to record the battle and for half an hour for the word that the connections had been made across the Atlantic. When that word came, Kaltenborn described the event for his CBS audience, his remarks punctuated with artillery fire, the first time that active guns of war were ever heard by radio listeners in the United States.

For this event he was awarded the Headliners Club gold plaque for the year's best foreign radio reporting.

Despite such adventuresome achievements as this and as the time in China when he escaped execution by a company of bandits by displacement but with a straw on the end of his nose and so amazaing his captors that they allowed him to go free, Kaltenborn is no romantic reporter of the movies. Just past 60, tall and with a tendency to putting on weight that is only partly over, Kaltenborn seems to appear to be a substantial, successful business man, not unlike his neighbors in Brooklyn, where he has lived for nearly 30 years.
MAURICE BARRETT has been made production chief at WHN, New York, to succeed Gene Ford, who will have the stage production for Lou's Theatres in Washington and Baltimore. Mr. Barrett has directed Broadway plays and acted in motion pictures. Recently he played in The Rise of Goldbergs for radio, and was with NBC and CBS.

OTTO WEBER, formerly with the UP Des Moines bureau, has joined the news staff of WHO, Des Moines, replacing Adolph Schneider, who has joined the NBC radio news department in New York.

KEYN SWEENEY, formerly Los Angeles bureau representative of WAG, Des Moines, has joined the WJTN production department in Rochester.

JACK NELGLEY, announcer of WINS, New York, has gone to Delaware as a water gap to make a movie short for Warner Brothers with Floyd Gibbons.

JACK CHALK, sports announcer of WPTF, Raleigh, is writing a football page to be featured weekly during the grid season in the North Carolina State Magazine.

JAMES F. MCGUOH Jr., office manager of the Firm Corp. of America, Beverly Hills, Calif. has lent Edna June Cantor, daughter of Eddie Cantor, comediant, were married Sept. 17.

JANE WOODHOUSE, Bennington College graduate credited with having started the first television production of BBC, has joined WORL, Boston, to cover the recently established Women of Tomorrow program. Miss Hart left WORL recently to join NBC in Chicago.

JOE GOTTLIEB, assistant program director of WCAU, Philadelphia, is to be married Oct. 15 (10), Miss Anne Henry, secretary of Dr. P. H. Frank, Philadelphia.

TOM McMAHON, football reporter and editor of the Atlantic City Press, has been transferred from his 19-hour UP service.

EARL GODWIN, president of the White House Correspondents Assn. and news commentator on WMAL, Washington, has resigned as commentator for WMAL and will become commentator for WMJQ, Washington, D.C.

KEN FROGLE, at one time radio editor of both The Los Angeles Daily and Evening News, for the past week has been one of the key producers of the news department of WJNO, West Palm Beach, Fla., and will be responsible for collecting local news for the station, which receives its national news from its 19-hour UP service.

JACK O'MARA, graduate of the University of Missouri School of Journalism, has joined the sales staff of KOVE, Santa Ana, Calif., along with former quartet registrar of KGMB and KGU, Honolulu.

HERBERT FLAIG, special events director of WMWBA, Cleveland, is to marry Florence Gudin, and new Gorty.

BILL WARNER, formerly of KSDK, Sioux Falls, S. D., has joined KMA, Shenandoah.

AUDREY MAYS, formerly of J. Walter Thompson Co., Hollywood, is now on the staff of KWWK-KTSB, Shreveport, La., as writer-announcer.

BILL LEYDEN, announcer of WCPB, Chicago, married Miss Virginia Isaccini, Aug. 29.

BEVERLY GAY, former radio writer and instructor in speech at Wisconsin U., has joined the continuity staff of WJJD, Chicago.

JANET HUNT has joined the special events staff of WAAT, Jersey City.

HOWARD BARLOW recently signed a three-year contract with CBS that will continue him as leading CBS symphony conductor until Oct. 10, 1941.

SAM SCHIFF, with CBS as service supervisor for eight and a half years, on Sept. 20, joined Kated Enterprises Inc., New York, radio productions as vice-president.

JOHN FOLSOM has been appointed head of the recently established news department of WNJQ, West Palm Beach, Fla., and will be responsible for collecting local news for the station, which receives its national news from its 19-hour UP service.

EDWARD COX, editor of the Daily, has resigned as manager of the University of Missouri School of Journalism, has joined KGVO, Missouri.

JAY DARAGHAN has resigned from WIBG, Glenville, Pa., to join WJRM, Lansing, Mich. Bob Knox has taken over the WIBG Musical Clock Program, formerly directed by Mr. Faragh.

J. J. CODDING, formerly of KRTV, Watertown, S. D., has joined KIU, Durango, Colo., with Paul Stevenson new to radio.

EMMENROD RUSSELL, manager of the Champaign studios of WDI, Tuscola, Ili., has joined the main WLS Chicago studio staff as program director, succeeding George Leasy, who has joined WLS, Chicago, Bill Spencer, formerly announcer with WDZ, joined WIBC, Indianapolis, and Herbert Foster, engineer, has joined WLBC, Muncie.

ST. LOUIS RADIO executives from all seven of its stations go on the air for a roundabout discussion of the industry in a half-hour program on KMOX. Representatives of every commercial station in the metropolitan area responded to the invitation of KMOX General Manager Merle S. Jones and Public Affairs Director Jerry Hoekstra. In the photo are (1 to r, seated): Bart Slattery, WIL; Walter W. Head, president of the General American Insurance Co., and chairman of the discussion; Merle S. Jones, KMOX; George Burbach, KSD, Standing (1 to r): John C. Roberts Jr., KXOK; A. S. Foster, WEW; Robert Convey, KWK; and Arthur West, KMOX. Of radio in St. Louis, its present status as a local industry and its plans for the future were outlined in the informal program, believed the first of its kind in the Midwest.

Knows His Stations

MEL KAMPE, youngest announcer on the staff of WIL, St. Louis, claims the unusual honor of having memory the call letters and location of every longwave broadcast station in the United States. Only other person in radio who can do this it believed, states the call if you mention the city or if you mention the call, is Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting. Kampe formerly handled the segments on WEW and was sound effects engineer on KMOX.

ALLAN WILSON, radio writer and now with the Office of the Surgeon General of the Army, New York, has recently been named public relations chief for WIBG, Philadelphia.

JAY HARR, radio editor since 1930 and stage and screen editor, on Sept. 16, joined staff of Philip H. Lord. He will work with Mr. Lord on the Seth Parker and Gang Busters show.

BOB DWAN, formerly night program supervisor of NBC, San Francisco, recently was transferred to the program department. Jerry McGee, formerly assistant night program supervisor, is now supervisor of sound effects.

XORRIS WEST, assistant program director of WCAU, Philadelphia, has been named in charge of all WCAU educational programs.

ANNE HENRY, secretary to Mr. Ralph, WMAQ, Chicago, has married Mr. Henry, of WMAQ, Chicago, also Chicago.

JAMES GIES, new to radio, has joined the publicity department at WNAX, Yankton, S. D.

BOB QUINNELL has joined WATR, Waterbury, Conn., as an associate. A former WATR, Waterbury, Conn., is writing a new column for the Waterbury Democrat.

DICK RANK, of KALE, Portland, Ore., is the father of a boy born Sept. 17.


JUAN VALENCIA, staff musician of WAAR, Miami Beach, has married Doris Hadden Sept. 19.

GARY BRECKNER, CBS Hollywood special events writer, was guest speaker at the Kiwanis Club of Toronto, Calif., Sept. 26. His subject was "Behind the Scenes at Columbia Square".

RAY CLARK, of WNAX, Yankton, S. D., recently married Eleanor Frank, of the WNAX musical department.

DAY TANZMAN and Wilfred Peres, both of WIVW, Buffalo, N. Y., have been promoted from traffic to program department in charge of the traffic department, respectively.

KENNETH MILLER has resigned from the announcing staff of WIBG, Philadelphia, to become assistant educational director of the Philadelphia Health Council. Tom Dane succeeds him at WIP.

LEO TRAINOR has been appointed chief announcer and executive assistant, Sept. 17, of CJOR, Vancouver, B. C.

KEN DOLAN, partner in the firm of Dolan & Doleane, Hollywood radio talent agents, and his wife Rose Dolan and film actress, were married in Las Vegas, Nev., on Sept. 17.

DAVE DAVET, former announcer of WJTN, Jamestown, N. Y., has joined the sales staff and sales promotion department of Radio Transmitter, Co., a merchandising company, specializing in merchandising.

CARLOS W. HUNTINGTON, former California State Register of contractors and director of the department of vocational and professional standards, recently named public relations director in charge of special events of KTA, San Francisco.

WALTER GUILD, of KSFQ, San Francisco, has recently joined the staff of a girl born recently.

EMANUEL DEMPY, formerly with the Bob Co., Phillips H. Lord, has joined the Winer Co., New York, on Sept. 18. Mr. DEMPY is editorial editor of the High School Reporter, Saturday program under the direction of Harold Janke. Mr. DEMPY directs and produces the program.

MARGUERITE HOOD, formerly of WCD, Madison, Wis., has joined KFJZ, Fort Worth, Texas.

JOE CLEIGHTON, formerly chief announcer and weekly program editor of KGQ, Los Angeles, has joined KFJZ, Fort Worth, Texas.

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Detroit Business Gets "GO" Signal: Speed Your Sales Program with WWJ

ONCE AGAIN the eyes of the world are on Detroit. The new, 1939 automobiles are rolling off production lines; being rushed to dealers' showrooms throughout Detroit and the nation. The importance of this increasing activity in Detroit can best be measured by the fact that the automotive industry, from the year 1900 through 1937 paid out EIGHTY-FOUR BILLION DOLLARS in wages and salaries!

WWJ offers radio advertisers a direct avenue of approach to Detroit's buying-power homes. Its eighteen-year-old heritage of fine programs and unceasing effort to build listener interest have given WWJ a standing in Detroit not equalled by any other station. In fact, a recent coincidental survey showed that 73.4% of ALL Detroit's radio listeners were tuned to WWJ! Speed your sales program in Detroit now—with WWJ, the HOME radio station.

George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

Established Aug. 20, 1920
Basic Red Network Station
Tornado Jenkins, formerly program director for KQLH in Los Angeles, has been added to the CBS Hollywood musical staff as conductor and arranger.

Travis Cabaniss, formerly of KQAF, Fort Worth, has returned to KGIL, Shreveport, as production director. Harold Sparks of Oklahoma City, in handling football broadcasts for KQMD this season,
Pablo Golijan, formerly of WJDO, Baton Rouge and KRMV, Shreveport, has joined WSNJ, Jackson, Miss.

Lyll Barnett and Walter Melson, formerly of KQMB, Shreveport, have joined KQKH, Lake Charles, La.

Bob Easley, of KRMV, Shreveport, has been appointed assistant to Manager Glenn Wilson.

LUCILLE R. LOSSIE, secretary and a director of American Radio Features, Los Angeles program building concern, has resigned.

Bob Hamilton, heard on radio for the last 12 years, most recently over KFLI, Los Angeles, has been appointed staff writer for WINN, New York, to play the new Hammond organ.

Allen McKee, formerly of WALT, Cedar Rapids, la., who recently joined KQFI, Los Angeles, as page runner, has taken on additional duties as commercial announcer.

Bob Poole, formerly announcer for WHGH, Greensboro, N. C., has joined the announcing staff of WBWV, New York.

Samuel Weisborg, in the vaudeville and radio department of William Morris Agency (radio-theatre division), New York, will transfer to the West Coast office in October. Lou Wolfsen takes over his duties.

Vaughan Bradshaw has been assigned exclusively to production of the Gills Hotel and Playmate Club programs on WTAR, Norwalk, Conn.

Irene Fleming, woman's commentator on WTAR, Norfolk, Va., is a recent fashion show at the Colony Theatre in Portsmouth.

Bob Knoy, recently of WCAU, Philadelphia, has returned to WTBR, Glenside, Pa.

Hector Chevigny, Hollywood writer, has been named producer of the weekly CBS Pacific network program, "The Six Fires," replacing John Mothis.

Charles Executive, KPOS, Monterey, Calif., has been named assistant to KRE, Berkeley, has joined KBSN, San Francisco as announcer-operator.

Thomas Conrad Sawyer, Hollywood committer of KSE, Seattle, formerly known as Sandra Bruce on WOBO, Boston, were married in Hollywood Sept. 25.

Eddie Houston, program and musical director of CJIB, Winnipeg, recently married Betty Smith in Toronto.

Hamblen's Strategy

STUART HAMBLEN, Los Angeles radio hillbilly candidate for Congress, will reopen his office in an attempt to rope his constituents. He has rented the Pasadena (Cal.) Rose Bowl for Oct. 16 and will stage a rodeo. Hamblen is entering the various contests with his hillbilly buddies and Texas pals. He is signed for the rooping, the clay riding, breakaway, bronco riders, and pistol shooting contests. Hamblen is conductor of the seven-weekly Lucky Stars program sponsored by Star Auto Parts Co., KEHE, Los Angeles. He also has a three-weekly quarter-hour broadcast, "King Cowboy," heard every day on that city, under sponsorship of O. H. Tackett Co.

Travers Adds Sales

WITH THE resignation of Charles W. Phelan, as director of sales of WNAC and the Yankee Network, effective Dec. 31, Linus Nolv, recently elected vice-president of Yankee Network, will take over direction of sales activities, according to John Shepard 3d, Yankee Network president. Mr. Travers will continue in charge of production. Mr. Phelan has not announced his future plans.

AWARD TO BE GIVEN TO HYLA KICZALES

ITALY'S highest cultural award, the plaque of the Societa' Nazionale Dante Alighieri will be presented to Hyla Kiczales, former general manager of WOV and WBIL, New York stations, on Oct. 12 in the name of the Italian Government.

Mr. Kiczales, one of the top women executives in radio, is the first non-American Italian to receive the award. One had been offered to Berta Kanter, Los Angeles, and to Margaret Foister, Chicago, but he died before the scheduled presentation. Several prominent New York Italians also have received it.

The award is for artistic and cultural achievements and has no political significance. The presentation, to occur on Columbus Day, Oct. 12, will be made by the Italian Consul General in New York. Italo-American celebrities, including Mayor LaGuardia of New York, are expected to attend the ceremony, which will be broadcast over WOR.

Remo Fiocchi, executive secretary of the Society, advised Miss Kiczales Sept. 20 of her selection as the recipient. He said it was made "in appreciation of the interest shown by you and your station WOV in the cultural and educational work of this Institution, and in recognition of your valuable cooperation to acquaint Americans in the language, art and music of Italy." Because of her other occupancy, the Italian Consul General of the Societa' has bestowed on you the "Diploma di benemerenza."

Many Personnel Shifts Are Effected by KWBG

BOB KENT, newly appointed man-
ager of KWBG, 1020, has announced a complete reorganization of the staff, along with several personnel changes. Delia Anne Ragland, formerly of WLS, Chicago, and KOY, Phoenix, has been appointed to the city manager's department, and put in charge of all women's programs; Jimmy Giddings, formerly of Kansas City, to chief announcer, and Olin Benja-
min, former announcer, to sales manager.

Additions to the KWBG staff in- clude Hal Norman, formerly of WIRE, Indianapolis; KPH, Wichi-
ta; KUL, Garden City; KVOS, Ardmore, Okla.; and KCKN, Kansas City, and Carl Scho- er, formerly of KPH and KANS, Wichita, continuity, and J. R. D. Gormley, sales.

Wonders Heads Agency

RALPH WONDERS, formerly head of Rockwell-Keith, radio department in New York, was scheduled to become general manager of the talent agency Sept. 30, with headquarters in Hollywood. Mike Nidor, vice-president of the agency, who supervised the West Coast radio, is now in New York, and connected with the development of bands. Wonders at one time headed the Columbia Artist Service in New York.

TRANSLATIONS OF Daylight Saving Time in large cities are provided in a "time card" distributed by NRC for use with a slotted holder passed out earlier this year.
Scope of Hearings
(Continued from page 15)
work, commercial purposes over affiliated stations and the number of hours of network sustaining programs actually used by affiliates.
Rights of network and affiliates in event affiliate desires to substitute a local program for a network program.
History and development of agreements, contracts, or other arrangements between networks and advertisers, or other program sponsors, particularly in detail in agreements, contracts, or other arrangements with persons or organizations acting as agencies for the placing of broadcast advertising or the sale of time over the network.
History of development of policies with reference to the development of program talent and facilities of network organization devoted to that purpose.
Explanation and details of the organization, function, policies and practices of any agency directly or indirectly controlled by the network organization which retains and procures talent for the purposes of selling such talent to the sponsors of commercial radio programs.
The nature of the service rendered by each station licensed to the network, particularly with respect to the amount of program origination for network purposes at such stations and with respect to the nature of the local service rendered by such stations.
Name of any national advertising agency, user, or national representative of a station whose officers, directors, stockholders or proprietors hold any securities of the network organization, and the extent of such holdings.
Name of any national advertising agency, user, or national representative of a station, the securities of which are held by the network, its officers, directors, or proprietors;
Any relationship that may exist between the network and any national advertising agency, user, or national representative of a station through officers, directors, proprietors, employees, or security holders in common, and the exact nature and extent of such relationship;
Extent of program duplication in the primary and secondary service areas of stations carrying the network programs, particularly the percentage of population in the primary service area of each network station which may receive a network program as primary service from such station and from other network stations, the percentage of secondary service area of each network station which receives a network program as secondary service from such station and from other network stations, the number and extent of such duplications and amount of duplication required for adequate service on chain programs. The primary and secondary service areas shall be as defined by the Commission's proposed Rules and Regulations governing standard broadcast stations and Standards of Good Engineering Practices concerning the same.

6,000 Days on Air
KFI, Los Angeles, on Sept. 21 celebrated its 6,000th day of broadcasting. Station, owned and operated by Earl C. Anthony, started operation in 1922 as a 50 watt.

Jadwiga Places on 4
JADWIGA REMEDIES, Brooklyn (Flamel cough remedy), on Oct. 16, will start 6 spot announcements weekly for 52 weeks on WKN, New York, WMC, New York, WINS, New York, and WAT, Jersey City. Klinger Aag. Agency, New York, handles the advertising.

Albers Dog Food
ALBERS BROS. MILLING CO., Seattle (Purina Dog Food) on September 27 started its 5th successive season on the air on behalf of dog food, using nine stations on the Pacific Coast for a twice weekly transmitted serial, "Jimmy & Gyp"—On the Invisible Trail. Stations are KFRC KJH KALE KOL KGA KIT KQK KORE CKXW. The agency is Erwin, Wasey & Co., San Francisco.

Kellogg Spot on 13
KELLOGG Co., Battle Creek (Albino), is using three participating weekly in women's programs over 13 stations, as follows: WGN WJR KFI KDKA WGY KMMX KMBZ WAC WABC WHO KSTP KOIL WSAI WOR Kenyon & Eckhardt, New York, has the account.

ROBIN HOOD FLOUR MILLS, Montreal, has bought from Grow & Pitcher Broadcasting Agencies Toronto, a transcription show for use over five British Columbia and three Alberto stations. F. W. Finley & Co., Montreal, placed the account.

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

In St. Louis

LEHM & FINK PRODUCTS Co., New York (Hindu Cream), is preparing a show for Canadian stations. McConnell-Eastman Ltd., Toronto, is handling the account.

BROADCASTING • Broadcast Advertising
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Electrical Test
ELECTRICAL Appliance Society of Northern California was scheduled to start a test campaign Oct. 1 on KQW, San Jose on behalf of electric ironing machines. Hundred word spot announcements are to be used during the campaign, which also calls for newspaper copy. Account was placed through Jean Scott Frickelton, San Francisco.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
sp—studio programs
&—transcription announcements

WLS, Chicago
Campbell Cereol Co., Minneapolis, 3 t weekly, 23 weeks, thru H. W. Castor & Sons, Chicago.
Poley & Co., Chicago (Hosey & Tar compound), 6 sp weekly, thru Lassens & Salomon, Chicago.
Olson Rug Co., Chicago, 5 sp weekly, thru Prewa, Fellers & Pressa, Chicago.

WOR, New York
Standard Brands, New York (Royal baking powder), 5 t weekly, thru McCann-Erickson, N. Y.
Penke & Ford, New York (My-T-Fine), 5 t weekly, thru BBDO, N. Y.
Quaker Oats Co., Chicago, 5 t weekly, thru Fletcher & Ellis, N. Y.
Sears Roebuck & Co., Chicago, 5 t weekly, thru Buckett-Sampson-Hum- mert, Chicago.

KFJU, Columbia, Mo.

KBMT, Jonesboro, Ark.
Central Breweries, St. Louis, 6 sp weekly, thru Beecher Adv. Co., St. Louis.

WEAN, Providence
Cott Shoe Co., Boston, 5 sp weekly, thru Broadcast Adv., Boston.

WGAR, Cleveland
Standard Cigar Co., Pittsburgh, 4 sp weekly, thru Gardner-Rothschild, N. Y.
Rid Grande Valley Citrus Exchange, Weslaco, Tex. (fruit juice), 6 sp weekly, thru Leche Adv., Dallas.
Lee & Perrin, New York (mustard sauce), 5 sp weekly, thru Schiewer & Scott, Chicago.
Lehn & Fink Products Co., New York (Hind's cream), 5 sp weekly, thru Wm. Esty & Co., N. Y.

WHO, Des Moines
International Harvester Co., Chicago, 52 sp thru Anbre, Moore & Wallace.
McCumson Co., Winona, Minn., 2 sp weekly, thru McCord Co., Minneapolis.
DeKalb Agricultural Assn., DeKalb, Ill. (seed corn), 5 sp weekly, thru Frank Presby Co., N. Y.
Lohn & Fink Products Corp., New York (Hinds), 12 sp weekly, thru Wm. Esty & Co., N. Y.
Consolidated Drug Trade Products, Chicago (proprietary), 20 sp, thru BBDO, Chicago.

WNAC, Boston
Richman Brothers, Boston (clothing), 5 sp weekly, thru McCann-Erickson, Boston.
Cott Shoe Co., Boston, 5 sp weekly, thru Broadcast Adv., Boston.
Oneida Ltd., Oneida, N. Y. (Community Plate), 2 sp weekly, thru BBDO, N. Y.
Beauton Laboratories, St. Louis (4-way cold tablet), 2 sp weekly, 44 weeks, thru H. W. Kastor & Sons Adv. Co., St. Louis.

WFAA-WBAP, Dallas-Ft. Worth
Campbell Cereol Co., Northfield, Minn. (Matt-O-Meal), 5 t weekly, thru B. W. Castor & Sons, Chicago.
Internate Cotton Oil Refiners Co., 3 sp weekly, thru Mrs. Trumbull & Esty, N. Y. (Shortening), renewal for one year, 3 sp weekly, thru Crook Adv. Agency.
Penke & Ford, Ltd., New York (My-T-Fine Desserts), 5 t weekly, thru BBDO, N. Y.
Charles B. Knox Gelatin Co., Johnstown, N. Y. (Knox Gelatine), 2 sp weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WTIC, Hartford
Saltwater Packing Co., Providence, 100 sp, thru Livemore & Knights, Providence.
Vadsco Sales Corp., New York (cosmetics), thru Lawrence C. Gumbinner, N. Y.
Oxo Ltd., Montreal (concentrate), 30 sp, thru E. F. L. 6th, N. Y.

WNY, New York
White Laboratories, Newark (Fename- nite), daily sp, thru Wm. Esty & Co., N. Y.
Moody Bible Institute, Chicago, 26 sp, thru Griffin & Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds candy), daily sp, 14 weeks, thru Platt-Forbes, N. Y.

WGY, Schenectady
Carleton & Hovey, Lowell, Mass. (Pater Jonas), daily sp, thru John W. Queen, Boston.
Knox Gelatin Co., Johnstown, N. Y. 2 sp weekly, thru Blum & Wyman, N. Y.
Murphy Lamp Co., Chicago, weekly t, thru Prewa, Fellers & Pressa, Chicago.
Quaker Oats Co., Oneida, N. Y. (silverware), 2 sp weekly, thru BBDO, N. Y.
Rit Products Co., Chicago (dykes), 6 sp weekly, thru Earl Ludlow, Chicago.
Riverbank Canning Co., New York (Madonna tomato paste), 2 sp weekly, thru Sternfield-Goldy, N. Y.

WMCV, New York
Kemp & Lane, New York (Orange.backed powders), 20 sp, weekly thru Hughes, Wolff & Co., Rochester.
Peter Paul, Nauagueton, Conn. (Mounds), 2 sp weekly, thru Platt-Foreen, N. Y.

KFI, Los Angeles
Lyons Van & Storage Co., Los Angeles (furniture, moving & storage), 5 sp weekly, thru Chas. H. Meyer Co., Los Angeles.
Kraft Shoe Store, St. Louis (shoes), 4 sp weekly, thru Pacific Market Builders, Los Angeles.

KMP, Beverly Hills, Cal.
Roth Cigar Co., Los Angeles (cigars), 6 sp thru R. H. Aller Co., Los Angeles.

Univ. Pacific Railway, Omaha, 6 sp weekly, thru Caseys, Co., Chicago.

KFYR, Bismarck, N. D.

WNEW, New York
Green Watch Co., Cincinnati, 3 sp weekly, 18 weeks, thru McCann-Erickson, N. Y.

KNX, Hollywood
Chase Cereal Corp., Detroit (Plymouth), 10 sp thru J. Stirling Getchell, N. Y.
California Prune & Apricot Growers Assn., San Jose, Cal. (Sunprune prunes), 6 sp weekly, thru Long Adv. Service, San Jose.
Royal Typewriter Co., New York (typewriters), 6 sp weekly, thru Buchmann Co., N. Y.
Sears, Roebuck & Co., Los Angeles, 5 sp thru Mayers Co., Los Angeles.


Gordon Allen Ltd., Oakland, Calif. (Parkman), 6 sp weekly, thru Tomschek-Kellit, Oakland.

Fishel Flouring Mills Co., Seattle, 5 sp weekly, thru McCann-Ericsson, San Francisco.

KFRC, San Francisco

Whethean Corp., Philadelphia (Whet- son), 3 sp weekly, thru Rohrbaugh & Olson, Philadelphia.


Dr. Frank E. Robinson, Seattle (Dropper), weekly t thru Izard Co., Seattle.


WOR, Newark
L. N. Renault & Sons, Egg Harbor, N. J. (wine), weekly sp thru White-Loew Co., N. Y.
Peter Hrvitt Brewing Co., Elizabeth, N. J. (beer), 6 sp, thru A. W. Lewis, Newark.

Ozark Rug Co., Chicago, 5 sp weekly, thru Prewa, Fellers & Pressa, Chicago.

Royal Shoe Co., New York, weekly sp thru Frank Presby Co., N. Y.

National Education Alliance, New York (Popular Educator magazine) weekly sp, direct.

FORMAL dedication of the new 50,000-watt transmitter of KNX, Holly- wood, on Sept. 16 was held in Torrance, Cal. The ceremony was preceded by a banquet which was broadcast over CBS Pacific network. The RCA transmitter plant was accepted at Torrance, Calif., by CBS at a cost of $550,000. At the banquet table (1 to 1) were Harry W. Witter, CBS Southern California sales manager; John M. Dolph, assistant to Donald W. Thornburgh, CBS Pacific advertising manager; Sheriff Eugene C. Biscailuz, of Los Angeles county; Mayor William H. Tilton of Torrance; Alden W. Smith, president of Torrance C. of C., and Mr. Thornburgh.

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BROADCASTING • Broadcast Advertising
Candidly, the best shot of the year

*Complete *Accurate *Economical
*Compact *Easy-to-use *Easy-to-read

The year round encyclopedia number for radio advertisers, time buyers, account executives, station and network executives, station sales managers, engineers and executives of all services relating to radio advertising. Regular rates and discounts apply. Reserve space now!

Broadcasting

October 1, 1938 • Page A-1
Rev. Curran's Telegram
Asking McNinch Ouster
Fails to Elicit Answer

A TELEGRAM of Sept. 18 to President Roosevelt from Rev. Edward Lodge Curran, president of the American Bible Society, which was forwarded to the Truth Society of New York, asking that Chairman Frank R. McNinch of the American Bible Society be "replaced as soon as possible," has gone unanswered.

Father Curran, who was identified in connection with the American Radio Audience Inc. with James P. Kiernan, formerly connected with CBS, as manager of the station in New York, alleged in his 1,100-word letter that Mr. McNinch, for several reasons, was not qualified to hold office. He made particular reference to the forthcoming chain-

monopoly investigation by the Federal Communications Commission. The Catholic Aud-
commercial radio generally and also

Together with the telegram, the Society received a one-page press statement alluding to its state-

ments in the White House following receipt of the telegraph. FCC Chairman McN-

ical board for a checkup at the time the telegram was received in Washington, made no comment.

Rally Show, News Series
Get Mennen Sponsorship
MENNEF Co., Newark (shaving cream), begins a series of news programs, with Sam Hayes as commentator, on Oct. 10, on seven CBS Pacific Coast stations. Ad inaug-

heard Monday evenings, 8:15 (PST). CBS will supply the art-

isles, with H. Peters, manager of the Los Angeles Radio Agency, New York, in charge. An audience participation show, People's Rally, also sponsored by Men-

will start on Oct. 9, on eight Mu-

utual stations, Sunday, 3:30-4 p.m. The program will feature John B. Kennedy discussing America's Vital Problems, and Bob Hope recounting his travels. Each of the first ten weeks will broadcast the program on Monday e-

the Schedule of Sunday night football games.

'Trials' Offered Locally

THE dramatic court series, Famous Jury Trials, sponsored by Mennef Co., for more than two years on MBS, is now being offered to local advertisers by that net-

which will operate its program to the air on Oct. 12 as a regular: Wednesday evening fea-

10 to 10:30. Ralph Corbett, syndicated sales and Walter Freeman of the Corbett organization is now on the west coast providing advertising cooperation with salesmen at MBS stations. Program is offered com-

half the cost of the time on the station which carries the sponsor's advertising message. Pro-

has already sold in Philadelphia, Chicago, Cincinnati and St. Louis, according to MBS.

INTERNATIONAL SERVICE reports that the motor liner Kenilworth, an Aus-

vessel, carries a complete broadcasting station with Miss Ellen M. Hult, secretary. With call letters KAI, it serves coastal

areas and is said to be the only such station in the world.

42 New Stations Authorized Since Jan. 1, 1938

*Indicates Station Now on the Air

ALASKA

KUAF, Fairbanks—CP issued to Midnight Sun Broadcasting. 250,000 watts, 2 out of 250 shares owned by A. E. Hothrop, presi-

dent; B. M. Miller, operator and mining, real estate operator, 75 shares; B. M. Miller, picture house and others in enterprises at Juneau, 600,000 watts day and 1200 watts night.

ALABAMA

WHMA, Anniston—CP issued to Harry M. Thomas, owner. 250,000 watts day and 500,000 watts night.

ARIZONA

KFJW, Globe—Licensed to Sims Broad-

casting Co., owner and general manager, 1500 watts day and 600 watts night.

GEORGIA

WSAV, Savannah—CP issued to Arthur Lowman, owner. 1500 watts day and 600 watts night.

ILLINOIS

WMRO, Aurora—CP issued to Martin R. O'Brien, public administrator of Kane County, J. E. Schaeffer, member of county board of supervisors; 250 watts day and 300 watts night.

MINNESOTA

KDYN, Davenport—Licensed to North-

western Publishing Co., George Gorst, president; 250 watts day and 300 watts night.

MONTANA

KULR, Lewistown—Licensed to Twin City Broadcast and drops Eyon B. Couture, Faust O. Couture, Vioyo, L. Couture and others; 1500 watts day and 1000 watts night.

NEW YORK

WENY, Elmira—CP issued to Elmira-Star Gate Inc., publisher of Elmira-Star Gate, owner, 300 watts day and 150 watts night.

KRON, Minneapolis—CP issued to Roberta.

McNam and E. A. Breithaupt, operators; 100 watts and 250 watts day and 250 watts night.

KUTQ, Tijuana, Mexico—CP issued to John M. McNinch, chairman of Frank R. McNinch, operator of the Santa Ana, Calif., newspaper; 75 shares; 1000 watts day and 1200 watts night.

WTRY, Troy—CP issued to Troy Broad-

casting Co.; W. J. Wood, owner; 1000 watts day and 1200 watts night.

WNYT, Schenectady—CP issued to WNYT Inc., owner, 2500 watts day and 1000 watts night.

WNYC, New York—CP issued to WNYC Inc., owner, 5000 watts day and 1000 watts night.

WOR, Newark—CP issued to WOR Inc., owner, 10,000 watts day and 5000 watts night.

Wiswa, Little Falls—CP issued to Wiswa Inc., owner, 500 watts day and 250 watts night.

KXV, Davis—CP issued to Davis County, Iowa, 250 watts day and 500 watts night.

KVOO, Oklahoma City—CP issued to OKLAHOMA V. of El Paso, owner, 250 watts day and 1200 watts night.

KVOX, Phoenix—CP issued to Phoenix 

Broadcasting Co., owner, 250 watts day and 500 watts night.

KWWA, Tulsa—CP issued to Wss Inc., owner, 250 watts day and 1200 watts night.

KXW, Beaumont—CP issued to Beaump 

Broadcasting Co., owner, 1500 watts day and 1200 watts night.

KXW, Beaumont—CP issued to Beaump 

Broadcasting Co., owner, 1500 watts day and 1200 watts night.

KXW, Beaumont—CP issued to Beaump 

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Broadcasting Co., owner, 1500 watts day and 1200 watts night.

KXW, Beaumont—CP issued to Beaump 

Broadcasting Co., owner, 1500 watts day and 1200 watts night.
Spence Named Secretary-Treasurer for a Year; Status of Copyright Bureau Considered

Executive Committee of NAB Mapping Industry Program

AFTER FOUR months as NAB's first paid copyright official, Mr. Miller on Sept. 28 met in Washington with his executive committee for the first time since assuming office.

Edwin M. Spence, who has served as temporary secretary-treasurer of the NAB since last March, was appointed to the full-time position. The new Copyright Bureau, which will operate on a budget of $50,000, is to be housed in the Washington headquarters of the NAB.

The committee also discussed the nature of its operations, including the establishment of a library and the setting of a policy toward the enforcement of copyright laws.

PRAISE FOR RADIO

Broad Promotion Drive Is Planned by Vick for NBC Seth Parker Series

VICK CHEMICAL Co., Greensboro, N.C., is launching the most comprehensive promotion and merchandising campaign in its history. It is bringing Seth Parker back to the air as a regular Sunday evening show. The campaign, which started on NBC-Red Sept. 25, was announced with space in more than 20,000 window stickers, 15,000 counter cards and 21,000 window displays have been distributed to the trade, each piece carrying a photograph of Seth Parker and giving the name of the broadcast.

Similar pictures and times are also printed on silk screen banners which are carried on all company trucks, where they will remain during the entire campaign. And, as a finishing filip, radio editors will find a small package of picture industry campaign as heard on CBS's first broadcast, a suit of red underwear and a letter which explained that the picture has been designed for the general store at Jonesport, Me., which has been a strange coincidence pointed out in a postscript, "is the home town of Seth Parker and a swell bunch of folks back on the farm."

Discussion of Radio

NIVILLE MILLER, president of NAB, in his four speeches who will discuss radio's effect on public opinion when Lyman Bryson, "The People's Platform" is heard over CBS network Oct. 1. Other members of the informal panel, who will gather at a dinner table in CBS's radio press dining room and whose entire spontaneous remarks will be picked up by microphones, are Bob Trout, CBS commentator; Curtis Mitchell, editor of Radio Advertising News; Fred Schulte, who calls herself just an "average radio listener."
COOPERATING with the local branch of a LaCrosse, Wis., bakery, KWNJ, Winona, Minn., furnished studio talent to supplement the firm’s juvenile drum and bugle corps through a regular road show engagement in neighboring towns to plug the bakery’s food products and the store.

The unit, with Wayne Anders, KWNJ announcer, as master of ceremonies, tours the route complete with a bus each Saturday, playing a route of six or seven towns during the day. Approaching a given town, the truck- pulled, unloaded the marching band, and paraded through the streets to the program platform. These artists from KWNJ, and WKBH, LaCrosse, entertained, with commercial plugs and introductions by Announcer Anders.

Concluding each show, free prizes of bakery products were passed among the audience. With the program remaining essentially the same for each town, the project will continue its publicity for both stations and sponsor.

BARNEY’S CLOTHES, New York, will begin two new half-hour programs, Your Name and Noon Time, on Your Names, on Oct. 5, on WNEW, New York, Tues. and Thurs. Word Master, a personality audition participation show, while the other program is played by the radio audience at home. Barneynad will offer prizes to the four inwards per week and almost 300 announcements weekly on New York stations WNEW, WOR, WAAT VOW and WEVD. Alvin Austin Co., New York, is the agency.

UNION OIL Co., Los Angeles (petroleum products), a consistent user of radio for many years, on termination of the current advertising program, The 76 Review with Conrad Nagel, on 10 NBC Pacific Red network stations, Oct. 22, will discontinue use of that media for the time being. Firm executives indicated a new advertising campaign program is being planned for winter release. Agency is Lord & Thomas Inc., Los Angeles.

TUCK’S SPECIALS
VICK CHEMICAL Co., Greensboro, N. C. (Vapo-Rub, cough drops), on Oct. 1, will begin a half-hour national radio broadcast on the Boone County Jamboree on WLW, Cincinnati, Fridays, 10-10:30 p.m. Vick is also sponsoring a ten-week campaign for its cough drops to start Oct. 15 on WHO, Des Moines, and WTC, Cedar Rapids, with Underwood national Advey, New York, is the agency.

Red Cross Transcriptions
NBC transcription division has recorded two quarter-hour dramatic programs featuring the work of Norman H. Davis, National Red Cross Chairman, which will be broadcast over more than 250 stations in five Red Cross chapters during the semi-annual campaign of the American Red Cross.
Meet Newspaper Publicity Ban on West Coast by Displays, Program Publications, Other Means

By DAVID H. GLICKMAN

WITH no indication that West Coast newspapers are ever permanently discontinuing its newspaper radio columns, networks and independent stations are devising many new ways of publicizing programs. When Hal Bock, owners of daily newspapers last April pledged themselves to a do-or-die stand on the elimination of program publicity and comment, firing radio editors and assistants in masse, stations and newspaper publicity departments rolled up their sleeves and went to work.

When San Francisco and other West Coast newspapers joined in the ban, the stations and networks were faced with a new dilemma: how to publicize their network programs and talent. They are using 100 de luxe window and lobby displays, billing, bulletins.

NBC San Francisco publicity department is also rendering a similar service for that vicinity. In addition, NBC has placed in its New York offices RCA displays for dealers' stores in California. NBC issues a weekly quarter-hour radio script of personality and general radio which is distributed free to NBC and independent stations in the 11 state region.

This has been so successful that CBS West Coast publicity department, headed by Hal Roos, inaugurated a similar service to local and independent stations. NBC has gone in for spot news stories and pictures calculated to break into the regular news section of daily publications, and has been most successful at that type of publicity. CBS in addition to distributing more than 250 daily and weekly newspapers with releases, has also started a window display division, and has several important spot news stories under exclusive use. CBS also supplies quarterly bulletins in four sizes and with full program information, to the grocery, drug and tobacco trade for its salesmen.

Both networks prepare special radio news for house organs and other types of publications with large weekly or monthly West Coast circulation.

Approximately 40 Los Angeles neighborhood publications with a total free circulation of more than 2,000,000 have added their radio programs to their radio. Some are weeklies and others bi-weekly. San Francisco Bay region neighborhood publications have gone in for radio too. There is Radio Logic, a three-weekly four-page tabloid, with a weekly circulation of 75,000. It is published in Los Angeles by Homer Canfield, Hollywood columnist and commentator, who conducts a weekly column for that title on KFI, that city. Tabloid contains logs, features, general radio news and is supported by advertising.

Gilmore Oil Co., Los Angeles, publishes a weekly illustrated eight-page tabloid, mastheaded Los Angeles Examiner radio editor, edits the publication, which contains reviews, commentary, news and general radio news of all Los Angeles county stations. There is no advertising and only casual mention is made of Gilmore petroleum products and the NBC Gilmore Circus, sponsored by the firm, which is featured in the station.

KOIN-KALE, Portland, Ore., to secure notice beyond the regular radio schedules published in the Oregon Journal, ran as paid advertising on the radio page of the newspaper, their own column of chatter. The column is written by Lester Halpin, publicity director, includes news of coming network and local productions along with personal notes from the studio. Each station on the list mentioned above has developed its own channel of program news dissemination. In the combined total of their activity in this direction, it is generally agreed that they have stimulated even greater interest in radio than in the past.

READY FOR STORM
But WIOD's Preparations

—-Unnecessary

ALTHOUGH the hurricane recently reported advancing on Florida suddenly changed its course and produced a "tropical depression" in WIOD, Miami, stand ready to give its best—and withstand the worst—in the event of a storm. In a letter to Broadcasting, hastily written while storm warnings were still going out and mailed "before airlines suspend service", Manager Martin S. Wales reported:

"...the hurricane in its present course, about the time you read this the scene of blue bay and waving palms will soon be all of black coffee, and we will be setting down to a tropical disturbance. We will probably not take as long to work this one as we did 1936, when singing the song of a storm which was to hit San Francisco Bay but then receded after passing through the area. This time we will have learned the lesson of what storms are capable of doing to our radio equipment and we will be better prepared. In fact, our station is completely prepared for the storm..."

JAMES CAPIZZUCCHI, staff au-
thor of "The Radio News" in New York, interpreted and translated the recent speech by Mussolini, which was broadcast in the Italian language to the United States. The translation was then aired on CBS.

ABT Designated Union For CBS Technicians

A S S O C I A T I O N of Broadcast Technicians, independent union for radio engineers, has been established as the collective bargaining agency for technicians employed at station owned and operated by CBS, according to an announcement by the National Labor Relations Board. In an election held under NRLB auspices in August, the CBS engineers voted to be represented by ABT, AMERICAN BROADCASTERS UNION, Communications Association, CIO union, which has chapters at WJZ and WNBC in New York, and WLS in Chicago. Among the eight stations polled, Engineers at KMOX, St. Louis, were not eligible to vote as all engineers employed by this station are members of an independent union.

WPG Sale to Hearing

APPLICATION for sale of WPG by the City of Atlantic City to the newly formed Bulova Company of Greater New York Broadcasting Corp., for $275,000, on Sept. 27 was designated for hearing by the FCC. An accompanying application to move the station to New York to become a full-time outlet by absorption of W.L.W., also owned by Mr. Bulova was also set for sale. Sale of the station subject to FCC approval was ratified by the Atlantic City Board of Commissioners on July 7.

Big Buildup on WBAL

CLAIMED as the biggest buildup any single radio program has ever received, was the Sept. 26 introduction of the Lone Ranger radio program on WBAL, Baltimore, by Lone Ranger, sponsorship of which started that day on a three week basis by the National Broadcasting Co. Herading the program, a huge parade of floats, picturesque costumes and a retinue of entertainers paraded through downtown Baltimore while stickers and the comic strip of the Balti-

Guldner Goes Net

CHARLES GULDEN, New York, will start a new network advertising campaign for Guldner's Mustard on Oct. 5 when it launches Guldner's Super-station on a five-station NBC-Blue network, comprising WJZ-WBZ-WBZA WEAN KYN WGY. Company began its radio advertising in 1936-37 with a spot series on stations in Boston, Hartford, Philadelphia, Buffalo and Schenec-
tady, and also sponsored a campaign during the 1937-38 season. Last sales results that led to the decision on a limited net-
work program. Peg La Centra, rhythm singer; Johnny Gart, swing accompanist; John Liberti, piano and guitar, are featured in the new series. Agency is Charles W. Hoyt Co.
New Sponsors Are Sought As Brewers' List Drops

BREWERS' Radio Show Association has again taken a three-week renewal of its popular, cooperatively sponsored program on CBS each Monday from 8:30 to 9 p.m. Although the brewers dropped away at the end of the 26-week contract Aug. 29, the show was rescheduled for three weeks on a curtailed basis while an attempt was made to get additional brewer support. Failing to accomplish this, Fremont, N. Y., and New York radio advertising man who conceived the program, is using the 26-week contract line up of advertisers in other lines of business to sponsor the program in their local area.

Unless successful, the program will definitely go off Oct. 10, and CBS Sales reported that it will not hold this desirable period for a 29-station network. Tom Hughes, program director, and Rose Bowers, stars during the summer, have been replaced by Harry Youngman and guest stars. Lamplighter's orchestra is retained. U. S. Adv. Corp., Toronto, agency through which program is billed, is aiding in its attempt to line up new sponsors.

Continental on CBS

CONTINENTAL BAKING Co., New York (Wonder Bread & Hostess Cake), will start its 1938-39 HALEY Variety Show on 42 CBS stations, Friday, 7-30 to 8 p.m. (EST), with Fred Waring in charge.

Jack Haley, talent includes Virginia Verrill, vocalist, who was with him in his last network series; and Lucille Ball, screen comedienne. Fred Tio Rito will conduct the orchestra, assisted by Harry Conn and Hain Fimbberg. Donald Cope and Kenneth MacGregor are the agency representatives.

Lamplighter on Six

TWELFTH annual series of The Lamplighter opened Sept. 25 to be heard in 13-week cycles, Sundays, 12:30 to 12:45 a.m., and syndicated as a live show by Network Feature Syndicate, the radio division of the Polo Club, of which Leon A. Friedman is president in charge.

The following stations are to be used in this second season of cooperative sponsorship: Julius Grossman Shoes, WOR, New York; I. J. Fox, Boston; Style Shop, WNLG, New London; The Boston Store, WHKC, Columbus; W. I. Fox, WDEA, and Tiedtke Brothers, WDSP, Toledo.

Pacific Gas Drive

MORE than 20 stations in Northern and Central California will be used in a special ten-day advertising campaign Oct. 5 to 15 to be conducted by the Gas Appliance Society of California. The campaign, which includes the use of other media, will stress gas ranges that feature low temperature cooking. One station varied spot announcements five-minute participating spots on home economics programs broadcast under agreements made with the account, Jeannet Scott Frickleton, San Francisco.

NBC and CBS Rush Video Equipment Including Latest Laboratory Features

BOTH NBC and CBS are hastening the installation of television transmitters in New York incorporating advanced engineering developments.

NSC is installing a new antenna for its transmitter atop the Empire State Bldg. and has dismayed the industry by its speed of installing its line of sight 72d and 75d floors of the Chrysler Tower in New York City. These are the highest in the city and are regarded as well adapted for ultra-high frequency television transmission.

New Antenna Features

The new NBC mast, it was stated, includes a number of novel features. In the laboratory the antenna worked perfectly but that does not insure its performance in actual operation and the engineers will not set any date for regular broadcasting. The mast probably will be before the end of the year. Meanwhile the network television production crew will experiment with ideas and techniques by producing programs at the studios which will be followed up by the television cameras but not aired.

CBS goes into operation with its new video camera, testing the camera many times under all possible conditions even over the entire city and its suburbs. The final arrangements also have been made for construction of a coaxial cable connecting the transmitter with the CBS television studios in the General Electric Central Terminal Bldg., nearby. The CBS schedule calls for completion of the installation early in 1939 but the date has been set for actual broadcasting of visual programs.

CBS said that when the station takes the air it will climax almost a decade of television experiments. In 1931 CBS broadcast the first regular schedule of television programs undertaken in this country. In those days 80-line transmission was used and the equipment, like the NBC transmitter, uses 44-line.

CBS transmitter, built at a cost of $500,000, will cost another $150,000 to install. Tests, according to CBS, show that from the Chrysler Tower vantage point the transmitter should provide primary coverage within a radius of about 40 miles over a total area of about 4,800 square miles. The new antenna—nine number eight—will supply some 2,000,000 watts with the additional power used as a guarantee against interruptions of broadcasts in the event of failure. Latest safety equipment is being employed in the transmitter because of high voltage. The new transmitter will operate with the call W2AAK.

NBC, at its last sight broadcasts before the shut-down in mid-September, put on the first televised radio interview using its mobile equipment to televise an announcer in Rockefeller Center asking questions of passers-by.

NBC on Sept. 1. started television experiments with the hours of 10 a.m. and 11 p.m. daily, to explain to the public the fundamentals of television and giving an opportunity for close examination of the apparatus. Visitors participate in television demonstrations themselves, each group appearing before the camera for a short period, which sees the first group of receivers in an adjoining room. The exhibit includes a complete television disc, a self-contained unit, entirely separate from that now in use for experimental telecasts. Reception is shown on TV experimental receivers, and there is a display of miniature settings, backgrounds and special visual effects.

NBC's New Shortwaves

THE most comprehensive schedule of American shortwave broadcasts to Latin America ever attempted was launched through the efforts of WJAN, a result as assignment of the FCC of two new shortwave frequencies, 410 and 365 kilocycles, as WJAN was announced Sept. 28 by Frank E. Mason, NBC vice-president and director of the International Division. The two additional frequencies, 9,670 and 21,630 kc, fill out NBC's complement of world-frequency broadcast equipment necessary to render year-round day and night service to Latin American as well as European listeners on a regular schedule.

GOLP's Hillbillies

EVIDENTLY emulating W. L. O'Daniel of Hillbilly Hillbilly Band radio success in Texas, the County Republicans in St. Albans, Va., have signed the lucky Rambler's Hillbilly t r o u p e for three broadcasts a week over WWVA, beginning Nov. 7. Along with a WQDM announcer, the Ramblers will make their first appearance on the 14 communities in Franklin County. The troupe, which broadcast over WJAN television, has jumped the income of the theatre some 300% for Saturday matinees.

Lydia Pinkham Adds 15

LYDIA E. PINKHAM Medicine Co., Lynn, Mass., on Sept. 26 added disc outlets to its Mutual Network program, which is carried by each of the seventeen southern stations are used. This total of 71 stations is the largest ever distributed for this program since its initial broad cast in 1927 through World Broadcasting System will place wax disc versions of the show at the homes of a showing audience across the United States. WLAC WIS WDSU KWWK WBCB WSPD WIGD WJAX KLA KMA WMAZ WSGC LKL WSSC WGAB. Erwin, Wasey & Co., New York, is agency.

Brown for Post Toasties

GENERAL FOODS Corp., New York (Post Toasties), on Oct. 8 starts its Joe E. Brown program on 65 CBS network stations, Saturday, 7:30 to 8 p.m. (EST), with a West Coast repeat. In the first week Brown's first new sponsor of the program was Columbia Square studios, Hollywood. Talent will include besides Brown and Jack Gilford, comedians; Margaret McCrea, vocalist, and Harry Sonneck's orchestra. Brown also doubles as writer. Viola Brothers Shore has also been given a writing assignment on the show. Donald Cope will produce. Agency is Benton & Bowles, New York.

P & G Adds in Michigan

TO THE four stations of the Michigan Radio Network — WDFD, Flint; WJIM, Lansing; WELM, Cadillac; WIBM, Jackson — which joined the NBC-Blue network as a group on Sept. 25, made a second addition on Sept. 21 as a group at a combined evening hour rate of $240, Procter & Gamble Co., Cincinnati, added Na Feinman, Story of Mary Martin, Vic & Sadie and Peper Young's Family. These shows are broadcast on the Blue consecutively from 10:45 to 11:45 each evening, Monday through Friday.

Gunzendorfer to KSRO

WILT GUNZENDORFER, well known in Pacific Coast radio and advertising, has been appointed manager of KSRO, Santa Rosa, Cal. He has been identified with radio since early 1932 when he joined Don Lee Broadcasting System, San Francisco, as associate in the Thomas Lee Artists Bureau. Transferred to Los Angeles when the Thomas Lee Artists Bureau moved from Los Angeles to the former KOFM site, he later became identified with Amory Eckley Agency, Hollywood talent service, as partner, severing that association to take over management of KSRO. Larry Thatcher, formerly Healdsburg, Cal., who recently joined KSRO, has been appointed commercial manager of the station.

www.americanradiohistory.com
Old Jersey Law Revived

In Order Against NBC

The Public Utility Commission of New Jersey will hear a new case in Newark Oct. 18 to show cause why the Commission should not issue an order compelling NBC to cease and desist from interference with its ultra-high frequency station WJZ of Brooklyn, N. J., also the site of the WJZ transmitter. Commission order is based on a law passed two years ago which gives the P. U. C. power over radio in New Jersey. The law is said to have been enacted to protect New Jersey from interference of powerful stations nearby, which in those days of non-directive receivers was a real hazard.

NBC, having for some time been experimenting with W2XG and W2XH, broadcasting from the roof of the RCA Bldg. in New York, wants to move one of the stations to New Jersey, and has obtained a construction permit to do so from the FCC. Concerning the order of the New Jersey Commission, NBC issued the following statement: "The NBC has always claimed that the statute of the State of New Jersey, requiring the operator of a broadcasting station, licensed under the Federal Communications Act, to have a certificate of convenience and necessity from the New Jersey Board of Public Utilities, is unconstitutional, and to be an unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting."

Title Trial is Set

DENYING the request of Beth Brown, novelist, for a temporary injunction in her suit against NBC, Bristol-Myers Radio Corp., and Pedlar & Ryan, for the use of the title For Men Only in the title of a Vitalis hair tonic, the Supreme Court Justice Charles B. McLaughlin has set the trial for Sept. 30. Mrs. Brown contends that she has exclusive rights to the title of the air show as she had a novel published in 1931 with the same title.

Fels Takes Hobby Lobby

FEL'S & Co., Philadelphia (Napoleon soap company), is licensed to Dave Elman's Hobby Lobby for 13 weeks beginning Oct. 5 on NBC-Blue. Dave Elman was once a regular on the Fels soap show. This program was heard on NBC-Red network during the summer months sponsored by General Foods Corp., New York, for Jell-O, replacing Jack Benny. Agency in charge is Young & Rubicam, New York.

Loose-Wiles on Yankee

LOOSE-WILES BISCUIT Co., of Ohio City, N. Y., will start The Sunshine Reporters on 10 Yankee stations, starting Oct. 4 and using the 7:30-7:45 p. m. period Tuesday, Wednesday, Thursdays, and for 13 weeks. Agency for Loose-Wiles is Nevel-Emmitt Co., New York.

BROADCASTING

LATE NEWS AND PERSONAL NOTES

Rickey, Mulberger & Intent...et.

Rickey, Mulberger & Intent...et.

Broadcasting

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FCC Gets Appeals in Grant to WMEX

APPEALS from the twice-decided action of the FCC granting WMEX, Boston, a high-powered regional assignment on 1470 kc., for a second time were filed Sept. 24 by WAAE, Boston, and WLAC, Nashville. On Sept. 23, WCAI, Boston, also appealed the FCC's action.

Originally granted two years ago, the FCC first authorized the Boston station to change its status from a local to a high-powered regional without hearing. As a result, protests were then filed. The case was redocketed and a grant again authorized. WAAE appealed on Sept. 16 and WLAC, through Attorney Paul D. P. Spearman, appealed on the question of interference, since it operates on the 1470 kc. channel and also alleged that the assignment would curtail its secondary service.

W. P. Stuart, publisher of Prescott, Aria, on Sept. 18 appealed from the FCC's decision on the application of the Southwest Broadcasting Co. for a construction permit to build a station at Prescott on 1500 kc. with 100 watts night and 250 watts day. It was contended that the granting of its own application requesting the same facilities in the same city, also contended that the Commission's decision lacked proper and adequate findings and that there was not sufficient evidence to sustain the findings.

ANA Holds Session

ADHERENCE to the policy of honesty in advertising was emphasized to the Association of National Advertising Executives at their meeting at the Quaker City Hotel in Cincinnati. 28-30. Oct. 1 at Hot Springs, Va., by James A. Horton, chief examiner, Federal Trade Commission. Mr. Horton called for voluntary OPERATION by advertisers to reduce the need for formal FTC action in the future. Other speakers at the convention included Gilbert Kinney, AAA chairman and vice-president; Walter Theiss, Prescott Co.; Richard Compton, of Compton Adv., New York; Chester School, president of Young & Rubicam; Dr. George Gallup, Young & Rubicam; John Caples, BMI advertising, Los Angeles, and Samuel F. Cloutier, of the Cloutier Co. and ANA board chairman.

Seek Best Announcer

FOURTH annual Radio Announcers Contest of Washington, D. C., sponsored by the Henry J. Kaufman Adv. Co. opens Oct. 22, for a two-week battle of words to select the outstanding staff announcer on Washington's top four radio stations. Graded on diction, sincerity and effectiveness, the 18 contestants are judged by a committee of radio critics, advertising men and civic leaders.

AFA Convention Dates

ADVERTISING Federation of America will hold its 35th annual convention at the Waldorf-Astoria Hotel, New York, June 18-22, inclusive, next year. The Federation board of directors is meeting in New York on Oct. 20 to pass over its preliminary plans, appoint committees and discuss the Federation program of yearly activities.
**31" x 21 1/2" Radio Outline Map**

**Features**
1. Size: 31" x 21 1/2"
2. Locates all U. S. and Canadian stations
3. Indicates number of stations per city by symbols
4. Outlines and names each county, state and province
5. Reverse side lists each station by state, city, call letters, frequency and power
6. Shows time zones
7. Printed on white ledger paper that permits use of ink
8. Mailed flat

**Users**
- Advertising Agencies
  - Mapping spot and network campaigns
  - Making presentations to clients and prospective clients
  - Radio research work
- Radio Stations
  - Defining coverage and markets
  - Sales presentations, mapping competitive station situation, comparative markets, etc.
- Radio Advertisers
  - Mapping markets and campaigns
  - Statistical uses
- Station Representatives
  - Mapping stations
  - Presentation data
- News Services, Transcription Libraries, Networks, etc.

**PRICES:**
- Single Copies, 35c • 10 Copies or More, 25c
- 10% discount in quantities of 50 or over

**A Few Map Users**
- Campbell Ewald Co. of N. Y.
- Hays MacFarland & Co.
- Harold S. Chamberlin & Associates
- Gardner Advertising Co.
- Morse International
- Dr. W. B. Caldwell, Inc.
- The Caples Co.
- The Ports- Turnbull Co.
- Rayton Press Co.
- Asbury, Moore & Wallace
- Longress-Withnauer Co.
- Russell M. Seeds Co.
- Lennen and Mitchell
- E. I. DuPont de Nemours & Co.

**Publication Details**
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- National Press Building
- Washington, D. C.

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Radio Advertisers

CONSOLIDATED CIGAR Corp., New York (Harvester cigars), on Sept. 25, began a fifteen-minute, thrice weekly test program featuring Frank Sinfider, Transradio Press reporter, on WOR, Newark. No other stations are to be used. Agency is Erwin, Wasey & Co., New York.


POULSON Inc., Memphis, manufacturers of St. Joseph Aspirin and Penetro products, has purchased Brethren breath tablets and all assets incident to its manufacture from Tennessee Products Co., Nashville, and will move all machinery and equipment of the Brethren plant to Memphis. Lake-Spring-Nolin Inc., Memphis, handles Poulson Inc. advertising.

LOG CABIN BAKING Co., Chico and Oroville, Calif., has appointed Sidney Warnick Adv. Agency, San Francisco to handle its advertising, and plans to start immediately a campaign using radio, newspaper, outdoor and point-of-sale promotion.

Roudny, Peckham & Dexter, Milwaukee (canned foods), is sponsoring the transcribed life of Buffalo Bill Cody through weekly on WTMJ, Milwaukee. The show is produced by R. U. McIntosh & Associates, North Hollywood. Neisser-Meyerhof, Milwaukee handles the account.

SLATER SHOE Co., Montreal, has placed an eighteen-week campaign from Sept. 15 on CFRU, Montreal; CFRU, Kingston; CFRB, Toronto; WSNB, Syracuse; WHAM, Rochester; WBIB, Utica; WOKO, Albany; KNYF, Hamilton; A. McKee Ltd., Toronto and Montreal, has the account.

PURITY BAKING Co., Toronto, will place in October a local live talk program on CFRB, Toronto, in Winnipeg, Calgary and Vancouver. A. McKee Ltd., Toronto, placed the account.

DAY & NIGHT HEATER Co., Los Angeles (water heaters), will continue to use daily twelve announcements on KFRC, KRLD, KML, KSST, KNX and KNX, having placed for September for another 52 weeks. Hixson-O'Donnell Adv., Los Angeles, has the account.

Bakery Success

WESTCHESTER Master Bakers Inc., independent bakery group of Westchester County, recently counte $40,000 sales after a $275 13-week promotion campaign on WPS, White Plains, N. Y. The schedule consisted of a quarter-hour campaign in the WPS All-Request Club, in which any four announcements weekly on other Request Club broadcasts, catching the popularity contest for children based on a votes-for-purchases plan, with bicycles, roller skates, and radios as prizes.

DEKALB AGRICULTURAL ASSN., Humboldt, III., breeders and producers of hybrid seed corn, is sponsoring Corn Belt Farm Hour on WHO, Des Moines, Saturdays, 12:30 p.m. Herbert Plambeck, WHO farm editor, plans and produces and presents the program on special occasions taking his microphone to stock auctions, earth shows and fairs for first-hand accounts of farm doing.

EDWARDS DEPARTMENT Store, Syracuse, N. Y., recently renewed two series of weekly hour programs on WSYR, Syracuse, the Edwards Juvenile Hour, Saturday morning, now in its ninth consecutive year, and a radio cooking school, now in its fourth year.

UNIVERSAL MILLS, Fort Worth, is sponsoring thrice-weekly the Universal Cooking, featuring cowboy chefs, on WAFB, Fort Worth, and Texas Quality Network, Tuesday, Thursday, Saturday at 8:30 n.m. Personal appearances are being arranged in towns selling Red Chain feeds and Gold Chain flour.

R. H. MACT Co., New York, is sponsoring Customers' Quiz Club on WOR, Newark. Mondays through Fridays, 12:45-1 p.m., with Fred Utell, interviewing housewives and shoppers.

YELLOW CAB Co., San Francisco, recently launched a spot announcement campaign over two California stations, with the possibility that it may spread to an increased number of stations for the winter months. Stations now being used are KSAN, San Francisco, and KFAC, Los Angeles. Account will be placed through Rufus Rhodes & Co., San Francisco.

GENERAL MILLS, Minneapolis (Wheaties), and Borden Vacuum Oil Co., New York (Mobil-Mobilgas), have signed an additional contract with WOR, New York, to broadcast play-by-play descriptions of the International League playoff series. If the Newark Bears participate, the Little World series will also be described. Earl Harper announces the series, placed thru Knox Reeves Adv. Agency, Minneapolis.

NATIONAL GROCERY Co., Seattle, has started a culinary quiz program, Cook Book Quiz, on KOMO, Seattle. The show runs twice weekly for 26 weeks. Izard Co., Seattle, has the account.

PEX TOBACCO Co., Wilmore, Pa. (Kentucky Club pipeback), which assumes sponsorship of Race Pop on NBC-Red as a Saturday evening program Oct. 1, is continuing its news and sports broadcasts on WLN WTMJ WYQA WSAU KYVO WHO. Agency is Rosthaufer & Ryan, New York.

The Busiest Radio Station of the Maritimes

CHNS
Halifax, Nova Scotia
Wm. C. Borrckett, Director

ALL PROGRAMS ARE ALSO BROADCAST OVER SHORT WAVE
CHNX

Don't forget where I planted the oats! Farms out here in the Red River Valley are bigger - and the farmers more prosperous - than in any other part of the West North Central area. Our farm lands and buildings are valued one-third higher [927.18 per capita as against $695.62]. And our retail purchases show about the same ratio!

WDAY commands this whole rich section virtually without competition - and at one low cost. Why don't you send for ALL the facts?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FARGO
940 Kilocycles
5000 Watts Day
1000 Watts Night

BROADCASTING • Broadcast Advertising

October 1, 1938 • Page 51
In our proved primary listening area in one of the world's biggest and richest markets there are—

OVER 915,000 RADIO FAMILIES

You can tell them your sales story most economically by using the big popular pioneer station—

WHAS
LOUISVILLE, KY.

50,000 watts . . . 820 Kc.
CBS Outlet . . . Nationally cleared channel

EDWARD PETRY & CO.
National Representatives

THE MOST POWERFUL STATION

between St. Louis and Denver

Covers the Heart of the Triangle

25,000 WATTS UNLIMITED TIME
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

GERTH-KNOLLIN ADV. Agency, San Francisco, has been chosen to handle the campaign being planned by San Francisco Peninsula Inc., newly-formed advertising organization. It is reported to be planning a $20,000 advertising campaign for 100K, which is expected to be the largestext of the media used. Eight stations are to be used.

FRANK H. LEE Co., Inc., New York, on Oct. 3, will start a three-week program sponsor (George H. Coulis Jr., news commentator, on WHN, New York, for 3 wk. No other stations will be used this fall. Agence is Bermanman, Blumberge & Pierce, New York.

OUILLET FLOUR MILLS, Winnipeg, has extended its hour-and-a-half block transcriptions to three more western stations—CHAB, Moose Jaw; CKBI, Prince Albert; CFRP, Flin Flon—stations now carrying the show. J. J. Glibbons Ltd., Toronto, handles the account.

NOYA KELI Co., Toronto, record label extended its five-night and Quebec network's Saturday evening What Do You Know program on Sept. 24 to the CBC Prairie Network and CFTL, London, Ont. On Dec. 1 the program is to be extended further to the British Columbia network. The program is now carried by CFRB, Toronto; CKXW, Winnipeg; CIII, Ottawa; CKAC, Montreal; CFTL, London; CKTH, St. Catharines; CKY, Winnipeg; CKBH, Brandon; CKHI, Prince Albert; CKFC, Saskatoon; CHAB, Moose Jaw; CKJO, Lethbridge; CFAC, Calgary; CKCA, Edmonton. The account is handled by Radio Publicity & Adv. Co., Toronto.

KENNEDY GROSS, radio director of Fidelity Brands Inc., New York, arrived in Hollywood Sept. 10 to line up a half-hour network show for fall release.

HERNANDO DE SOTO Exposition, to be held in Tampa, Jan. 31 to Feb. 1, 1939, has closed contracts with all commercial broadcasters in the state for spot announcements during January, through the office of W. Walter Tewes, manager of WFLA. Clearwater, and president of the Florida Assn. of Broadcasters.

WESTERN CANADA Flour Mills Co., Toronto, has started a 15-week twice-weekly women's transcription series on CJCR, Sydney; CFVR, Charlottetown; CHNS, Halifax; CFNH, Fredericton; CKGW, Moncton; CKIM, St. John. In October a cooking school program will be placed on CFUB, Timmins; CKJL, Kirkland Lake; CKY, Toronto; Bay A. McKIM Ltd., Toronto, placed the account.

FIDELITY BRANDS, Los Angeles (food products), using radio for the first time and placing direct, on Sept. 26 started a six-week half-hour program. Household Horizons, featuring Lew Palmer, on KNPR, Hollywood.


GULF BREWING Co., Houston, Tex. (Grand Prize Beer), will soon start a series of half-hour spot-review programs on the Texas State network and the Texas Quality network, supplementing the live network shows with some spot in Texas. Time, number of programs weekly and titles have not been announced, Rutherford & Ryan, Chicago, is agency.

BEEKMAN VAN & STORAGE Co., Los Angeles, in early September added KFSG, Sacramento, Calif., to its list of stations using daily time signal announcements. Firm is one of the oldest users of time signal announcements in California and is currently using KFSG, KFRC, KFBB, KGAB, and KMJ. Broadcasting Agency, Los Angeles, has the account.

PERSONAL FINANCE Co., Los Angeles (bonos), which has deserted its entire advertising budget to newspapers and other media, used radio for the first time in a 15-day test campaign on KDH, Santa Barbara, Calif. Test started Sept. 15, using an average of two announcements daily, Robert J. Nourse Co., Los Angeles, has the account.

LOOK magazine, Des Moines, on Sept. 15 started a weekly half-hour musical program on WGAE, Clevedon, for circulation promotion. Saturday evenings for 13 weeks, through Critefield & Co., Chicago.

MAXIMUS, Los Angeles department store, has appointed Jullian-Shane Adv. Agency, that city, as agency and is using five-weekly quarter-hour live programs and a weekly half-hour show on KEHE, Los Angeles.


EASTERN WINE Corp., New York (Chardonnay Vin de Chaintre Wine), on Sept. 20 started Chardonnay Wine Party, on WFAA, New York, Tues.-Sun. 11-12 midnight. The program will be continued on WVEW, New York, when this station officially takes over the time for WFAA and other stations. It will be used after a short test period. Maurice Hart, WAAI announcer, is regular announcer. Agency is Alvin Austin Adv., New York.

STONER'S SHOE STORES, Los Angeles (Southern California chain) is using three-weekly 100-word announcements on KFI that city. Contract is for 13 weeks, having started Sept. 27. This is the firm's first use of radio, Hunt Hamilton Associates, Los Angeles, has the account.

WILBERT PRODUCTS Inc., New York, with Walter Disney, has released a half-hour daily program, titled Mickey Mouse Club, to the 30 major NBC stations in the country. Walter Disney is the star of the program. The program is sponsored by WJZ, New York. Syndicated by NBC, it is being given three times weekly.

COW & GATE (Canada) Ltd., (milk products) has placed a transcription program on CFRB, Toronto; CFBG, Kingston; CKSB, Sudbury; CKY, Kirkland Lake, and CKGB, Timmins, Rossel T. Kelley Ltd., Hamilton, placed the account.

J. C. PENNY Co., New York (chain stores), on Sept. 10 started The Jingles, five-weekly quarter-hour program on WOW, Omaha. The serial may be extended to a regional or national basis. Agency is Neher & Sample-Hammert, Chicago.
STANDARD RADIO announces the sale of its Standard Program Library Service to WGY, Auburn, N. Y., with an Oct. 1 release of 20 new sound effects as additions to its Standard Super-Sound Effects Library. Additions include: Douglas D-5J airplane in take-off and landings, plane effects for a war scene, waveplane effects, new harbor background, news program introductions, interesting planes and sirens, new war effects, the mass air flight of 450 planes at the American Legion Convention Los Angeles. Transcribed Sept. 23.

Radio Transcription Co. of America, Hollywood, under direction of Lindsey MacHarris, production manager, has started two new programs. "Can You Imagine That?" which relates oddities in the news, and "It Might Have Been," a series based on historical facts. Firm is also cutting 30 additional quarter-hour episodes of "Hannes Brown's Holiday and Half at Fairbanks, the adventures of an orphan.

GROW & PITCHER Broadcasting Agencies, Toronto and Calgary, announce its appointment as Canadian sales agents for Mid-West Recording Co., Minneapolis, handling its children's transcription series "Rudy & Ginger".

ASSOCIATED Cinema Studios, Hollywood program and transcription concern, which recently appointed Victor F. Collins, Los Angeles attorney, a trustee, will not liquidate as planned, but will continue to operate under temporary management of K. N. S. Alliston, chief accountant.

C. P. MacGregor, Hollywood transcription concern, has started cutting a new quarter-hour series of 150 episodes, "Confessions of Ivauna." Written and produced by Kinnall Saut, the series will consist of 12 complete historical shows of 13 episodes each.

MILT M. BINK, Chicago manager of Standard Radio, was to leave Oct. 1 for a 10-day business trip to Hollywood. Alex Sherwood, general sales manager of Standard Radio in Chica-

“Weird” Prog. Closed in Hollywood

"A Blind Spot" for All Outside Stations

IF YOU WANT TO COVER RICH CENTRAL PENNSYLVANIA

YOU MUST USE

WFBG Altoona - Pa.

Broadcasting • Broadcast Advertising October 1, 1938 • Page 53

McCullough to Standard

ROBERT McCULLOUGH, sound effects technician formerly of WJR, Detroit, has been placed in charge of the New York office of Standard Radio Inc. in the RKO Bldg. Oct. 1. Mr. McCullough joined WJR in 1931 as an assistant in sound effects and was later put in complete charge of the sound effects department. Prior to that he was with the Michigan Bell Telephone Co. and head of a Detroit dramatic group known as the Maskers. Experienced in recording of sounds as well as in manual effects, Mr. McCullough frequently does free lance effects for the networks. During the past year he has built effects for many stations and recording companies. Telephone of the new office where a complete Standard sound effects library will be maintained is CSpanish 6-2168.

New Transcription Firm Organized in St. Louis

FEATURING several new ideas in transcription production and distribution, Broadcasters Mutual Transcription Service Inc. has been formed in St. Louis under the direction of James M. Althouse. Central office has been established at 301 S. Kingshighway with representatives in New York, Hollywood, Rio De Janeiro and Paris.

Composed mainly of St. Louis broadcasters, the production staff includes Sterling Harkins, KWK program director; Burt Igoe, KWK production director; James Duxton, KSD; and Frank Eschen, KSD program director.

A new 22-page booklet completely describes the new organization, including technique, technical equipment, personnel, available features and prices. The "custom integrated program," which BMTS has devised as an economical replacement for custom built shows, particularly adapted to local sponsors, is fully explained.

Procino-Rossi on 5

PROCINO-ROSSI Co., Corp., Auburn, N. Y. (P-R macaroni products), on Oct. 2 will begin a half-hour weekly program, International Melodies, to continue for 26 weeks, Sun., 11:30 p.m. in a special hookup of WHEC, Rochester, WGR, Buffalo, and WSYR, Syracuse. Eduardo Barbieri, violinist and conductor, will direct the program of favorite compositions of Italian and other famous composers. Procino-Rossi is also sponsoring programs over WGY, Schenectady, Sun., 12:30-1 p.m. and WDBR, Wilkes-Barre, daily, 2-2:15 p.m.

Sustained Silence

"A SUSTAINING orchestra with nothing to sustain" is the paradox at WTCI, Hartford, following this month's wave of new commercials filling all daytime spots for which the orchestra was being groomed. A studio agreement with the Musicians Union calls for a full orchestra at WTCI, whether the orchestra broadcasts or not. So musicians are rehearsing daily in front of dead microphones and wondering whether or not they'll ever be heard.

Heater Firm Tests

ANDREWS HEATER Co., Los Angeles (gas wall heater), which recently appointed Gerth-Knollin Adv. Agency, that city, to direct its advertising, is using five-week participation in the "Ace & Shine" program on KFRC, San Francisco. Contract is for 26 weeks, having started Sept. 15. Firm will also use other Northern California stations during late fall and winter.

New Wander Show

WANDER Co., Chicago (Ovaltine), on Oct. 17 will start a test on WMAQ, Chicago, 11-11:15 a.m., five days weekly, featuring an adult show the title of which has not been disclosed. Blanket-Sample-Hummert, Chicago, is agency.

WBIG in Greensboro, N.C.

Write

Edney Ridge

Director for
"COLD FACTS"
1000 W. Unlimited

The Gold Rush of 1938

SHREVEPORT is experiencing a "gold rush" . . . a rush for "black gold!" Oil was discovered at the very doors of Shreveport just two months ago, and already new wells are being drilled on every hand. This means added wealth in the South's richest market . . . even greater dividends for the advertiser.
CHARLES CHRISTOPH, for two years head of the daytime radio department of Rothrauff & Ryan, New York, has become vice-president of Hitkett-Sample-Hummert, New York. He will be a creative and a key man on the staff, although it has not been decided what accounts he will handle.

DON STAUFFER, Young & Rubicam, New York vice-president in charge of radio, is in Hollywood to supervise launching of several sponsored network shows. Bill Stuart, West Coast publicity director, has returned after several months in New York.

MANN HOLLINGER, radio director of Leaen & Mitchell, after several months in New York, has returned to Los Angeles and resumed management of the West Coast office.

JOHN CHRIST of J. Walter Thompson Co., Hollywood office, has been appointed assistant to Frank Woodroof, producer of the CBS Lux Radio Theatre, sponsored by Lever Bros. Co. He is producer of the NBC One Man’s Family.

LEWIS S. KENDALL, formerly with Southern Sales Service, Vernon, Calif., has joined Glasser Adv. Agency, Los Angeles, as account executive.

OSCAR KRONENBERG has announced formation of Crown Advertising Inc., 424 Madison Ave., New York, to serve the foreign language market, concentrating at present on the Jewish food market in the Metropolitan area.

BEN LARSON, Hollywood producer of Rothrauff & Ryan, has been transferred to New York to produce the sport Tommy Riggs, and has joined Quaker Oats Co., on NBC-Red network starting Oct. 14.

R. C. LOCKMAN (left), CBS Hollywood account executive, looks on as Robert M. Hixson, secretary of Hixson-Jewell Adv., Los Angeles, and account executive on the Rio Grande Oil Co. account, signs the contract renewing for 52 weeks, effective Sept. 16, the weekly Calling All Cars program on 3 California CBS network stations (KKNX, KSFO, KARM), Friday, 8:30-9 p.m. (PST). The 300th broadcast of this program, which will be the last one under this new contract, was thus assured.

NELVIN A. HOLLINSHEAD, for the last year and a half vice-president of Morser Productions, New York company engaged in the planning and production of commercial radio programs, has rejoined Campbell-Ewald Co., of New York in the executive service department. Before becoming associated with the Morser company, Mr. Hollinshead had spent 15 years with Campbell-Ewald, including six years in the radio department, the last two as vice-president in charge of station business in New York.


B. B. POPELLE, formerly with Ruthrauff & Ryan in Chicago and Detroit, has joined Fred H. Ebersold Inc., Chicago, as copy director and account executive.

DAVID C. CASMIR has been appointed vice-president of Grant & Walkworth & Casimir, New York, after an absence of five years, to take charge of new business and promotion. The agency on Sept. 20 established a radio department with F. W. Forsmide in charge.

GEORGE McGURETT, Lord & Thomas New York producer, was scheduled to arrive in Hollywood Sept. 25 to supervise the W. C. Fields interlude to the CBS Lucky Strike Hit Parade.

BBDO has enlarged its offices at 1680 N. Vine St. Hollywood and also added to the personnel of its research and sales staff. He was formerly KJH Los Angeles, production manager.

C. LAWTON CAMPBELL, head of Rothrauff & Ryan, New York radio department, was in Hollywood during September to confer with Edmund (Tiny) Ruffner, West Coast manager.

FRED J. HAMM, recently resigned account representative for the toilet article division of Colgate-Palmolive-Peet Co., Jersey City, and former president of Moore & Hamm Agency, New York, on Oct. 1 will join Compton Adv., New York, to assist R. D. Holbrook, vice-president, on the Proctor & Gamble (Ivory brands) account.

MORRIS HELLINGER, Lord & Thomas, New York, radio department, has been granted a six-month leave of absence to recuperate from a recent illness.

VAUGHN WEIDEL has closed his office and will consult to become vice-president of Metropolitan Adv. Co., New York, where he is in charge of a special department for servicing association and cooperative accounts.

N. W. ATER & SON recently opened offices in the Hillingham Bldg. John S. Cooley, formerly with the Hawaiian Pineapple Co., is resident manager.

DONALD S. MANCHESTER has been elected a vice-president of Sidney Garinkel Adv. Agency, San Francisco.

EDWARD SIMMONS, former program director of WRF, Chicago, and more recently of the WGN production department, has resigned effective Oct. 1 to join Wheaton & Beckham Agency, Chicago, where he will produce and direct the Uncle Herb series for Alka-Seltzer.

JOHN ARTHUR ROBINSON, account executive with Ruthrauff & Ryan, Chicago, is the father of a boy, John Arthur Robinson Jr. born Sept. 17.

DAVE OWEN, Hollywood producer, has joined Blackett-Sample-Hummert, Chicago, as supervisor of all General Mills radio accounts.

SAM BOOTH, formerly of WJCE, Hagerstown, Md., has joined H. S. G. Adv. Agency, New York, as salesman.

JAMES WRIGHT, account executive of Lord & Thomas, Chicago, was in Hollywood during September to sign W. C. Fields comedies, for appearance on the CBS Lucky Strike Hit Parade, sponsored by American Tobacco Co.

MEL ROACH, production manager of Allied Adv. Agencies, Los Angeles, and sales manager, Jeanette St. George, office manager of Smith & Bull Adv., that city, were married Sept. 10.

HOMER J. BUCKLEY, president of Buckley-Dement Adv. Co., Chicago, was in Hollywood during September.

GEORGE W. LAINES, who until recently had been in research and sales promotion office in Los Angeles, has joined Darwin H. Clark Adv. Agency, Los Angeles as head of the copy and production department.

BUCHANAN & Co., Chicago, has moved to 919 N. Michigan Ave.

FULMER & SMITH & ROSS Inc., New York, has moved to 72 Vanderbilt Ave.

LANSFORD F. KING Advertising, Philadelphia, has moved to 112 S. 16th St.

NORMAN B. FURMAN, advertising agency specializing in foreign language radio, has moved to 117 W. 10th St., New York. The phone number is Longacre 3-4495.

ALVIN AUSTIN Co., New York, has moved to 32 East 57th St.

Ripley Wayne Bugbee

RIPLEY WAYNE BUGBEE, 38, vice-president of the Clements Co., Philadelphia agency, died Sept. 14 of Rocky Mountain spotted fever, probably caused by a tick bite during a recent vacation in the Canadian Rockies. Mr. Bugbee had been in the advertising business since 1925. He is survived by his widow, a brother, and a sister.
Agency Appointments

NATIONAL INSTITUTE of Research & Economics. New York, using radio, direct.
NATIONAL PORCELAIN, Trenton, N. J., to Charles Dallas Resch Co., New-

PHARMATONE Inc., New York (cos-

metic), to Casper Finsher Adv. Agency, N. Y.
STAINEX Co., Leavesworth, Kan. (Stain-
es), to R. H. Samuel & Co., Kansas City.
PETER PAUL Inc., Naugatuck, Conn. (The Crown gum), Pacific Coast radio to Emi Böhrer & Staff, Los Angeles.
PROCTER & GAMBLE Co., Cincinnati (Flour vegetable shortening), to Compton

Adv. Inc., N. Y.
SHELDY WANKER & SONS, Chicago dairy products firm, to George H. Hart-

man Co., Chicago. Spot radio will likely be used.
ALYRER JOHNSON SKATZ Co., Chicago, to Goodkind & Morgan, that city. Radio

may be used.
BROADWAY DEPARTMENT STORE. Los Angeles, has appointed Lee Ringer.
Advertising, Los Angeles, to direct he-
dio, outdoor, and street car advertising.
OLD DUTCH MILLS, New York (Old Dutch Coffee), to Peck Adv. Agency, and

YORK.
JOSEPH MARTINSON & CO., New York (coffee), to Al Paul Leventon Co., New

York.
DRAKEETT Co., Cincinnati (Windex, Draco), has appointed W. W. Brown, direct advertising. No plans have been made for radio.
MAGNAVOX Co., Fort Wayne, Ind., has appointed W. L. Diner Co., Chicago, to
direct advertising. Radio may be used in the spring.
HOWARD CLOTHES Inc., New York, ra-
dio advertising to Redfield-Johnstone, New York.

Cartwright to Petry

WILLIAM H. CARTWRIGHT, formerly Chicago manager of William G. Rambeau Co., has joined the Chicago staff of Edward Petry & Co., effective Oct. 1. Mr. Cart-

wright began his radio career in 1929 when he joined the Mc-

Junkin Adv Co., Chicago, as re-

search director and assistant di-
tector of radio. In 1931 he was

named time buyer of the McJunkin

agency, which position he held until 1933 when he joined the Rambeau

organization. He was named man-

ager of the Rambeau Chicago of-

fice in 1937.

Farms in KYSM’s territory

Look like bankers—

Spend like bankers.

They’re sold on KYSM

They’re sold by KYSM

What more could you want than a live wire station that domi-

nates the rich, buying Southern Minnesota area . . . a station with

KNOWN acceptance and

KNOWN results!

Mankato, Minnesota

Bob Kaufman

Manager

Warwick, Legler Leave Cecil, Form Own Agency

H. P. WARWICK and Henry M. Legler are retiring as partners of Cecil, Warwick & Legler, New York, on Dec. 31, 1938, and will

form a new agency, Warwick & Legler, with offices at 230 Park Ave., New York. The remaining partners, John H. Cecil and James

M. Cecil, will continue operation of the agency, which was founded by them in Richmond, Va., and moved to New York in 1926.

H. P. Warwick will be president and Mr. Legler vice-president of the new agency. Sam Younghein, Arthur Deerson, J. E. Warwick and

L. M. Maltz will be vice-presidents. R. H. Hughes will be secretary and treasurer, and Preston H. Pumphrey will be radio director.

Accounts will be American Legion Pub. Co., Hygrade Sylvania Corp., Julius Kessler Distilling Co., George W. Luft Co., Noma-


liniment).

A NEW station representative firm

has been started in Winnipeg by Daw-

nis Richardson, formerly president of

All-Canada Radio Facilities Ltd. The

new organization will be known as

Inland Broadcasting Services Inc., and

will represent western Canadian

stations exclusively in Winnipeg, with

affiliated offices in Eastern Canada.

RAY LINTON, Chicago station rep-

resentative will sail Oct. 22 on the

Uruguay for a four-month trip to South

America to visit principal ra-

dio stations.

WQXR, New York, has appointed

Joseph H. McCullum as sales rep-

resentative to handle the United States

and Canada, with the exception of

the New England and Mid-Atlantic

mercal Station, effective Sept. 16.

DAVID SANDEBERG, formerly

manager of KXYA, San Francisco, and more recently with John Blair & Co., station representa-
tives, has been named San Francisco sales manager for the McClatchy ra-
dio stations and Bay District repre-

sentative for the California Radio

System. He succeeds Don Robinson, who resigned recently.

AL KERR, of William G. Rambeau

Co., New York, has been promoted
to manager of the New York office. My-

ron Eiges, formerly of the Rambeau

New York office, has joined Edward

Petry & Co., that city.

Grabhorn’s New Post

MURRAY B. GRABHORN, until recently vice-president of Hearst Radio Inc. in charge of its sales

subsidiary, International Radio Sales, together with Fred Foy, former advertising manager of Shell

Oil Co., has joined Wilding Picture Productions Inc., New York com-

mercial motion picture producers.

Mr. Grabhorn’s 17-year-old daugh-
ter, Mary, on Sept. 15 was chosen out of a large field of competitors as the "ideal American college

girl" and her portrait is being passed by the noted artist Brad-

shaw Crandall for the cover of

Cosmopolitan in May. She is a

freshman at Blue Ridge College,

New Windsor, Md. The judges in-

cluded Mr. Crandall, James Mont-
gomery Flagg, John Powers and

Fanny Hurst.

AT THE REQUEST of the Dixie

network, Columbia has changed its

10-hour service period, so that

the Southern group will start its

broadcasts at 8 a.m. instead of

5:30 a.m. and conclude at 12 in-
PATRIOTIC program emphasizing the blessings of this country is *We Americans*, recently started by WHK, Cleveland. The feature keynotes democracy, teaching the history of our national resources and development, advantages of American citizenship along with methods of becoming a citizen, various nationality contributions to the history of America, and in general demonstrating democracy at work. Big red, white and blue broadside folder, "With the Air Full of War!" published by the station presents editorial and personal congratulations coming to WHK when the program started. Manager H. K. Carpenter is offering the feature without charge to other stations.

Might Have Been

ODDITIES in the news are dramatized on the Inside Page, run by Ray Barrett and sponsored by a local department store, WDBC, Hartford, Conn. Announcer Barrett, in his dramatizations, builds up around each item the story of "what might have been".

Items From The Mart Marking the shopping world, with an eye particularly on women listeners, is discussed informally by Nancy Dixon and Hugh Walton on WCAU, Philadelphia, during the daily quarter-hour *What's News on the Stove*.

We Want Peace

CALCULATED to comfort an audience worried by war scares, a program called *Prayers For Peace* on CJCA, Edmonton, Alberta, presents ministers from Edmonton churches leading prayers. Mail response indicates that small groups throughout Canada gather daily to participate in the devotions. Church bulletins push the feature, and the local press announces the ministers and assisting soloists.

Opinions of Women

WOMEN'S opinions on everything under the sun is the description of a thrice weekly afternoon show called *Meet the Mrs. on WGN*, Chicago. Featuring Jim Fleming, WGN announcer and commentator, the series will be aired from the local Gray's Institute of Home Economics and will consist of interviews with members of women's clubs who hold their luncheons at Gray's. Opinions and not facts are the gist of the show.

Fan Thoughts

FIVE average sports fans informally discuss their favorite sport during the weekly quarter-hour *Hot Stone League* on KB1, Los Angeles. A different group of men is chosen each week and they are at liberty to freely express their views during the broadcast. Ken Froogley, sports editor of the *Los Angeles Daily News*, acts as interlocutor, provoking arguments pro and con, adding spice to the conversation.

Signals Called

STUNT broadcast starting the fall football season on KGVO, Missoula was *What Goes On a Football Huddle?*, with Nick Marianna taking his microphone right into the middle of Montana State University's Grizzlies' huddle at a night practice session on Dornblazer Field. Actual signals and discussions from the huddle came along with comments and explanations by Announcer Marianna.

WHILE Freeman F. Gosden, the Amos of *Amos 'n' Andy*, recuperated from a recent operation, the Campbell Soup Co. team broadcast their NBC-Red programs from Cedar Hill Hospital, Los Angeles. Left to right are Ray Ferguson, NBC engineer; Joe Parker, producer; Charles Correll (Andy) and Freeman Gosden (Amos) during the first hospital room broadcast.

Lost in the Wash

ESSAY contest on "Erosion Control", based on WLW's weekly dramatization, *Fortunes Washed Away*, has been started among CCC enrollees in soil conservation camps by WLW Cincinnati, and the U.S. Soil Conservation Service. Winner will receive an all-expense trip to Cincinnati and a boy seat for a Cincinnati Reds baseball game. Contestants must give original ideas on the need for cooperative efforts in controlling erosion, based on facts brought out in *Fortunes Washed Away*, which is presented in cooperation with the Department of Agriculture and WLW's educational department.

On KDKA's Marquee

WEAKLY variety show, On the Marquee, of KDKA, Pittsburgh, features "discoveries" showing their talent, with a chatty continuity weaving the varied specialties together to escape ordinary cut and dried introductions. After talent and numbers are selected, Bill Beal arranges and writes continuity for each show individually. Al Egizi polishes up orchestral background, and Bill Hinds' music is written.

Fido Contest

NAMING of two Boston bull pups proceeds the program basis of *Dogs & Game* series on WCKY, Cincinnati, as a feature of National Dog Week.

"My husband is taking a radio-listening survey of Montreal...look what he did in his sleep last night."

CKAC, Montreal (Canada's Busiest Station)
If you can't read this ask any WNAX advertiser

WHY

WNAX

SALES COST LESS

Because you're talking to farmers through a farm station, you reach more farm homes at a lower cost per thousand.

Because WNAX has a dominating signal in five rich agricultural states . . . . . . South Dakota, North Dakota, Minnesota, Iowa and Nebraska.

Because the great part of our farm audience is now enjoying a most prosperous year. Because the corn crop is still 100% in much of our area, despite poor crops elsewhere.

Because this loyal WNAX audience responds by buying . . . both by mail and through dealers.

Because we're proud of our long record of successful results, we've got to prove what we say to you as well.
ROSS A. HULL

ROSS A. HULL, 36, editor of QST, official organ of the American Radio Relay League, national amateur magazine, was killed at his home near Hartford the night of Sept. 13 when he came in contact with a loose live wire while working on his experimental apparatus. According to best available reports, dinner guests found Mr. Hull lying on the floor of his radio room. His hands and face were burned and earphones were charred, presumably due to having brushed a high-tension wire as he was plugging in the power supply for his 4,400-volt transformer. A native of Australia, Mr. Hull formerly was in wireless work there and was noted for his numerous inventions in the shortwave field.

LOCATED four miles northwest of Indianapolis, the new $100,000 transmitter and plant of WIRE was inaugurated last month by Gov. Townsend of Indiana. The transmitter is an RCA 5-D, housed in a seven-room, white stucco building trimmed in glass block. Twin towers 330 feet high are lighted by flashing beacons. The building was designed by Earl W. Lewis, WIRE's chief engineer, and Nat Johnson & Co., Chicago, installed the towers.

OVER $4,000 worth of new sound effects equipment was installed in the WOR-Mutual Radio Playhouse, New York, for use on The Shadow, mystery drama, sponsored by D. L. & W. Coal Co. It arrived at its network home on MBS 25, 5:30 p.m. Included were a triple-turntable with amplifiers, a 70-watt power amplifier and speaker cabinet, four-channel amplifier and equalizer, and a single-turntable designed for this program and several newly-developed electronic and mechanical devices.

WACO, Waco, Tex., has purchased an RCA 100-EM modulator unit to use with its 100-watt transmitter to increase power from 300 to 250 watts.

RCA Mfg. Co., Camden, has announced a new mobile sound broadcast unit completely self-contained and operating from either 6-volt storage battery or 110-volt AC power supply. It is designed for permanent installations as well as mobile use. Unit includes amplifier, input and output controls, phonograph turntable, two 12-inch permanent-magnet loudspeakers, and aerodynamic microphone.

CONSTRUCTION began Sept. 26 on the new 653-foot Truscon welded vertical radiator of WFJA, Dallas, and ceremonies were described on a special broadcast from the transmitter site near Grapevine, Tex.

Get Your Share
In HAWAII'S
$142,186,243.47 Market *
With
KGBM - KHBC
HONOLULU HILO

*Retail Sales:
Fiscal Year 1937-8

Representatives:
CONQUEST ALLIANCE CO., INC.
205 S. Wabash Ave., Chicago, Ill.

JOHN BLAIR & COMPANY
San Francisco, State Building

DALE L. SCANLON, Federal radio inspector at Grand Island, Neb., resigned effective Sept. 28. His future plans were not disclosed.

AMOS B. COLLINS, Federal radio inspector attached to the New York District, has been transferred in the same capacity to New Orleans.

JAMES V. SIMS, formerly of WEYV, St. Louis and WCBS, Springfield, Ill., has joined RCA, Ohio branch.

CHARLES JUST, field engineer, and Al Eischolzer, control engineer, recently completed a two-week schedule of 86 remote at WBYR, Syracuse, in connection with New York State Fair coverage.

FRANK MARTIN, engineer of WCAU, Philadelphia, is to be married Oct. 1.

CLARENCE SNEGLROVE, chief engineer of CHMD, Hamilton, Ont., is the father of a boy, born Sept. 18.

JAMES MATSON, of WCYC, Cincinnati, is the father of a girl born Sept. 11.

HARVEY GLATSTEIN, transmitter engineer of WCKY, Cincinnati, has returned to work after a two-month illness.

JAMES F. MANSFIELD, former chief engineer of KRIC, Bessemont, Tex., has joined the new ROME, Tulsa.

FRANK MARTIN, of WCAU, Philadelphia, will marry Irma Reiker this fall.

L. R. CLEMENTS, formerly of WABC, New York, and a student at the University of Minnesota, has returned to his station, WLB, has joined the engineering department of WCVO, Minneapolis, and will headquarter at the transmitter near Anoka, Minn.

NORMAN BLAKE, formerly of WÖT, Waterbury, Conn., has joined WBRK, Pittsfield, Mass.

JOSEPH MACKORA has returned to WATC, Watertown, N.Y., after several years with WHTH, Hartford.

DON BURRICHETTER has joined the control and engineering staff of KMA, Shenandoah.

IRE Election Ballots
MAIL balloting for 1939 officers and directors of the Institute of Radio Engineers is now in progress, with elections to be announced in November or December. Candidates for president are R. A. Heising, Bell Laboratories, and Dr. C. R. Joliffe, in charge of the RCA Frequency Bureau, former FCC chief engineer. For honorary vice-president the candidates are G. A. Mathieu, Poland, and P. O. Pedersen, Denmark. Candidates for directors, three to be chosen, are H. A. Chinn, CBS; Virgil M. Graham, Hygrade Sylvania Corp.; E. A. Hackbusch, Stromberg-Carlson Co.; F. B. Jewell, Bell Laboratories; John P. Murray, Philco; B. J. Thompson, RCA Mfg. Co.

THE 10,000-watt station being established by Newfoundland near St. Johns, is built by the Canadian Marconi Co. at Montreal. The station will be of the latest design and will provide Newfoundland with a broadcasting service operated by a commission similar to the Canadian Broadcasting Corp., according to Canadian Marconi Co.

FCC to Probe All Broadcasting
(Continued from page 10)
will be covered, with the intent of ascertaining whether there are conditions requiring correction.

Ten Days to File
In its letter to all station licensees which accompanied the Oct. 24 hearing notice, the Commission said that it plans to make "a comprehensive study of all contracts, agreements, and other arrangements between licensees of broadcast stations and other persons or organizations which involve the management, control, or operation of such stations."

Licensees were directed to file within ten days, or by Sept. 30, copies of all contracts or agreements affecting the station and a memorandum stating the substance of any such contract, agreement, or arrangement which has not been reduced in writing together with a verified statement setting forth in detail the manner and extent to which they affect in practice the management, control or operation of the station. Names and addresses of persons or organizations who are parties to the agreements, were requested.

The Committee informed licensees they would be advised later as to whether they would require the station to be present through a qualified witness at the hearing. Then stations were asked:
"If you have access to or possess any evidence bearing on any phase of the investigation which you believe should be presented for the consideration of the Commission, a notice of appearance should be filed in conformity with the notice of hearing."

Recording Companies
In asking stations to provide a detailed statement, properly verified, covering the kind and amount of electrical transmissions or other recordings used or now being used for program purposes, the Commission also asked that past and present relations with recording companies be speeded up. Stock ownership contracts or other agreements with recording companies also were requested. While the committee stated the order of appearance at the hearing would not be disclosed until after appearances are filed Oct. 5, it is expected that procedure followed at other hearings will be employed. Presumably, the hearings will be held from 10 a.m. to 4 p.m. Mondays through Fridays. While the length of the hearings has been variously estimated as from six weeks to two months, it is generally felt it would be difficult to end them in less than six weeks.

Order of Appearance
If usual procedure is followed, the Commission first will hear individuals and organizations not actually engaged in broadcasting, such as audience groups, educators, and the like. Then it is expected the Commission will hear the present relations of organizations actually engaged in broadcasting. This is speculation based on past practice, since the committee has not yet considered the actual order of proceedings.

Aside from the major networks and transcription companies, it is known that Independent Radio Network Affiliates, recently made a permanent organization, will present testimony. It is expected that the National Association of Regional Broadcast Stations will file an appearance. The Clear Channel Group, as such, according to its counsel, Louis G. Caldwell, does not intend to participate.

The hearings were ordered pursuant to General Order 37, adopted by the Commission last March 18 (Broadcasting, April 1). Since that time various departments of the Commission have been preparing the preliminary data for the investigation. Mr. Dempsey has been in charge of this preparation, under the direction of the Committee. Chairman McNinch stated Sept. 20 that "almost all of the preliminary work" has been completed and that the Committee now is engaged in the "final preparation" for the hearing.

For full data on rates and time available, ask Free & Peters, Inc., national representatives, or write

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
247 Park Avenue 180 North Michigan Avenue 405 New Center Bldg.
NEW YORK CITY CHICAGO DETROIT
111 Sutter Street Chamber of Commerce Bldg.
SAN FRANCISCO LOS ANGELES

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www.americanradiohistory.com
Radio Campaigns Lift Ice Industry Out of Doldrums

Air Medium Works Like Magic
In Booming Sales Levels

COMEBACK of the ice industry since 1935 with the aid of annual advertising campaigns, using radio, for the first time, is recorded by NBC in a brochure titled "So They Never Come Back."

According to the statements of NBC, the campaigns inaugurated through National Ice Advertising Campaign, which was created at the 1935 convention of the National Assn. of Ice Industries, have ‘jumped’ ice refrigerator and ice sales to a new high in the last three years, bringing the industry out of the doldrums accompanying the spurt in mechanical refrigeration business, and setting it firmly on its feet, both from an economic and prestige standpoint.

Back to the Wall
Reviewing the history of the ice industry from colonial days, and pointing to its comitant attitude in 1935 in the face of the ice plummets in the early 1930’s, box ice manufacturers came out with good looking, well-conditioned ice refrigerators, using only 15 to 25 pounds of ice per day to a 200 pounds a day, and the company improved its service, bought snappy modern trucks, put service men into uniforms, and trained them in courtesy, cleanliness, efficiency, and salesmanship. But with all this, ice tonnage sold in 1934 was still less than the 1929, while ice refrigerator sales were only a fraction of what they had been “in the good old days.”

The industry’s first campaign, in 1935-36, through Donahue & Coe, New York City, placed on NBC and CBS one hour on an evening radio program over a 20-week period, designed primarily to get the public started on ice, and win prestige for ice refrigeration. This initial try, along with supplementary magazine advertising, helped build a program. Commissions were 14% over 1935, and ice refrigerator sales 35%.

The following season, 1936-37, the “prestige” evening program was continued on NBC-Red for 368 stations, on 23 network hours, and in addition, a hard-selling morning quarter-hour, The Homemakers Exchange News, by Charles E. Sefcik, sales home economist, was used for 32 weeks, and became a first rate merchandiser. In conjunction with the program, Homemakers’ Exchange News, a four-page weekly publication, was sent upon request to listeners. The program, which featured prizes for household hints, homemaking ideas and recipes, Mutual, which NBC, for 1937 jumped to 47% above 1935 and 100% above 1933. The program was continued during the third season, but The Homemakers’ Exchange News was discontinued. The fourth season, 1938-39, NBC-Red used 55 NBC-Red stations and became one of the leading women’s programs on the air. Electrical transcriptions of 55 Homemakers’ Exchange programs were further simplified free to campaign subscribers and sold by local station time.

After years successful use of radio, ice industry took up the campaign in Chicago in July, July, December, 1939, 1940, and 1941, and again in July, 1945. The advertising appropriation for that period by 25% over 1938, to $750,000, which half of this amount is expected to go to work broadcasting. In addition, local ice companies will probably go into local advertising, NBC said.

Al Pearce Lineup

GENERAL FOODS Corp, New York (Grain, Meat, Nuts, etc.), Oct. 10 starts Al Pearce & His Gang on 79 NBC-Red network stations, Monday, 8-8:30 p.m. (PST), as a West Coast repeat, 7:30-8 p.m. (PST). In addition to new features, talent lines last season under sponsorship of the same firm, will be heard, including Elmer Blurt, the "Golf Master," and Arline Harris. Carl Hoff is direct from the radio. John Conte will announce. Carvoll O’Meara is producer of the show $5,000,000 annually in local advertising, NBC said.

Texaco Completes Plans
For CBS Star Theatre

Texaco’s golden jubilee celebration takes another form in series of radio programs, with the third planned for Wednesday, November 2nd, 6:30-7:30 p.m. (PST). Originating from Columbia Square, Hollywood, the series will be directed by Max Reinhardt, with a special program by Bill Bacher, with Harry Kronman, writer, framing the weekly pro¬ gram. NBC has given an impressive 21.5% increase over 1936, and 19% over 1935. The survey group was 2.1% of the audience. The series has been called a tremendous series, attracting to it a tremendous interest and demand.

B noveller on NBC

STERLING PRODUCTS, Wheeling (Bayer Aspirin), on Sept. 11 returned to the air with the series "A Swee¬ ter World," directed by Eugene Drain, a 3rd, First Director. It is expected that President Neville Miller and the NBC head¬ quarters staff will attend.

NAB in New England

A MEETING of the First District of the NAB, comprising the New England states, has been called for October 4 in Boston by John Shepard, 3rd, First District director. It is expected that President Neville Miller and other key men of the NAB head¬ quarters staff will attend.

Baylor Biever on NBC

Radio’s cooperation in Address to Advertisers

In conjunction with his observations on its experiences as Mayor of Louis¬ ville during the 1937 Ohio Valley Conference, Mr. Miller, told the Washington Ad¬ vertising Club at a luncheon Sept. 26, that radio, the only industry, sets an example of the highest standards, noted its responsibility as a public servant and stands willing and anxious to make its ex¬ hibiting profession for mutual improve¬ ment. Mr. Miller’s remarks on “Rai¬ dios’ attitude,” his first in Washington as NAB president, were carried by WMJ, WSJV, and MWH.

President Miller pointed out that radio exercises a “tremendous” in¬ fluence on the commercial and po¬ litical life of the world and urged that its freedom and function as a public servant be preserved. He predicted that radio has a tremendous future for good, but that if these attributes were not preserved, it could work great evil.

For Programs and Products in Survey Made
By the Magazine ‘Young America’

YOUTH SHOWS ITS PREFERENCE
For Program and Products in Survey Made
By the Magazine ‘Young America’

AMERICAN boys and girls prefer gang busters, dancing, and cow¬ herds and Coca-Cola, accord¬ ing to a recent survey of juvenile readers and viewers. Basing its conclusions on 1,559 questionnaires returned during the publication terms “typical” the inde¬ sirable preferences in everything from food to entertainment.

Favorite radio program of the survey group was Gang Busters, with NBC Network, followed by Jack Benny, Camel (Eddie Can¬ tor), Maxwell House, 2.5%; One Man’s Family, 2.4%; Ipana (Pepsodent), 2.1% and 39 others, 37.7%.

Top radio character with the juvenile readers was Charlie McCarthy, 19.3%; Eddie Bracken, 18.9%; Jack Benny, 12.9%; Fanny Brice, 4.1%; Joe Penner, 3.9%; Don Almea, 3.1%; Bing Crosby, 2.7%; Lone Ranger, 2.6%; Edward G. Robison, 2.2% shows, 31.2%.

Favorite Foods
Among food and beverage pro¬ ducts, many of which are adver¬ tised by radio, a choice was also listed. Favorite cold cereal was Wheaties, the choice of 26.8%; Rice Krispies, 9.2%; Quaker Puffed Rice, 9.2%; Wheat, 6.4%; Quaker Puffed Wheat, 4.4%; Joseph’s Corn Flakes, 5.8%; Grape Nuts, 5.2%; Post Toasties, 3.1%; Post Bran Flakes, 1.7%; Kellogg’s Corn Flakes, 1.7% and other brands, 26.5%. Choice of hot cereals was "oatmeal,” 41.8%; Ralston, 13.9%; Ortega, 13.8%; General Mills, 9.4%; Farina, 5.6%; Heath¬ er’s H-O, 3.7%; Quaker Oats, 2.3%; Mott’s Oats, 1.8% and all others, 7.9%.

Desserts showed ice cream far in front, with 34.6%; Jello, 19.8%; pies and pastries, 9.7%; cakes, 8.5% and all others, 8.3%. Candy tastes were good with the distribute brands, Baby Ruth leading with 16.3%; Oh Henry, 8.7%; Clark Bar, 2.6%; Neaties, 2.7%; Milky Way, 2.6%; Hershey, 2.5%; Power House, 1.6%; Butterfingers, 1.3%; Sky Bar, 1.1%; Teostie Rol, Peter Paul Mounds, 0.8%; Mr. Goodbar, Dreams, 0.7%; Uno Bar, 0.6%; unbranded types, 60.2% and all others, 11.5%.

Chewing gum preference ran to Wrigley’s, 38.9%; Dentley, 11.9%; Doubleday & Co., 14.9%; Freshberry, 3.0%; Blackjack, 2.9%; Beeman’s Pepsin, 2.1%; War Gum, 1.5% and other brands. Fleers Double Bubble, 1.1%, and other brands, 25.5%.

For CBS Star Theatre

On 98 CBS network stations, Wednesday, 9:30-10:30 p.m. (PST), Oct. 1939, "An Island," is list of network stations, 6:30-7:30 p.m. (PST). Originating from Columbia Square, Holly¬ wood, the series will be directed by Max Reinhardt, and will present Bill Bacher, with Harry Kronman, writer, framing the weekly pro¬ gram, and an impressive 21.5% increase over 1936, and 19% over 1935. The survey group was 2.1% of the audience. The series has been called a tremendous series, attracting to it a tremendous interest and demand.

SECOND HONEYMOON trip will be awarded to the most perfect wife and her husband, brought to you by the New York area on its Can’t Miss Monday and Tuesday program. Judith Albott, conductor of the program, will conduct the search through the month of October.
Research Bureau Hangs in Balance
Joint Committee May Quit If Formula Is Not Adopted

THE FATE of the Joint Committee on Radio Research which for three years has been seeking a method of establishing a cooperative bureau to audit radio coverage and listening habits, will be determined at a meeting in New York Oct. 3.

Failure of the committee, up to this time, to agree upon a definite formula has resulted in controversy. Unless a definite procedure is agreed upon it is likely the committee will cease functioning. Thus far money supplied the committee has emanated only from broadcasters. The committee is made up of five members each representing the NAB, Association of National Advertisers, and American Association of Advertising Agencies. John Benson, president of AAAA, is chairman, with Arthur B. Church, chairman of the broadcast committee group.

Funds Withheld

The NAB two years ago authorized an allocation of $10,000 additional for the Committee (it has received approximately $30,000 from the networks) under certain conditions. The advertiser and agency members of the Committee refused to accept the limitations and as a result the money has not been advanced.

L. D. H. Weid, research director of McCann-Erickson, has been serving as temporary technical secretary of the Committee since the resignation last summer of Paul F. Peter, now NAB research director. If the group decides to continue, the question of selecting a permanent executive secretary probably will be considered also. The name of Dr. Herman S. Hettlinger, professor of the Wharton School of Finance and Commerce of the University of Pennsylvania, and former NAB research director, has been mentioned.

Plug That Failed

YEAR'S prize for lack of success in a radio appeal was awarded to the Montreal electric power utility after a recent storm. Officers of the company broadcast a request to Montrealers, whose storm-interrupted electric service has not yet been restored, to cease telephoning their complaints, and pointed out that repair crews were working night and day. The appeal made practically no difference in the number of telephones because, as revealed later, the complainers had not heard the radio appeal, since they had no power to operate their radio sets.

Test for Pursang

McKESON & ROBBINS, Bridgeport, Conn., has started a test campaign for Pursang tonic on WBOK, Rockford, Ill., starting Oct. 3 with 100 transcribed announcements continuing through Nov. 29. A merchandising plan has been drawn on a cooperative basis.

FCC Working on Plans To Collect Radio Data

STILL STRIVING to formulate its permanent system of collecting basic operations data for the broadcasting industry, the FCC Accounting Department has been deluged in work because of other activity, William J. Norfleet, FCC Chief Accountant declared Sept. 27. Mr. Norfleet had planned to confer with the NAB Accounting Committee, headed by Harry C. Wilder, president of WSYR, Syracuse, on the proposed data forms late last month, and he indicated that the delay was necessitated by pressure of other work. He plans to confer with the Committee shortly and afterwards call an industry conference on the whole subject probably by mid-October, with FCC approval. The object is to collect financial employment and program data for the industry as a whole on an annual basis (BROADCASTING, Sept. 15). The hope is to consolidate this data in one form and obviating the need of different forms at various times.

Sweetheart Billing

MANHATTAN SOAP Co., New York (Sweetheart Soap), on Oct. 6, will begin a series of weekly musical programs featuring Adrian Rollini, Thurs., 6:45-7 p.m., on WABC, New York, and WOR, Newark. The same program will be heard on WJZ and WEAF, Wed. and Fri., 7:45-8 a.m. Wm. A. Brady is the producer. Peck Adv., is agency, N. Y.

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FCC Working on Plans To Collect Radio Data

STILL STRIVING to formulate its permanent system of collecting basic operations data for the broadcasting industry, the FCC Accounting Department has been deluged in work because of other activity, William J. Norfleet, FCC Chief Accountant declared Sept. 27. Mr. Norfleet had planned to confer with the NAB Accounting Committee, headed by Harry C. Wilder, president of WSYR, Syracuse, on the proposed data forms late last month, and he indicated that the delay was necessitated by pressure of other work. He plans to confer with the Committee shortly and afterwards call an industry conference on the whole subject probably by mid-October, with FCC approval. The object is to collect financial employment and program data for the industry as a whole on an annual basis (BROADCASTING, Sept. 15). The hope is to consolidate this data in one form and obviating the need of different forms at various times.

Sweetheart Billing

MANHATTAN SOAP Co., New York (Sweetheart Soap), on Oct. 6, will begin a series of weekly musical programs featuring Adrian Rollini, Thurs., 6:45-7 p.m., on WABC, New York, and WOR, Newark. The same program will be heard on WJZ and WEAF, Wed. and Fri., 7:45-8 a.m. Wm. A. Brady is the producer. Peck Adv., is agency, N. Y.
WANTED:
A TWO-FISTED
program director and announcer. Must have passing knowledge of music and that intangible something that will enable him to take an idea and develop it. We furnish the ideas. Must have the business ability to enable him to keep his feet on the ground. Must have pleasing personality and announcing voice. Should be able to do news broadcasts. Should be able to meet people and should know how to work a large audience. A splendid opportunity awaits such a man in a southwestern city. Population 165,000. With letter of application, include photographs and tell all. All replies confidential.

BOX A-130  BROADCASTING

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST AT ANY HOUR EVERY DAY IN THE YEAR R. C. A. COMMUNICATIONS, INC.

COMMERCIAL DEPARTMENT

A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET  NEW YORK, N. Y.

Page 62  October 1, 1938  BROADCASTING  Broadcast Advertising

WANTED:

National Radio Employment Bureau. All departments except talent. Makes change. Has had experience in management and is looking for a position in either news, editing or a combination of both. Desires change. Box A112, BROADCASTING.

Chief Engineer—Willing to install and operate equipment as soon as possible. Knowledge of radio and television. Will work for any station. Box A115, BROADCASTING.


Experienced announcer, young, ambitious. Now free lance, lancing several commercial stations. Good copy writer. Available at moderate salary. Box A116, BROADCASTING.

Radio Engineer and announcer, first class licensed employed in small station, desires change. Location not important. Box A105, BROADCASTING.

Chicago announcer, excellent references. Married, age 26, reliable, ambitious, well educated, knows dramatics, production, programming. Box A117, BROADCASTING.

Personality Plus—Radio experience. Talented and competent combination of bookkeeper, stenographer, salslady, copywriter, recording and receptionist. Your recording and receptionist. Box A125, BROADCASTING.

Journalism Graduate, 26, wants start in midwestern station. Writes Newspaper, speaks German, has year's experience in industrial advertising. Anything with future considered. Box A126, BROADCASTING.

I wish to contact a station or agency needing college man versed in production, announcing, or music. Seven years broadcast experience. Started at $50. Box A129, BROADCASTING.

Former Announcer-Operator with telephone license will invest $500 with services in going or prospective radio station. State full particulars in first letter. Box A130, BROADCASTING.

Experienced radio news editor and rewrite man is available for news commentators. He has ideas for local news programming outside usual rut of newscasting. Harvard graduate. Address Box A132, BROADCASTING.

Young man former Rabbi desires to enter broadcasting field as announcer. Speaks English, Yiddish and Hebrew fluently. Has had experience in delivering many radio talks. Voluntarily suited for the air. Box A110, BROADCASTING.

Young man: eight years radio experience, including three years engineering work. Wants to break into broadcasting. Will take any job covered by Radiotelephone Class License, Salary Secondary, Box A128, BROADCASTING.

Man of nine years unusually successful radio experience in sales management, and general management of station. Desires change for a chance. Thoroughly familiar with every phase of the business. Has records to back up all claims. Box A158, BROADCASTING.

Situations Wanted (Cont'd.)

SALES—sales manager now employed by a thirty station network, seeks change. Twelve years newspaper, agency and radio. Can produce National Spot and Local business. Proven record. Best references. Married, sober. Not a "Fiddle Buyer" but looking for a good job with a good station. Box A112, BROADCASTING.

Our speedy four-man crew works like well-built machinery to assure profits from your new or established local station. Management, engineering, programming, sales and circulation. A complete one-man operation. Experienced, reliable. Charming. Well educated. This is not a "Help Wanted" but an offer of a service. Write today, Box A124, BROADCASTING.

Radio producer of fifty years, Western producer, seeks position preferably West Coast. Has all his costs. Has excellent references. Box A117, BROADCASTING.

Free lance sports announcer-commentator and commercial announcer desires steady connection with station preferably Southern California. Commercial and sports broadcasting. Thoroughly experienced in both. Has national and local sports connections and is ready to work any time. Box A117, BROADCASTING.

Real Selling! Salesman: doing outstanding selling job for 1000 watt station, but chafing at the bit that holds him to a small pace. Seeks location with aggressive station that backs up planned intelligent sales effort. Experience in promotion, merchandising, market research. Young. College trained. Thoroughly investigates accounts before selling—reputation of getting results for every client sold. Box A134, BROADCASTING.

For Sale—Equipment

Limited number of discontinued models PREDITE, flat type recording amplifiers. Fully guaranteed for one year by manufacturer. Price $100 net each. Box A119, BROADCASTING.

Wanted to Buy—Equipment

Used recording turntable, Feed assembly. Cutterhead. Box A127, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMY-76-B sold strength measuring unit (laval), direct reading; Estellie Angus Automatic Recording equipment for distant stations; G. R. radio frequency bridge; radio oscillator. Reasonable rental. Allied Research Laboratories, 260 East 14th Street, New York City.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

J. M. HUMBERT
Chicago agency in charge.

There is no substitute for experience.

GLENN D. GILLETT
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 7777

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
273 North Henderson Avenue
Telephone 1-A-507 and 1-A-2946
DALLAS, TEXAS

THOMAS APPLEBY (1st Class, 1929)
Consulting Radio Engineer
ALLOCATION PROBLEMS
DIRECTIONAL ARAYS DESIGNED ANTENNA & FIELD MEASUREMENTS STATION LOCATION SURVEYS
National Press Bldg., Wash., D. C.

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

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg., District 8456
Washington, D. C.

HERBERT L. WILSON
Consulting Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
366 E. 89th St. NEW YORK CITY

ROBERT S. RAINS
Special Consultant
Accounting . . . . . . Texas
Munsey Building-Washington, D. C.
Telephone: Metropolitan 240

ROBERT R. RAINS
Former Special Consultant
Federal Communications Commission

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

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

WANTED—A TWO-FISTED program director and announcer. Must have passing knowledge of music and that intangible something that will enable him to take an idea and develop it. We furnish the ideas. Must have pleasing personality and ability to keep his feet on the ground. Must have pleasing personality and announcing voice. Should be able to do news broadcasts. Should be able to meet people and should know how to work a large audience. A splendid opportunity awaits such a man in a southwestern city. Population 165,000. With letter of application, include photographs and tell all. All replies confidential.

BOX A-130  BROADCASTING

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 17c per word. Minimum charge $1.50. Pay in advance. Every three words for box address. Forms close 29th and 10th of month preceding issues.

Situations Wanted (Cont'd.)

SALES—sales manager now employed by a thirty station network, seeks change. Twelve years newspaper, agency and radio. Can produce National Spot and Local business. Proven record. Best references. Married, sober. Not a "Fiddle Buyer" but looking for a good job with a good station. Box A112, BROADCASTING.

Our speedy four-man crew works like well-built machinery to assure profits from your new or established local station. Management, engineering, programming, sales, circulation, sports, special events. Experienced, capable, energetic. All employed now. Write today, Box A124, BROADCASTING.

FREE lance sports announcer-commentator and commercial announcer desires steady connection with station preferably Southern California. Commercial and sports broadcasting. Thoroughly experienced in both. Has all his costs. Has excellent references. Box A117, BROADCASTING.

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Radio's Fast, Vivid War Service

(Continued from Page 11)

coverage occurred Sept. 20 when the world was waiting for Czechoslovakia's answer to the French-British ultimatum on Hitler's behalf. As Maurice Hendus, the noted author and international observer who has been covering Prague for CBS, neared the end of his afternoon broadcast (2:45 to 3) he suddenly paused, then announced that he had just been handed the official reply to France and Britain, which he read to the CBS audience, 11 minutes before the news reached the U. S. by any other channel.

A scoop in that other direction was scored by CBS Sept. 28, when at 1:58 a.m.—two minutes before scheduled closing time—word came from Washington that a message from the President would remain on the air. CBS aimed the directional antennas of its shortwave station, W2XE, at England, which, an hour later, received from CBS its first word of President Roosevelt's plea for peace to Adolph Hitler and Edward Benes. The procedure was repeated at 10:30 p.m. Sept. 28 when Roosevelt's second message to Hitler was announced in Washington. CBS was “on the spot” from London when Parliament met the morning of Sept. 29 and Chamberlain's address to Parliament was read sentence by sentence as “takes” were received in the London studios by Sir Frederick Whyte.

Columbia's most notable contribution to radio reporting has been the extension of its round-robin technique of touring various capitals by following each broadcast from abroad with the interpretative comments of H. V. Kaltenborn. Working 12 to 16 hours a day, constantly in touch with the news as it pours from the tickers, he processes the raw facts into an understandable picture of the situation, stopping, as it were, the flow of news to show its meaning and its relation to the whole European scene [see page 45]. When the news was flashed just before noon Sept. 29 that Hitler had finally agreed to a new conference at Munich, thus averting the outbreak of hostilities, the networks went into action instantly, reaching the public far ahead of newspaper extras.

Another equally valuable and even more novel radio technique in world reporting has been developed by Mutual. Noting that the foreign governments broadcast regular news periods in English via powerful shortwave stations to give their own interpretations of the day's events to English and American listeners, MBS decided to bring to its own audience the last-minute news from Paris, Prague, Berlin and Rome exactly as it comes from these important capitals. All evening long members of the network's special features division listen to news broadcasts from abroad, transcribe them without any editing into a single half-hour program. Picked up from such stations as TBP7, Paris; OLR4A, Prague; DJF and DJD, Berlin, and 2RO, Rome, by Press Wireless, and recorded exactly as heard in the MBS studios, the viewpoints of the various governments are thus presented to the American listener unchanged, for his own interpretation.

MBS has also used the facilities of Press Wireless to pick up speeches of Hitler, Mussolini and other European statesmen from the shortwave stations of their governments—with full permission, of course—for rebroadcasting in America. When Maxim Litvinoff was about to state Russia's stand in the Czech quandary to the League of Nations, a trans-Atlantic phone call to this Soviet leader and another to the director of the League's high-powered station in Geneva enabled MBS to carry the English translation of Litvinoff's speech. Mutual's foreign representatives, John Steele in London, and Louis Huot in Paris, are occasionally heard in person, but they supply most of their news by cable to be read by an announcer in New York. By such devices, MBS maintains its place in the rivalry for news coverage with its more wealthy rivals.

On 24-Hour Duty

To bring to America the latest news at all times, the network special feature staffs went on 24-hour duty for the emergency period. Coverage is being directed for NBC by A. A. Schecter, head of news and special events; for CBS by Paul W. White, director of public affairs, and for Mutual by G. W. (Johnny) Johnstone.

The goal toward which these men and their assistants are striving was expressed by Edward Murrow in the closing words of his broadcast from London on CBS Sept. 22: "I would like to say just one final word, that broadcast by virtue of its speed and its intimacy is playing a tremendous role in the formulation of public opinion over here. If you could hear, as we do in London, nation hurling inventive at nation through the air, you would understand what I mean. I just want to tell you that those of us here who talk to you from over here are fully conscious of our responsibility and propose to give you an undistorted picture of the history being made in Europe during these long days and nights. We are trying to find you material on which your opinion can be based. We aren't trying to tell you what that opinion should be."

LONG DISTANCE IS YOUR SHORT-CUT

The telephone stands ready to save your time, prevent confusion, and increase your capacity for getting things done. It is the quickest route to out-of-town sponsors, agency men, technicians and any one whose ideas or answers are needed instantly.

Telephone more and worry less. Long Distance is the nimble servant of any business that must work fast and on strict schedules.
How War Would Effect Radio
(Continued from page 11)

whichever their character. All radio operators in the United States, including amateurs, must be American citizens. All licensed stations must be American-owned. Not more than one-fifth of the stock of any company holding a station license can be foreign-owned. There can be no foreign directors on the boards of companies holding radio licenses.

Insofar as radio is concerned, officials here apparently are not thinking beyond a period this country would remain neutral. Thus, thought is concentrated on means of preventing any “unnatural” acts in the communications field. These largely resolve themselves into international and ship communications rather than broadcasting.

Three years elapsed before this country entered the World War. In the case of the current rumblings, it is felt unnecessary to assume we would be dragged into conflict. At the worst, in the event of an outbreak, there might be a flurry activity broadcasting but it is thought it would soon calm down.

As a neutral, this country would not find itself in a position to make or measure policies would not have to be invoked except for the concentration on methods of maintaining our absolute neutrality.

Purely in the realm of speculation, it is possible that the United States Government, early in the strife, might send out instructions to all station licensees to guard against unneutral acts. Perhaps a definite policy would be established as to how best to maintain neutrality. Individual cases of failure to cooperate unquestionably would be treated drastically.

Interference Activity

Because of the continual propagation limitations of the frequencies in the broadcast band there is little danger of jamming of broadcast services here by wartime operations abroad. Only the use of great power, exceeding perhaps a million watts, on broadcast frequencies could cause interference across the Atlantic. Mexico and Canada, of course, operate in the same band, and there would be mutual interference if they be come involved, but there are no signs of that.

On the international broadcast channels, the story is different. Unquestionably, with the outbreak of war, the combatant nations would seek to jam one another’s operations. In continental Europe, where some 25 nations share the same broadcast bands, there likely would be efforts to blast enemy transmitters from the air. Because of this possible development, reports from abroad indicate that radio industries are considering the use of ultra-shorts waves for news broadcasters, since their coverage is limited and therefore would not be as susceptible to outside interference.

As for transoceanic and ship communications, close surveillance of their operations would immediately be undertaken upon outbreak of hostilities. Today, it was pointed out, practically every ship reaching American ports has transmitting equipment strong enough to maintain constant contact with home ports. While in our waters, steps would have to be taken to prevent such ships from communicating with belligerents under the terms of the international communications statutes.

Important in these times is the Interdepartment Radio Advisory Committee, made up of engineers and experts of the various Government departments which have interests in radio communications. This committee has been functioning without fanfare on government allocation matters. It unquestionably will become the administration’s advisory council on communications if war occurs. Presumably a Neutrality Committee of high government officials would also be created, and IRAC logically would become its communications’ adjunct.

Judge E. O. Sykes, former chairman and now a member of the FCC, is IRAC’s member (Capt. Gerald A. Graddick, member; Comdr. J. F. DeWolf, alternate; Comdr. F. C. deWolf, member; H. B. Otterman, alternate; Treasury Department, Comdr. J. F. Farley, member (Lieut. D. E. McKay, alternate); War Department, Lieut. Col. D. M. Crawford, member (Capt. Victor A. Conrad, alternate); Gerald C. Gross, Secretary; P. F. Siling, Assistant Secretary.

Preserving Neutrality

The whole subject of telecommunications and neutrality was covered in an article published in the American Journal of International Law of January, 1936, written by Francis Colt deWolf, Department of State attorney, now in charge of the Telecommunications Section of its International Communications Division. In it he emphasized that control of stations in this country to preserve neutrality is particularly necessary in the case of hostilities at sea, since stations on land are in a position to render numerous service, of an unneutral character so far as this country is concerned, to belligerent vessels.

On the subject of broadcasting, he said: “It is unlikely, however, that the necessity of censoring telecommunications other than radio facilities would arise, to preserve the neutrality of the United States, unless a conflict of at least as great a magnitude as that of the World War should occur”.

WLS Files Suit

NATIONAL Entertainment Service, Milwaukee, allegedly using the call letters WLS, the name National Barn Dance and names of leading Barn Dance actors in shows presented at county fairs and in midwestern theatres, has been named defendant in a suit asking damages and restraint. The suit was filed in Federal court, Milwaukee, by Agricultural Broadcasting Co., WLS Artists Inc., Miles Laboratories Inc., Patrick J. Barrett (Uncle Ezra) and Albert G. Wade, on behalf of Wade Ad Agency, Chicago.

KGGM, Albuquerque, on Sept. 25 joined the CBS Network. Congratulatory messages from Governor Clyde Tingley, Senator Chavez and Mayor Clyde Oden of Albuquerque, were read as part of the dedication.

For further particulars, please write or contact our national representative,

JOHN BLAIR & CO.
New York Chicago Detroit Los Angeles

WSPD
Toledo, Ohio

The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"

www.americanradiohistory.com
The Y's Have It
MAURICE HART, chief announcer of WAAAT, Jersey City, was recently winding up a newscast with the weather forecast for eastern New York and New Jersey. In the process, out came this: "And now, here is the weather forecast for eastern New York ... New Jersey ... New York (and after another long pause, during which Announcer Hart figured he had better try it another way) New Jersey and New York."

STANDARDIZED opera, with English libretto and using the language and idiom of 1888, is being used to popularize opera by radio on an MBS series originating at WGN, Chicago. According to Henry Weber, WN

WMAQ, New York has resumed gangplank, a program of interviews with notables going abroad or arriving here from Europe. Started by WMAQ two years ago, Gangplank is conducted at the gangplanks of incoming and outgoing liners by Franklin Bebch and Martin Sturt, transmitting their interviews with passengers and rebroadcasting later the same day.

WPBN, new hotel granted to Elma Aron. Martette, has selected a transmitter site in the river valley at the southern edge of Elmira after a survey by Dr. Andrew, of Chicago. REPORTS from a Hoover Holmes roster survey of eight Boston stations, conducted July 21 to Aug. 3, have been published by Yankee Network in an eight-page brochure.

CHAR, Moose Jaw, and CFCO, Saskatoon, announce they have added British United Press news service.

RICHARD BLODDEL, "story teller," returned to the air on Sept. 22 with Story Teller's House on WNYC, New York, Thursday, 6-11 p.m. his sixth year on the air. The program having previously been heard on WOR, Newark, for five years.

WXNY, New York municipal station, on Oct. 1 starts weak football broadcasts with the Vermont-Virginia Polytechnic game and will give play-by-play descriptions of all Columbia U. games. Gridiron commentators are Stormy Simpson, "Tune Detective" and former member of New York Times staff and Joe Holier, WXNY sports announcer.

W. A. WILSON, president of WOPA, Bristol, Tenn., has announced that a balcony will be added to the WOPA "Radio Stadium," raising seating capacity to 400.

WCOO, Minneapolis, added three hours weekly to its broadcasting schedule effective Sept. 25. The station formerly has signed off nightly at midnight. It will continue to do so in the future on Sundays, but will return on the air Mondays through Fridays until 12:30 a.m., Saturdays until 1 a.m.

Year after year WSYR has secured a warm place in the hearts of over a million listeners. Because, uppermost in the minds of an alert management has been this creed: "Always, the listener comes first."

Presenting a great program schedule of power and balance that includes such exclusive features as—

- Both Red and Blue NBC Programs
- All Local Baseball and Football Games
- Sunday Services of Four Churches
- Unique Cultural Programs

. . . WSYR merits the trusted responsibility of a loyal public in the rich market of Syracuse and middle New York State. WSYR has set up an unique system to double-check programs. All of this adds up to one thing: WSYR exerts a great and growing influence within the homes throughout this prosperous region."
Radio Again Succors Stricken Regions

All Facilities Are Used for Rescue Activity

Wean, Providence, hit by the full force of the hurricane, lost all power, telephone and electric lines crumpled in a tangled mass about 6 p.m. Sept. 21, and only a single radio line remained open to WNAC. Both WDS and WYAN, Yankee chief engineer at Boston, got a portable 5 kw. gasoline generating plant and drove to Providence. At the peak of the high wind, U. S. Coast Guard authorities here at Fort Trumbull, New London, set the gale at 90 to 100 miles an hour.

WEAN, PROVIDENCE

WEAN, Providence, hit by the full force of the hurricane, lost all power, telephone and electric lines crumpled in a tangled mass about 6 p.m. Sept. 21, and only a single radio line remained open to WNAC. Both WDS and WYAN, Yankee chief engineer at Boston, got a portable 5 kw. gasoline generating plant and drove to Providence.

WEAN returned to the air with 100 watts on the wave length of the two towers at 6 p.m. Sept. 22. Effectiveness of the power was indicated by reports of reception from as far as Plymouth, Mass. Full power returned Sept. 23, and the portable generator was taken into the Town Hotel and used to supply lights and heat for the WEAN studios.

The only station on the air in Providence for some time, WEAN relayed thousands of calls to WNAC via the one-way line outlasting the elements. The WEAN broadcast could be received in Providence, WEAN reported.

With Manager John A. Cooper, Operator Harry Tilley, the entire WEAN staff worked continuously from 4 p.m. Sept. 21 until the emergency had passed.

WTIC, HARTFORD

By Irvin Cooper

At 3:52 p.m. Sept. 21, as New England's first hurricane reached its climax in the Connecticut Valley and roared its way through the towns, the electricity was turned off in Unionville, Conn. To WTIC's transmitter on Avon Mountain was dashed to the ground. The 50,000-watt transmitter temporarily powerless to help in the sudden emergency.

Instantly, General Manager Paul W. Morency organized WTIC's emergency staff. The emergency basis under Program Director Ed McCray as was found to aid State and civic authorities and to help individuals in disseminating flood and hurricane information and advice.

The station's 7.5 meter short-wave transmitter WIXO was made available by Plant Manager J. Clayton Randall to the American Relay League for personal messages and for flood and hurricane reports which were coming in rapidly over the radiotelegraph wires to the Transradio Central Connecticut bureau in the WTIC station.

Engineer Fred Edwards, through his own shortwave transmitter WIDJC temporarily located in the WNAC station's laboratory, established a 5-meter amateur network in the Hartford area to speed personal information, telephone communication and electric power had failed.

At the same time, WTIC's telephone switchboard became a hurricane news agency, as calls were answered from all over Connecticut and information based on Transradio news reports and shortwave communications was given out.

Power Again!

At 9:58 p.m., power having been restored to its transmitter, WTIC was again on the air through its regular channel, the station's laboratory antenna, every facility to the occasion. Short-circuited telephone cables were tied into the station's laboratory, and the Avon transmitter 10 miles away were overcome by Chief Engineer Hawley in 15 minutes by stepping up the voice-power at the studios to 10 times its normal strength.

Then, by a two-hundred-hour service from WTIC to the Hartford community, the State and the Nation. Personal messages concerning the missing members of families were broadcast as fast as they came in, along with news-flashes on conditions throughout New England, up-to-the-minute weather reports, verbal statements from the Red Cross, schools, the Department of Public Health, the Department of Motor Vehicles, the police, the National Guard, the Governor and the Mayor. Governor Johnson was given a help line, as was the Red Cross, schools, and the National Guard.

After this, WTIC was again on the air with personal messages of news and advice concerning the gravity of the situation. Periodic shortwave pickups from flooded areas were relayed to WTIC for rebroadcast.

Periodic broadcasts were presented from the top of the Travellers Power, tallest building in New England, giving eyewitness accounts of the changing scene in the valley below as the swollen Connecticut River and its tributaries spread rapidly over the landscape. A five-minute account of this same hurricane was given to the nation by Announcer Ben Hawthorne Thursday at 2:40 a.m.

WEAN, PROVIDENCE

WE ARE on the air broadcasting details of coming flood at 7 a.m. Wednesday morning. Mobile unit with a container of food first delivered a first-hand picture. It went on the air from most vulnerable points in the State, and a first from the storm command by John Mead of WTIC, Hartford, to be serious. It was the hunch of Program Director Sterling V. Coffin. Nothing had yet been said of the flood.

The mobile unit, with myself as special events man and Engineer Ken McLeod, stayed all day, even rode out the hurricane and then cruised the city, giving eyewitness accounts of damage done by hurricane and flooding warnings to residents of fallen trees, dangling live wires, uprooted trees.

It was only then that officials released flood warnings, hours after Connecticut River which turned out to be accurate. The station remained in constant operation with crews on duty all day, directing relief agencies, sending out calls for volunteers, mobilization of National Guard, Red Cross, police and fire stations.

The feast was so vast it might be expected within a short time. The entire organization was organized to stand by. Lines were ordered into strategic locations — the New England Mutual, Mutual of New England, and Red Cross Headquarters.

At 3 o'clock, when the hurricane had left the facilities of the station were turned over to Mayor Putnam and his Emergency Committee. The first job of radio was to warn people to keep off the streets. Statements were issued by the Mayor's office, giving an exact picture of what was taking place and reassuring the public.

Our efforts were directed toward the excellent organization of all departments, information was instantly available regarding flood possibilities in the Connecticut Valley. About 9 o'clock Wednesday evening, it was decided that conditions were serious enough to evacuate the people in Springfield's South End District. An emergency broadcast was given over the air by the Mayor himself.

The staff of WMAS remained on the air all night, giving bulletins and keeping the people of Springfield constantly informed of developments.

A special section on Flood Protection was given on the air immediately near the Emergency Office, which is located at Fyndon Avenue, Springfield.

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BROADCASTING • Broadcast Advertising

WSPR, SPRINGFIELD

By M. W. Stoughton

DURING the danger point of the flood, we moved our transcribing springer from the flooded basement on a truck to the parking lot opposite our studios and next to the hotel Stonelock, which happened to have an antenna given up by the station formerly located there. We connected our transmitter from the new station to this antenna given up by the station formerly located there. We connected our transmitter from the new station to this antenna and operated from the truck Thursday evening and all day Friday from this new point. From a highly precarious position, not only did we transmit but we picked up the flooded radio stations, and heard all east coast-to-coast Mutual flood programs, along with three to the west. Moving the transmitter and reconfiguring it took only six hours.

WMAS, SPRINGFIELD

By A. W. Marlin

FOR THE second time in two years, WMAS played a vital part in the emergency created by the hurricane and flood which swept through the Connecticut Valley. Early Sept. 21, due to the continues rain which started the day before, it became apparent that trouble might be expected within a short time. The entire organization was organized to stand by. Lines were ordered into strategic locations — the Massachusetts Mutual, National Life and Red Cross Headquarters.

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The staff of WMAS remained on the air all night, giving bulletins and keeping the people of Springfield constantly informed of developments.

A special section on Flood Protection was given on the air immediately near the Emergency Office, which is located at Fyndon Avenue, Springfield.
Park at the edge of the river, reported that water was backing up inside the dike, and within a very short time the transmitter building was flooded. The management decided to shut down the station temporarily to remove the transmitter and associated equipment from its location at Pynchon Park as the rate of the flood was such that the waters might put the station off the air for some time. A crew was rushed to the transmitter building and the transmitter removed to the garage of Chief Engineer Earl Hewinson. Permission was granted by the FCC for us to use this site and WMAS returned to the air at 8:01 p.m. Thursday, about seven hours after leaving the air.

The facilities of the station were again turned over to the Mayor and his Emergency Committee. After some 56 hours of constant duty and vigil, Mayor Putnam made the announcement, at 8:30 Friday afternoon, that the river was receding and there was no further danger of the dikes breaking at the North End of Springfield.

Once again radio has played an important role in an emergency situation involving Springfield and the entire Western Valley.

Through the experience obtained during the 1936 flood, the present disaster was controlled in a very orderly manner, preventing much of the panic occasioned by the former flood. Throughout the entire emergency, WMAS maintained complete control in its broadcasts and avoided the dramatic as much as possible in the thousands of addresses that WICC and the public service stations made to the people over the air, in an effort to create a feeling of confidence on the part of the public that the situation was well in hand.

**WBRY, WATERBURY**

By E. J. Frey

WBRY is approximately 20 miles from the severely hit areas. Wind howling trees across our wind caused a loss of power the day of the storm. We were off the air from 4 p.m. until midnight, P. M. and was restored during the night, so we were able to resume operations next morning.

Service to listeners consisted chiefly of broadcasting messages for word from relatives and friends located in nearby areas which were severely stricken. Fifteen-minute programs were broadcast regularly with such messages. Information also was carried regularly regarding road conditions through this territory, and many telephone calls for this information were answered.

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it continued this service lasting well into Sunday night—broadcasting cancellations of programs and police and municipal messages, relaying advice to working groups engaged in storm wreckage clear-ance, noting road clearances or im-passes, acting as emergency head-quarters for the lost, receiving messages for local residents du-ring for the safety of relatives and friends in the most devastated areas. “Ham” Operators Cliff Fraser, Gil Williams and Gato Ray sending messages outside of WICC’s total of broadcast hours in reference to the disaster during a three-day period amounted to 23 hours. Tele-phone messages ran into the thou-sands.

WELI, NEW HAVEN
By James T. Milne

THE hurricane and tidal wave hit New Haven about 11 p.m. on Wednesday, Sept. 21, and at 3:30 WELI was forced off the air due to power failure at the transmitter caused by a huge water tank falling from the roof of a factory and landing on power and commu-nication lines.

As the force of the storm increased, trees and poles were bowled over and all power lines in the city rendered useless. As soon as it was learned that it would be possible to hope for a resumption of service, Chief Engineer Gordon Keyworth and a crew of engineers under my direc-tion as station manager immedi-ately scoured the entire area in an attempt to locate a gasoline gen-erator.

I was successful in persuading a local gasoline dealer to loan a small one to Keyworth and his crew went to work ripping the transmitter apart so that it would operate at low power.

All night long they toiled, and at 5 a.m. Thursday they were able to put out a signal between 60 and 70 watts. It was very little, but still we were on the air, and very well too, as we had reports of reception as far as Bridgeport, about 20 miles away.

At 2 p.m. linesmen set up a temporary line and we returned to normal output. Then the real work began. Friends and relatives of those in this area wanted to learn about loved ones in other sections. Contact was made with the New Haven Amateur Radio Association, and under the direction of its president, Ben Lynch, four trans-mitters were put to work relaying messages to the other sections of New England, and receiving news from sections. With a crew of workers on telephones at WELI, taking messages and relaying to the ham operators, we were able to get around 5,000 calls through, most of them being delivered within a short time, and the replies placed in the hands of the proper parties within an hour. The antenna tower was broadcast through WELI, so that sometimes these were heard be-fore the shortwave messages were sent out.

In one instance a message was broadcast requesting information regarding a missing boat and crew. Within 10 minutes the Coast Guard station notified us from New London by shortwave that the boat and crew of 11 had been rescued. This was reassuring news to their families here in New Ha-ven as they had not been heard from in four days. Many other interesting and important messages were put over the air, but the fact remains that radio was effective when all other means failed.

Too much praise cannot be heaped upon the loyal amateurs who remained at their transmitters for many weary hours, giving un-stintingly of their time and equip-ment. WLWH, WLHP, WGB and WJMH all worked many hours to get the messages through. The entire staff and many of the art-

WELI operated continuously for 3 days.

WTAG, WORCESTER

WITH all other forms of commu-nication inoperative or badly crip-pled, the immeasurable value of radio was proved as WTAG, operating on an emergency sched-ule, dropped its regular programs to improvise important bulletins and messages reassuring relatives and friends of the safety of hun-dreds of people stranded in this city tonight.

The storm broadcasts continued until 1:00 a.m. Thursday, using the auxiliary transmitter at the studios on Franklin street after WTAG’s three tall steel towers and wooden transmitter station were hewed to the ground and wrecked despite the fact they were 24 hours removed from a wind velocity of 115 miles an hour. Two of the towers were 300 feet high and the other 260 feet. It is not believed they can be ra-vaged.

After the Holden plant was put out of commission at 5:07 p.m. the transmission continued by the auxiliary equipment which was used in broadcasting a message from the Holden station in January 1937.

Far Into the Night

WTAG was the only Worcester broadcasting station on the air after the storms. WTAG was put out of commission at 4:25 p.m. when the gale blew down two of the station’s three 240-foot towers in Auburn. Engineers and electricians of WORC worked all night repairing the damage, leaving the third mast and only lack of electric power was holding up broadcasts this morning (Sept. 24).

A special staff of the Worcester Telegram and Gazette was on duty during the night receiving the hun-dreds of calls which poured into WTAG requesting the transmission of emergency bulletins and mes-sages. Scores of anxious parents and others in outlying towns were unable to get through to members of their families who work in this city but who were unable to reach home last night. Hotels and private homes through-out the city were crowded with the departed families. Some slept on the floor of the Post Office and other public buildings.

Dozens of other calls to WTAG were also from the auxiliary equipment, town selectmen, officers of the Na-tional Guard, Naval Reserve, various organizations and school superintendents requesting the broad-cast of important bulletins.

From out of the city came scores of calls as other nearby towns and cities, including Leicester, Marl-borough, and Fitchburg were hit as badly or worse than Worces-ter by the hurricane, sought the cooperation of their citizens through the medium of radio.

Breaks Repaired

In reviewing the two hectic days, Howard J. Perry, WTAG commercial director, gave credit to the staff for maintaining the station on the air, and broadcasting a steady stream of personal appeals, as well as messages mobilizing police, firemen, National Guard, Police, Legions, and others in Worcester and surrounding communities.

After the main plant went off the air, the auxiliary equipment, used before construction of the new
was the efforts that Frost, operator, When connected with Scripps-Howard news, worked canes previously, when he was emergency, about its work in Boston when he was wind-swept roof remained emergency schedule, of the transmitter. broadcast from of St. Shortwave facilities installed with the country whose towers remained intact during the hurricane. WJAR, PROVIDENCE By John J. Boyle WJAR recovered quickly from the staggering blow of the hurricane of last Wednesday. Driven off by the air by lack of power at the height of the storm, the station was back at full time duty early Thursday, and with its return came the most dramatic period in the history of Rhode Island's pioneer transmitter. Emergency bulletins by the hundreds from the office of Gov. Robert Quinn, from the Mayors of all Rhode Island cities, from relief agencies, from the Red Cross and from police departments were broadcast over the WJAR transmitter. Shortwave facilities over WIBBA were installed with the cooperation of the Rev. Charles Mahoney of the Cathedral of St. Peter and Paul, Henry Burnell and Jack Campbell, who handled thousands of messages throughout the country in conjunction with WJAR, which operated on a 24-hour-a-day emergency schedule, broadcasting personal bulletins in an effort to locate relatives lost in the storm-tossed areas. WJAR was the only station in Rhode Island whose towers remained intact during the hurricane.

WNBH, NEW BEDFORD By Nathan Malchman "WHAT a night!" said the WNBH staff after an entire night and a morning calculating and broadcasting returns of the storm. "We were "NMB for some sleep." But before desks were closed someone called attention to a rising wind. A peculiar stirring in the treetops and a funny smell in the air prompted a call to the Cuttyhunk Coast Guard Station. "The barometer has fallen 50 points in an hour," came the report. It didn't take much thinking to deduce that the hurricane which had missed Florida was rushing into the low pressure area. At the air went hurricane bulletins, the first at 4:45 Tuesday. At 5:06 p.m. as literally yards of hurricane copy were being poured out by the radio news staff for the regular 5:30 broadcast, the power failed. Hoping that an emergency rig might get the station back on the air, the staff deployed about the city to get a first-hand view of the hurricane, by that time a howling terror. But Station Manager Irving Vermilys and Chief Engineer Clyde Pierce found the transmitter flooded with waist-high water when they arrived at the plant in Fairhaven. Ordinarily it is 100 yards from the high water mark. As Vermilys and Pierce and the rest of the crew worked frantically, cottages, boats and wreckage of all descriptions floated by the door. Despite the force of the blow, which reached more than 60-mile velocity at times, the antennas remained in position. The high-velocity transformers and condensers bore the brunt of water damage. At 6 o'clock Thursday afternoon after continuous work in the shack, the station was ready to go on the air. But falling trees and poles had crippled the power. Not until Friday at 7:30 a.m. was broadcasting resumed. The interval was the longest WNBH had been off the air in its 17 years of operation. WNBH was the first station on the air in the section. WSAR in Fall River was badly hit, as was WPRO, Providence. Practically the entire period from 7:30 a.m. until 11:30 p.m. on Friday was given over to hurricane news and broadcast of personal messages. Thousands of the latter were handled for anxious persons trying to reach friends and relatives in all parts of New England. At the time of writing they were still being sent out. First news of hurricane damage outside of Hartford reached WTIC via teletype from WNBH.

ALTHOUGH 60 feet of one mast was blown away in the hurricane, the transmitter isolated and all sources of power lost for two days, WFEA, Manchester, remained on the air with but one break, mobilized the National Guard and the Disaster Relief Corps of the American Legion and cooperated with the Red Cross. Early on the afternoon of Sept. 21, both power and transmission facilities were interrupted by the high winds that preceded the hurricane. With an emergency supply of power fed through the town of Merrimack, the station crew broadcast the first flood warning, issued from the U.S. Weather Bureau at Concord, N. H. at 4 o'clock on the afternoon of the 21st. With the Manchester studios out of communication with the transmitter, an urgent warning was issued to all residents near the banks of the Merrimack and tributary rivers to seek higher land. At the same time, calls were broadcast to the Disaster Relief organization, ordering all Legion members to report to their headquarters at once. The last loss of power ended broadcasting at 5 o'clock. But with a few power and telephone poles standing between Manchester and Reed's Ferry, eight miles westward, at the end of the big blow and with the Merrimack River rising hourly and threaten-
ing to duplicate the flood conditions of 1936, the technical staff of the station set about securing a power supply and setting up communica
tion facilities. A suitable generator was secured from a local electrical exchange and was used to drive it, a farm tractor from an automotive agency. These were transferred from the farm to the transmitting site. A diesel-powered generator, which was used to feed the filament genera
tors and the plate rectifier.

With a site for the air, WFEA devoted its facilities first to clearing the streets of Man
chester and nearby cities of pe
destrians and motorists. Later, as
that relief crews might set about
the work of opening highways closed with floodwaters, it
fitted the National Guard and the
Manchester Police Department in
formn a r aged in the
field of
WHEATON

WAT, WATERTOWN

WAT was the only station in Connecticut to remain on the air all through the hurricane that caused havoc throughout New England. With all other stations in the State silenced for periods ranging from several hours to several days, WAT served Connecticut with informa
tion as to impassable roads, danger
cous areas, casualties, etc. The function was handled by a small staff, while some of the nation’s outstanding radio outlets were in
capable of giving service. An example of this was the case of the Lowell transmitter which was out of service for several hours on Thursday afternoon and all day Friday.

The Lowell transmitter was restored to service on Saturday afternoon at 4:00 p.m. the antenna of our booster synchro
nized station in Lawrence was blown down, pulling the emergency transmitter off the air until Thurs
day. The Lowell transmitter was replaced by the station’s emergency transmitter from

WATL, LAWRENCE

By Irving E. Rogers

WATL was one of the few, if not the only, radio station in New England not affected by the hurricane and flood which did not lose a minute of time during the emergency period. This station was on the air continuously from 7:30 a.m. Wednesday, Sept. 21, un

til midnight of the following day — a 40-hour period which includ
ed both disasters.

Two electric light company crews worked all night under great handicaps and restored the line for resumption of broadcasting Thursday morning at 7:05, only three minutes behind schedule. There were no more interruptions.

WATL asked for and received special permission for late night broadcasting because of the emergency. WATL operates from 7:00 to 2:00 a.m., Monday through Saturday, and from 7:00 to 1:00 a.m., Sunday.

This station broadcast for 41 hours until an emergency signoff at midnight Friday. Relay facilities were placed at the disposal of all gov

ermental and relief agencies.

Messages were sent to strike
canes and flood conditions were
broadcast. News bulletins and emer

gency messages were given exclusive preference.

The greatest community and sectional service was maintained. Public and agency officials, newspaper editors and reporters of the L

awrence Tribune and Eagle broadcast reassurance messages at intervals during the emergency which has now passed. We pro

vided the only source of information available to local and state police and to the Merrimac Valley Public Safety Department.

Maple Leaf on 21

MAPLE LEAF MILLING Co., To
ronto, has completed its quarter-
time broadcast on Maple Leaf and Monarch flour mills, is sponsoring Romance of Dan & Sylvia, quarter-hour tran

scribed serial, three days weekly on 21 stations in Canada. Program is being merchandised through de

scriptive folders. A sack of each

sack or package of flour, the folder containing pictures of the charac
ters and a list of stations and times of broad casts, is sent through window streamers which have been distributed through the stations. Sponsored also featured its program in its exhibit at the Ca

nadian National Exposition in To

ronto this year. It is estimated that 500,000 people, Program, produced and transmitted by Viking Radio Productions, was is available to American advertisers, according to Allan Wilson, Viking’s vice president for Canadian markets. Viking broadcasts, placed through Cock
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Remanding Asked

In Brooklyn Case

FCC Makes Request to Court

Following Recent Appeal

of the District Attorney of New York, the FCC has been

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www.americanradiohistory.com
generators in the basement, and local firemen stood by with additional pumps in case the water got beyond control.

At 5:45 power was restored to WEAF and it returned to the air, but WJZ continued to carry the Red schedule until the end of the Ray Kyser band at 11. The two stations broadcasting the same programs for an hour-and-a-quarter until it was possible. WEAF was back on the air for good.

Commercial programs which WEAF did not broadcast were: "Boswell's Wife" by L. Watkins, cut off midway at 4:08; Stella Dallas, by Chas. H. Phillips Chemical Co.; "Life Be Beautiful" by Procter & Gamble Co.; "Your Family & Mine", by Sealtest; "Little Orphan Annie", by Wander Co.; and Liggett & Myers' "Ches Nut Field Sports Column. Amos 'n Andy", for Campbell Soup Co.; "Revelers Quartette" for Richardson & Robbins Co.; "Four Hours for Standard Brands; Tommy Dorsey for Brown & Williamson Tobacco Corp.; Town Hall Summer Shews and "Hart Summer" by Gimbels, both sponsored by Bristol-Myers Co., were broadcast on WJZ instead of WEAF. The last 15 minutes of "Pep Men Only" was broadcast on WJZ, while the full hour of American Tobacco Co.'s "Music Klass" were heard on both stations.

Outside of New York all programs of both Red and NBC networks were heard as usual, according to NBC's traffic department, which reports that no other stations were interrupted by the storm.

WABC Forced Off Air

WABC, CBS key station in New York, was forced off the air at 5:42 p.m. when the power plants in Jacksonville, N. J., and Boonton, N. J., which supply energy for the station's transmitter at Wayne, N. J., both failed and it did not get back on the air until repairs had been completed at 10 p.m. WABC programs, however, were off the air for only 48 minutes.

At 6:30 Bob Trout's program of European news was broadcast on WHN, N. Y., and at 6:45 the municipal station, WNYC, began picking up CBS programs, which it broadcast during the rest of the evening. Giving up not only its program schedule, but its place on the dial as well, WNYC engineers shifted their signal from 810 kc. to 860 kc., WABC's frequency, so that listeners might continue to receive CBS programs at the accustomed spots on their dials.

Only commercial program canceled by WABC was The Mighty Show, sponsored by Penick & Ford. Commercials shifted to WNYC include: General Foods' "Lam & Abner; Gang Busters," for Colgate-Palmolive-Peet, and Paul Whiteman, for Liggett & Myers Tobacco Co. Question of billings for programs broadcast by other than the scheduled stations was being discussed by executives of both NBC and CBS.

Work of getting WABC's program from its studios to the transmitters of WHN and WNYC was greatly facilitated by WOR, which

New York Stations Pool Equipment

(Continued from page 14)

has lines from its patchboard to every station in New York and which fed the CBS programs through the WOR master control through to the other stations. In addition to its service to its fellow broadcasters, WOR did not neglect to keep its own audience informed about delayed train schedules, flooded highways and traffic rerouting which might strand stranded commuters safely home. Local bulletins obtained from railroad officials and police traffic departments were broadcast frequently throughout the night, augmented with news of conditions up and down the Coast from Trans Radio News and Press Bureau.

Dave Driscoll, head of the station's special features division, set up his WOR-MBS microphone in Coast Guard headquarters at the Custom House where rescue operations along the Coast were directed. Several times during the evening Driscoll interviewed Coast Guardsmen as to the progress of their relief work for the stricken communities. Another of the MBS storm coverage broadcasts originated at WTHT, Hartford, with witnesses giving first-hand descriptions of the conditions in that storm-swept city.

Frequent news bulletins were broadcast by all New York stations as well as by the networks, who also put on a number of special broadcasts from various points in the storm's path. At 11:30 p.m., O'Brien broadcast a round-up of last-minute news from New York, Boston, and Hartford. At the same time NBC-Blue broadcast a similar round-up that also included an interview with officials of the Red Cross and Weather Bureau in Washington. NBC-Red at that time put out a program from the WEAF transmitter site, with engineers and power company officials describing the reasons for the station's shutdown. Other such programs were also broadcast for several days following, describing progress of the rescue work through the entire stricken area.

By keeping in constant contact with radio amateurs in the flood areas, WNEW, New York, was able to relay many important messages to relief agencies as well as to keep its listeners informed of the situation. Collaborating with the Automobile Club, the railroads and the subway lines, WNEW also broadcast many bulletins informing travelers and commuters of shutdowns and announcing restoration of services.

WMCA, New York, on Thursday night (Sept. 22) broadcast a New York, New Haven & Hartford train which had been lost since the day before when it had been halted at Westerly, R. I., completely cut off from communication with the rest of the world. Unable to make direct contact, WMCA responded to requests from relatives of the passengers by asking amateur station W2E10 in New York to attempt to contact Westerly. After four hours of persistent calling, a reply from W2IBS in Westerly was intercepted by W2E1Z, which relayed the "happi" network messages to WMCA. The message: "Passengers okay, being taken care of by American Red Cross at Westerly; no casualties; no damages do not want to be interrupted by the storm.

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WAVE IS THE "KERNEL" OF KENTUCKY!

Right smack in WAVE's 43-county sphere lies the entire Louisville Trading Area—the one richest market of all Kentucky and Southern Indiana! . . . WAVE's million listeners, most of whom live within the Louisville Trading Area, own 67% more wired homes and 39% more passenger cars than found in all the 93 Kentucky counties which WAVE doesn't cover! . . . If you want the hole, amazing story, ask FREE & PETERS! That's all see ask.

An N. B. C. Outlet.

National Representatives FREE & PETERS, INC.

WTCN

by all means, Gentlemen!

That's one thing any huddle of smart advertisers will agree on. WTCN is first choice not only for its complete Twin City coverage but for the One Million buying-minded listeners it attracts and holds.

5,000 Watts WTCN NBC

"IN THE TWIN CITIES"

Owned, Operated and Publicized by

MINNEAPOLIS TRIBUNE, ST. PAUL DISPATCH-
PIONEER PRESS

Free and Peters, Inc., National Representatives

Broadcasting • Broadcast Advertising

October 1, 1938 • Page 71
Gadget Makers Confer With Jett on Proposal For FCC Regulations

MASSACHUSETTS and users of radio frequency devices advocated met Sept. 19 with E. K. Jett, chief engineer of the FCC, for an informal engineering conference on proposed regulations governing operations of the devices and generally concerned with the FCC's further analysis of what constitutes a "temporary" control over interference to broadcast and other operations resulting from the operation of remote radio controls, record players, and diathermy and X-ray apparatus [BROADCASTING, Sept. 1].

Although Mr. Jett, at the outset of the meeting, declared that the chief concern of the proposed rules centered on interference arising from the use of low-power radio devices without radio station licenses and that diathermy and similar medical apparatus was introduced and treated a specific and discrete subject in legislative recommendations to Congress, representatives of several firms suggested that under strict interpretation of the proposed regulations operation of their diathermy and physiotherapy devices would not come within the prescribed standards. At this general observation, other witnesses recognized the need for interference control and lauded the FCC for "anticipating future complications". No far-reaching amendments to the proposed rules were formally offered at the meeting.

Appearing at the meeting were C. Gustafson, chairman of the FCC-Radio Manufacturers Assn. conference committee; Francis M. Ryan, of A. T.; T.; O. Fred Ross, director, Broadcast间隔-Telefex; Alexander Senaake, representing several manufacturers of diathermy equipment; John T. Potter, of Radio graph Corp., radio listener service firm; Ralph Harmon, of Westinghouse, and others; and S. C. Wilcox, of Wilcox, Inc., and others representing public service organizations; R. M. Wilmot, representing NAB; and David Grimes and Dr. Chas. Travis, appearing for Philco Radio & Television Corp.
Next Generation

Second generation has arrived in radio, according to Ted Kimball, veteran announcer at KDYL, Salt Lake City, In 1926, as "Brother Ted," Mr. Kimball conducted a children's program and came to know several child entertainers. Twelve years later, during a recent KDYL Ken- garoo Artists Revue, he was amazed when one of the former stars of his 1926 show walked on the platform—leading a two-year-old child—ready to appear on the show as a mother-daughter act.

GENERAL MILLS, Minneapolis (Wheatis), on Sept. 28 renewed Jack Armstrong on 16 NBC-Red network stations, Fri., 5:30-6:45 p.m. Agency is Blackett-Sample-Hummert, Chicago.

SUSSMAN, WORMSER & Co., San Francisco (S & W foods), on Sept. 15 shifted I Want a Dixiee from 9 NBC-Pacific Red stations, Sun., 8-8:30 p.m. to 5 NBC Pacific Coast stations, Sun., 7-7:30 p.m. Agency: Emil Brischer & Staff, San Francisco.

STANDARD Oil Co. of California, San Francisco, on Sept. 22 switched Standard Symphony Hour on NBC-Pacific Red to Hollywood for six weeks.

GENERAL FOODS Corp., New York (Husker's), postponed start of Joe Prower program on 72 CBS stations, from Sept. 29 to Oct. 6. Thursday, 7:30-8 p.m. (EST), with rebroadcast, 5:30 p.m.

GATES RADIO & SUPPLY CO. Quincy, Ill., U.S.A.

Here is the new Gates Sound Effects Table, designed in response to a host of requests from Broadcasters scattered all over the Nation.

Complete in every respect, ultra modern in appearance to match modern studios this newest Gates equipment release will find wide application in every studio creating dramatic programs. Leading sound effects men were consulted before designing the table and this plus the nearly 17 years of manufacturing quality broadcast equipment is your assurance that this latest Gates development is as fine an money can buy and will fit your pocketbook.

Write or wire for catalog bulletin Dr. 20.

BROADCASTING • Broadcast Advertising

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**Merchandising & Promotion**

Chicago Stunts — Fun at Low Cost — Auto Showings —
Like Kansas — Iowa Mud — Here's WOW

Promotion by Posies

WILD FLOWERS of California are being used successfully by Richfield Oil Corp. to promote its products. Each spring for the last six or seven years flower booklets, featuring flowers on four process plates taken largely from actual natural color photographs, have been distributed at Richfield stations. The booklets also contain travel information, telling the motorist where the flowers displays can be seen over the state at various seasons. In 1938 over a half-million booklets were distributed, and the Richfield Reporter broadcasts carried reminders from time to time as particular displays appeared on the Pacific Slope.

Safety in Numbers

NORTH DAKOTA State Highway Department cooperates with KFYR, Bismarck, in publicizing Commercial Credit Co.'s safety program, It Happened So Quick, that has equipped high schools with posters and stickers to be distributed over the state. Every school going to city halls or county offices in Bismarck carries tagged telling program style and time, and time last month and 2,500 posters were put out in about four days.

Motor Previews

AIR PREVIEWS of 1939 automobiles, before they are displayed publicly, are carried by WQAM, Miami, cooperating with local auto dealers. Opening with a description of the new Plymouth direct from the distributor's garage, along with an interview with the dealer regarding innovations and changes in the new model, Annette Leslie Harris also took a ride, broadcasting as he went, using the WQAM studio unit. The previews will accompany the announcement of other new models.

WCCO at the Fair

FOR THE Minnesota State Fair, at which an estimated 100,000 visited its radio exhibit and fairground studio, WCCO, Minneapolis furnished a photographic display of CBS and WCCO artists, gave WCCO thimbles to the ladies, and originated a series of special broadcasts from the grounds. Ladies First, afternoon feature conducted by Florence Lehmann, originated from the French Quarter, along with a series of man-on-street interviews through the week. Allies Chalmers Co. and McCormick-Deering both originated programs from the grounds through WCCO.

KYW Opening Depicted

CHRONICLE of the opening of Richfield Oil Company's new $690,000 studios of KYW, Philadelphia is the recently issued 20-page brochure, containing pictures from the new building and station personnel.

Business in Minnesota

FIFTH annual Minnesota Business Map has been published jointly by WCCO, WTCN and WGDY, along with several Twin City publications.

Die-Cut Reply Cards

DIE-CUT business reply card in the Plug-in Kansas map accompanies the recently published 38-page booklet, 1938 Kansas Radio Facts, being distributed by WIBW, Topeka. One copy is distributed to every Kansas home with station card, and the plastic-bound booklet gives a complete account of the results of the 1938 survey of the industry, directed by Dr. H. B. Summers, of Kansas State College.

Hats for Grid Fans

WILLARD HAT Co., Dallas, sponsor of a football interview program featuring S. M. U. on WFAA, Dallas is awarding three hats each week to listeners sending in the greatest number of standard English words made from letters of the names of different styles of hats made by the company.

Suspecting Mutual

MU TUAL Broadcasting System has issued a booklet, "What's the Mutual?". What Mutual suspects is that there are two vital needs in the campaign: (1) a vast need for test tube broadcasting, and (2) a need for more accent-advertising, both with that network claims to be best able to provide.

Cakes for 500

OFFERING a week to the first 500 customers during its 52d anniversary sale, the local Sears-Roebuck store plugged the event with newspaper advertising supplementing its program on Fred Jacke's Timemaker on WSTR, Syracuse, and produced Timemaker Jacke at the store to pass out the cakes.

Talking Their Way Out

GUESTS on Ad Liberal Club, weekly hour of WDBJ, Roanoke, Va. are given a situation, outlined by the master of cere- monies, which they must ad lib their way through within two minutes. Contestants get passes to a local theater for participating.

NSF

BESIDES cellophane wrappers for cash-disbursing tickets, a priosity note is attached to all checks issued by KFRO, Longview, Texas to remember the back of a KFRO advertiser would mean big- ger checks and more money for them.

Pay Dirt

CELLOPHANE envelope containing a sample of Iowa's "Grade A Soil", attached to a reprint of its Aug. 15 advertisement in Broad- casting, containing the results of "22,000,000 acres of America's richest farmland" is being distributed by WMT, Cedar Rapids.

Lambdin Kay's Book

LABMIN KAY, manager of WSB, Atlanta, and the Atlanta Journal, are distributing their annual 48-page Football Fan's Dope Book, covering rules of the game along with 1938 schedules and 1937 results for college teams.

**Broadcasting • Broadcast Advertising**

Life Starts

FIGHTING the arbitrary discrimination against aging employees, the Over Forty Assn. is sponsoring dramatizations of actual cases in its record of experienced employees being shoved out in favor of younger blood simply because they were getting old. First program was carried on WCAM, Camden, and the organization plans to carry on another probably up to five times weekly, adding WTNJ, Trenton, and WPG, Atlantic City and other stations serving New Jersey.

New to Salt

PROMOTION of the 5,000 watt installation at KDLY, Salt Lake City, the Salt Lake Tribune carried an eight-page KDLY section in a September Sunday edition, planning the new transmitter building, Blaw-Knox vertical radiator, station personnel, and broadcast scenes from the KDLY Radio Playhouse.

Sperry Offer

SPERRY FLOUR Co., San Francisco, in cooperation with Dr. Katz, a five-week drama on NBC Pacific Red, is offering its listeners a four-piece ceramic set in colored Franciscan ware, in exchange for 50 cents and a sales slip for a purchase of Sperry Pancake and Waffle Flour.

Union Premium

UNION OIL Co., Los Angeles, which recently launched a series of programs on the Woman's Magazine network, giving a special premium in colored Franciscan ware, in exchange for 50 cents and a sales slip for a purchase of Sperry Pancake and Waffle Flour.

Used Car Bonanza

TWO HUNDRED used cars and trucks were sold by nine Kansas dealers during the Kansas Free Fair when they combined their best bargains, displayed them on a single lot at the Free Fair Used Car Jumble, and for the week of the Fair plugged the sale with 20 spots a day on WIBW, Topeka.

WOPP's Own Exposition

WOPP, WOPP, Tenn., from Sept. 10 to 15 is conducting a Food, Auto & Radio Show as a promotion and as a means of participating sponsors. It is providing 25 booths and a stage in a giant tent for exhibits and broadcasts. Tickets will be available at stores of participants.

WOW Promotes Food Show

WOW, Oklahoma City, entertained 600 members of the Omaha Retail Grocers Assn. at a smoker Sept. 22, promoting the first of the 33rd annual Manufacturers' Assn. Food Show. WOW handled all promotion for the show, formerly a newspaper undertaking.

Satisfied KFAM Users

BROCHURE recently published by KFAM, St. Cloud, Minn., along with pictures of the new studio and transmitter, carries testimonials from happy advertisers and market data.

Change in Payers

ENVELOPE sticker on outgoing mail—"It's Not the Woman Who Pays—It's Radio Advertising"— is being used by WSVA, Harrisonburg, Va.
NOVEMBER 10 COMMERCIAL NET WORK ORIGINATIONS ALREADY SCHEDULED FOR WLW

Leading agencies are finding new characterizations and original presentations for their script shows and productions NOT needing Broadway and Hollywood talent and are SAVING MONEY to buy additional stations. You too can get the most audience for your network appropriation by economical production with WLW's independent talent.

New voices—fresh personalities—tomorrow's stars—put sparkle in your script—save dollars in production.

BUY MORE STATIONS WITH MONEY SAVED!

More listeners—more sales! This is the point where appropriation dollars will stretch without weakening any part of the plan. WLW maintains the greatest independent source of talent in the country.

ABLE STAFF AND SPOT DRAMATIC CAST OF 50

If your show needs no big names you will find WLW staff dramatic and spot cast of 50 fits any script. Special talent to individualize your show is easily and economically added.

53 staff musicians provide any type background . . . Nationally known conductors, arrangers and directors.

Many agencies in New York and Chicago find that WLW originating facilities provide big time showmanship at half the cost of metropolitan production.

CINCINNATI LARGEST INDEPENDENT SOURCE OF TALENT

GET FREE AUDITION

Let us cast your script—furnish you with free recording. You'll be amazed when you listen and then look at the cost.

WLW is a constant source of NEW ideas. Several sustaining shows with audiences already built available for fall campaigns. Write, or wire or tune in

THE NATION'S STATION
NEWEST RCA FIELD AMPLIFIER

BRINGS YOU EVERY FEATURE YOU WANT FOR FIELD BROADCASTS!

PRACTICALLY custom-built to your requirements! The new RCA OP-5 is what you've wanted for field broadcasts! A single unit field amplifier, it weighs only about 37 lbs. complete with batteries. And because of its small size you can carry it into all sorts of places with extreme ease. And it's ready for instant use at the flick of a switch.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from football game to symphony concert. Frequency response is uniform within plus or minus 1 db (30-10,000 cycles), distortion below 1% from 50-7,000 cycles. Noise level below minus 58 db. That's pretty good evidence that outside pick-ups sound better with the OP-5!

Other features of this instrument that you'll like include its 4 ladder-type variable mixers; an illuminated volume indicator meter which has a separate battery for the lamp; a potentiometer master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. Designed for you—it will make your field broadcasting problems simple. For further details write to the nearest district office.

- Light weight—small size—truly portable
- "Studio quality" transmission—high-grade components and feed-back circuit
- Dry-battery operated for assurance of program continuity
- Self-contained—no broken cables
- Flexible operation—4 ladder-type mixers
- Illuminated VI meter—also indicates battery voltages and plate currents
- Hinged chassis—unusual servicing accessibility
- New low voltage, non-microphonic pentode tubes
- Full sized—special shielded transformers
- Attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet.

There is an RCA Tube for every purpose in broadcasting