WHO offers 372,000 EXTRA CAR-OWNERS From "IOWA PLUS"!

No other radio station in Iowa can offer nearly as many Iowa automobile owners as you get via WHO. But in addition, WHO offers you an EXTRA 372,000 car-owners in the PLUS of "Iowa Plus"—prosperous EXTRA car-owners, outside of Iowa, who listen regularly to WHO! These EXTRA car-owning families buy 22,320,000 gallons of gasoline every month. They buy tires and anti-freeze by the carload. They'll buy anything you make, if you'll give them some good reasons.

You write the message. We'll get it into their homes—hundreds of thousands of homes in Iowa PLUS.
WHILE THE FUSE BURNED SHORT

Denver Listened to KLZ for NEWS!

- During the stormy week preceding the historic Munich conference . . . when it seemed the fuses of war were already a-light . . . independent research investigators questioned groups of Employers & Executives, Office Workers, Students, Housewives . . . learned that 48% turned most frequently to KLZ for news—(50 percent more than to any other station!)—that more than 6 out of 10 were regular KLZ listeners.*

In Denver, KLZ's tradition of news leadership is well established . . . its habit of scooping other stations and newspapers has come to be expected. Naturally, in time of crisis, habit ruled and Denver listened to KLZ . . . thrilled to Columbia's epoch-making overseas coverage . . . to able handling by station newsmen of INS's fast, accurate, outstanding reporting.

Denver's marked, emphatic preference for KLZ news service over all other media is matched only by Denver's marked, emphatic preference for KLZ in all other phases of programming . . .

a fact astute advertisers continue to turn to profit every day.

*Additional facts obtained: To 9 out of 10 Denverites, threat of war overshadowed all other news in importance . . . More than 6 out of 10 considered Radio their basic news medium.
Your Overpass.....

to the New England Market

MORE than a dozen terminals are found on the road to the New England market — each terminal the thriving center of distribution for a large trading area.

To reach this rich New England market all of these trading areas must be covered. The most direct and inclusive low-cost coverage is provided by the Colonial Network with its 16-station facilities. Like a modern highway overpass which expedites traffic The Colonial Network carries your sales messages into the important centers where volume sales can be made.

It reaches these many buying areas at lower cost than any other broadcasting system.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., Inc., Exclusive National Representatives
is our die...

This is the tool with which one man—in one minute—can stamp out ten million sharp, lasting impressions. Each different. Each perfect.

A man talks into this microphone about an automobile. Instantly, at the other end of the mike, the minds of ten million people paint the most exciting automobile pictures in the world! For each listener sees himself in a car—in a model he wants—in the colors he likes best.

That is radio's power; its power to paint personalized pictures in the mind; its power to fire the imagination of the millions of people it reaches.

Eighteen hundred years ago, Pliny said: "The living voice moves men." It moves merchandise, too. And if you have not seen the most recent facts on radio's ability to picture and sell automobiles, as it sells silver and soap and cigarettes, may we send them to you?

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK
As was to be expected, the people of New England had turned to meet the challenge of an angry Nature even before the clouds began to roll back.

Their task is big—in terms of the vast quantities of brick and wood and steel and wire—of household, commercial, and industrial equipment—that are needed.

Because their native courage and ingenuity are backed by the resources of a consistent billion-dollar-a-year spendable income, these people are exceptionally responsive to the messages of manufacturers who can supply their needs.

WTIC (the most popular station in the Southern New England area by 2 to 1) is doing the top rank job in selling merchandise in this great market. How about your products?

50,000 WATTS WTIC HARTFORD, CONN.

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

- Member NBC Red Network and Yankee Network
- James F. Clancy, Business Manager
- New York Detroit Chicago San Francisco
Oklahoma's "400" of Business and Civic life helped KVOO celebrate the inauguration of full time, August 9th. Guests included N. B. C. and Edward Petry and Company officials and southwestern radio station managers, also N. A. B. officials.

4,000,000 and more people in KVOO's 25,000-watt service area rejoiced when unlimited hours of operation were granted this pioneer southwestern N. B. C. station.

A national advertiser said: "One of the finest parties I ever attended."
A NEW WAY TO COVER TEXAS

TEXAS STATE NETWORK...

23 STATIONS....

23 PRIMARY AREAS!

This shaded map shows how the 23 primary coverage areas of TSN's 23 stations give advertisers effective coverage of one of the greatest markets in the country... Texas, with a population in excess of six million. Texas is equal in land area to the combined states of Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Ohio and Illinois. To cover this Atlantic-to-the-Mississippi area, CBS uses 28 stations. NBC Blue uses 27. To cover the immense Texas market you need the effective coverage of 23 primary areas which TSN alone can provide.

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
WSAI

is happy to announce the appointment of
Mr. DEWEY H. LONG
as manager

Mr. Long comes to WSAI with a wealth of radio experience both as assistant manager of WBT, Charlotte, and as southeastern representative of Radio Sales, with headquarters at WAPI, Birmingham. His broad vision, progressive ideas, alertness and sense of showmanship will contribute substantially to the increased tempo of WSAI. His appointment as manager should be of keen import to both national and local advertisers because they can be assured that the progressive principles of broadcasting inaugurated by WSAI in the past year will be maintained and advanced.

CINCINNATI'S OWN STATION
1330 KC

www.americanradiohistory.com
Most of us here at Free & Peters, Inc., are fairly young men, but don't forget that we are pioneers in radio-station representation—have a more varied and more intensive experience in radio than any other firm we know about.

That's one reason so many agencies and advertisers have come to trust Free & Peters as they do the experts of their own organizations. They know that Free & Peters has learned to separate the wheat from the chaff. They know that F&P will not sponsor chicken-wit projects that are doomed in advance to failure. They know that F&P has learned from sheer experience (not even to mention such things as integrity, or sincerity) that the best way to sell radio is to help make radio sell merchandise.

As pioneers in this business, we offer you that kind of help. We believe it's the only kind you need or want.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6973

NEW YORK
247 Park Ave.
Plaza 5-6151

DETROIT
New Center Bldg.
Trinity 2-8664

SAN FRANCISCO
One Eleven Sutter
Sutter 4553

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bana Allen Bldg.
Jackson 1978
RCA Ready to Sell Visual Transmitters

Public Reaction Would Be Sought; FCC Is Informed; Attitude of Stations on Television Is Being Sounded

OPENING of the television field through sale of standard 1,000-watt transmitters, along with experimental receivers, is planned by RCA. The FCC has been advised of impending visual plans, all in the experimental stage but designed to test public reaction to visual programs, as a means of determining the degree of “looker” interest and the potentials of this type of public service.

The FCC engineering department has been advised by RCA engineers of laboratory and equipment developments and of the results of the actual broadcast experiments conducted by RCA from its transmitter atop the Empire State Bldg. in New York. The widespread interest of many broadcast station and manufacturers of receiving sets led to the development of the standard 1,000-watt RCA unit, which includes video camera, hearing (sight and sound) units, plus the television camera and all other necessary pickup, input and monitoring equipment.

To Supply Equipment

It was also disclosed that stations which have sought information on television transmitters and experimental receivers now are to be provided equipment by RCA Mfg. Co., Camden, E. W. Kengstrom, manager of research of RCA Mfg., I. R. Baker, manager of television service, and T. A. Smith, newly-appointed manager of television transmitting equipment, on Oct. 11 left on a trip to the Midwest to get out sentiment in connection with the opening of the visual transmitting field, and to supply information. Mr. Baker simply declared that his department, in supplying information on recent television transmitter development to broadcasting stations, was acting in accordance with the company’s policy of making such information available as soon as practicable.

After progress is made, complete technical data and transmitter equipment cost estimates will be given to interested broadcasters.

The fact that a number of leading stations have evinced interest in experimental television transmission—but from the public reaction rather than the intrinsically technical aspect—probably will result in the filing of some applications with the FCC in the near future for such authority. NBC and RCA have been conducting its Empire State experiments for more than a year, but now they are temporarily “off the air”, while installing new equipment. CBS recently purchased a transmitter. When installed with other CBS equipment, it will represent an outlay of $650,000. CBS hopes to begin operation late this year.

These activities have heightened industry interest in television. Present FCC regulations specify that in order to hold an experimental television transmission license, the licensee must contribute to the technical advancement of the art by conducting regular laboratory experiments and by submitting periodic reports. To permit individual broadcast stations or manufacturers to carry on the transmitting operations to gauge public reaction and mould programming technique, a change in FCC television rules and regulations would be essential.

May Call Conference

The fact that RCA has reached the point where more or less standardized equipment is available—441-line, 30 frames per second, interlaced—should hasten FCC approval of general standards for television, now under consideration. Moreover, if several stations apply to the FCC for licenses to experiment with television transmission in the ultra-high band, but for program rather than technical development, it is presumed a conference will be called on interested parties to devise new regulations.

Recent informal conferences with FCC engineering executives have been participated in by Dr. C. R. Jolliffe, RCA engineering executive and former FCC chief engineer, and Mr. Baker. Lieut. E. K. Jett, FCC chief engineer, and Andrew W. Ring, assistant chief engineer in charge of broadcasting, which includes visual radio, have discussed these developments with engineers of RCA and others.

If additional assignments for television are made, they will be in the band from 44 to 86 megacycles, which encompass seven television channels of 6,000 kc. each for both video and oral transmission.

FCC Estimates Cost $50,000

At the same session it was estimated the sales price of a 1 kw. visual unit, including camera and all necessary appurtenances and monitoring equipment, would run about $500,000. This was simply an estimate, however, since the FCC modifies its regulations to permit the proposed type of experiments, it would also require that a specified minimum number of television receivers be used.

In the case of facsimile experimentation, which has been in progress for about a year in the standard broadcast band, the FCC has required a minimum of 50 receiving units for each transmitter, to be placed at predetermined points with an idea of testing reception of the experimental transmissions.

Still in the realm of speculation, engineering experts estimated that a receiver capable of picking up the transmissions would cost about $60,000. This figure is not based on experimental production but on an assembly line basis.

Assuming a number of stations desired to contract for RCA equipment, the FCC would likely call a hearing to determine whether there is sufficient public demand for such experiments. The hearing would come before any change in regulations, it is felt.

Public Interest

The paramount problem unanswerably would be whether the broadcaster, with this transmitting equipment and a specified number of receivers in use, could develop programs holding sufficient interest for the public as a regular service. If decided favorably, equipment companies would be in a position to sell transmitting apparatus to stations or others interested in developing television from the program and public reaction standpoint rather than purely technical.

The RCA experiments in New York have been both from the technical and program reaction standpoints but because they have been confined to the New York area, it is felt the reaction in not sufficient to expeditiate another phase of development.

There is no thought at this time of asking the FCC to lift the general experimental restriction which has applied to television for the last decade. In other words, as the rules are now written, stations experimenting in visual radio may not realize any economical returns, which means there could be no sponsored television programs. Applications for authority to experiment from individual stations or others presumably would simply cover alteration of the terms which now require technical contribution to the development.

Television announcements in the past usually have been accompanied by stock selling schemes. Moreover, they have tended to depress the receiving set market, a portion of the public apparently getting the erroneous idea that combination television and sound receivers might be on the market in a short while.

NBC on Sept. 1 started regularly conducted television tours between 10 a.m. and 11 p.m. daily to explain to the public the fundamentals of television and to afford an opportunity for close examination of apparatus. [See illustration on page 72].
The status of the broadcast technician under the wages-hour and laws to determine whether he is a professional within the meaning of such laws, or if therefore not subject to the 44-hour week maximum, will be discussed at a conference to be held in the near future, it was learned Oct 12 at the Wages-Hours Administration.

Don Lee Patents Sold
DON LEE Broadcasting System, Los Angeles, has sold patent rights of television synchronization equipment to RCA. Apparatus, invented by Harry Lubke, director of television of the Don Lee network, is applicable to both receivers and transmitters. It was devised by Lewis Allen Weiss, general manager of Don Lee network, includes rights in the United States, Canada, Great Britain and Germany. Don Lee reserves rights to continue use of the equipment in the United States. Firm also holds numerous other patents in this as well as foreign countries, on television apparatus invented by the Don Lee Network has been televising radio shows since 1931 and has used ten and a half million feet of motion picture film during that time. Current broadcasts include live talent as well.

Newspapers Get Control Of WGH, Newport News
SALE of controlling interest in WGH, Newport News, Va., by bankers and accountants, was announced by the board of directors. The management of the station will be assumed by John R. Oliver, representing the present owners. The purchase price was not revealed. W. L. Flagg, managing director, to the Daily Press Inc., publishers of the Newport News, News and Times-Herald, for $21,875, has been subject to FCC approval. An application for voluntary transfer was filed with the FCC Oct. 11.

Mr. Baldwin is owner of 175 shares or 68 1/2% of the stock of WGH, which he acquired about four years ago. The remaining 90 shares of common stock are held by E. E. Bishop, general manager of WGH, and, it is understood, are not involved in the exchange. Raymond P. Black, president and publisher of the newspapers and recently applied unsuccessfully for a new license in Newport News. The station operates on 1310 kc., with 250 watts day and 100 watts night.

Olson Rug on Seven
OLSON RUG Co, Chicago, on Oct. 10 started thirte weekly quarter-hour disc or live shows on WJWS WJWS was one of the surviving stations in the rush of mergers. WLW, Presba, Fellers & Presba is the agency.

B-S-H Proposes Rebates From Discs; Station Men Term It a 'Time Chisel'

PROMINENT officials of Blacket-Sample-Hummert, Chicago, on Oct. 11 broached a plan whereby station men could help defray mechanical costs of transcriptions by Blackett-Sample-Hummert, which is geared to operate a large transcription department, stated that only 35 to 40% of revenue from network shows goes to the stations while station revenue from disc shows disc shows totals 70%.

To equalize this differential, Blackett-Sample-Hummert officials proposed that a bill be made to the agency's clients, suggesting alternatives time discounts, flat fee reductions of perhaps $10 per disc show, or even pay off pressings, or straight 74% rebates.

It was emphasized by Blackett-Sample-Hummert that it costs a client $5,000, mechanical charges for five weekly quarter-hour shows on a 52-week basis. The agency argued that it costs a station no more to air a disc show than a network show, so client should not have to pay this added production charge.

Impaired threat of the agency was to set up a preferred list of stations, using only those willing to rebate. If this plan is adopted, it was argued by Chicago radio men that stations giving such rebates might be cited by the Federal Trade Commission of the unfair trade practices act of the Federal Trade Commission.

Blackett-Sample-Hummert officials discussed with station men and station representatives plans for absorbing the differential, stating that the agency's idea has nothing to do with representation and was not intended to cut representation fees. Opinion among Chicago radio men is that the Blackett-Sample-Hummert plan is a by-product of an old idea that adoption will simply cause stations to raise their rates to absorb it. John Stewart, presiding of Yankee and Colonial networks, declared the mechanical cost problem is one that the industry is about to be deloused by the entire industry. He said: "I have always believed there was justice in stations assuming the mechanical costs of transcribed programs the same as networks assume wire rates. The difficulty, however, is to work it out on a fair basis. Each station can recover only part of the cost of the individual pressings used on that station. But the question is how to allow for the proportion of the cost of the overrider in view of the fact that a different number of stations would be used on different programs.

"Under no condition do I feel that a flat percentage should be raised by all stations, for the overrider added many percentages to our operating costs. I also feel a change of policy like this is an instance that should be discussed by the larger stations, who are the ones to gain the advantage, and set up by a committee of the American Association of Advertising Agencies to work out with the NAB about the matter. Individual stations should not agree to this until it is reviewed by the industry. I hope the NAB will make such a request."
McNinch, Back in Chair, Starts Shakeup

Ousts Gary, Other Staff Changes In Offing

By SOL TAIISOFF

AMID OPEN strife in FCC ranks, Chairman Frank R. McNinch on Oct. 15 launched the first phase of what appears to be a major reorganization of Commission personnel with the dismissal of Hampson Gary as general counsel and the appointment of William J. Dempsey, 33-year-old special counsel of the FCC, to succeed him. President Roosevelt himself took a hand in the action.

Announcing the move at a press conference, Mr. McNinch dispelled all reports that he was seriously ill or that he would leave the Commission. On the other hand, he asserted he felt better than he had in many years and that he intended to proceed with personnel reorganization plans. Important was his assertion that he had discussed these matters with the President and that he knew he had his “support” in the Gary-Dempsey change and in other changes he proposes to make.

While additional names were not mentioned, it was generally believed that Chief Examiner Davis G. Arnold and Press Director G. Franklin Wisner were among those likely to be transferred or in some other manner removed. Secretary T. J. Slowie’s name has been linked with removal also but these reports were discounted.

A Whole Week

The Gary action, which topped off a hectic week during which Commissioners T. A. M. Craven and George H. Payne opposed Chairman McNinch’s move, had reverberations at the White House in more than one way. It is understood the President became incensed over widely published stories of Commission dissension, particularly the Payne-Craven opposition.

The vote on Mr. Gary’s dismissal, which came after he had refused to accept several provers of a position in the Reconstruction Finance Corp., was 4 to 2. Chairman McNinch made the motion and was supported by Commissioners Craven and Payne, vice chairman, who moved to accept the Craven-Payne plan.

The vote on Mr. Gary’s dismissal, which came after he had refused to accept several provers of a position in the Reconstruction Finance Corp., was 4 to 2. Chairman McNinch made the motion and was supported by Commissioners Craven and Payne, vice chairman, who moved to accept the Craven-Payne plan.

Revolt Against Chairman McNinch Bursts Out in FCC

As Payne and Craven Oppose His Civil Service Proposal

A TWO-MAN revolt against Chairman Frank R. McNinch of the FCC, long smouldering, has burst into the open, with Commissioners George H. Payne and T. A. M. Craven definitely aligning themselves in opposition to him.

The move, initiated by Mr. McNinch, with the approval of three fellow members, that the Civil Service Commission exempt some 60 attorneys, trial examiners and confidential secretaries, as well as the chief program examiner, from the Civil Service classification, has set the stage for a showdown between the FCC and the Civil Service Commission.

Up to the President

Harry B. Mitchell, chairman of the Civil Service Commission, denied there was any question that the three-man Commission would recommend against Mr. McNinch’s proposal, though he had written a letter expressing concern that it might split the 60-member body.

To the President

President Roosevelt took cognizance of the conflict within the FCC at his press conference Oct. 11. Remarkably, he said that Mr. McNinch was still in the hospital (from which he was discharged Nov. 7) that the President observed that he believed there was a split in FCC. Thus he clearly indicated he was aware of FCC affairs. He personally drafted Mr. McNinch a year ago to assume the FCC helm in the hope of restoring prestige and standing for that sake alone.

This is at least the second occasion on which the Payne-Craven combination has worked together on a policy issue. Earlier this year they voted in favor of a resolution welcoming a Congressional investigation of the FCC, which the Administration did not want and which caused something more than a furor and had many repercussions in Congress.

They said in their letter, signed jointly, that the split over the 60 positions should not be exempted, since none of them is either policy-making or any more confidential than other positions on the Staff. They added that Congress had already exempted policy-making and confidential positions in the 1934 law, and that all other positions were exempted.

www.americanradiohistory.com
Quick Series Aids Station Business

Networks Sidetrack for Games; Use Station Announcers

DESPITE a reduction, all major networks broadcast complete play-by-play accounts of the World Series, the Yanks winning the championship. Jack Hahn, the commercial manager along with the championship by defeating the Cubs in four games. Jack Hahn making unnecessary the cancelation of any further commercial programs.

Novelty of the series' broadcasts was NBC's use of separate announcing and radio sets. Blue networks instead of combining them as in former years. Announcers, all properly certified by Judge Landis, were:

For NBC-Red: Tom Manning of NBC, Cleveland; and "Red" Barber of WLW, with George Hickok. Special events are, and Paul Douglas, Chesterfield's sports commentator, filling in the rule change.

For NBC-Blue: John O'Hara of KYW, and George Higgins of WTCN, with a program done by Albert Roswell of KDKA.

For CBS: France Laux of KDKA and Mrs. Betty Huber did the play-by-play and Mel Allen of WABC the between-innings comments.

For MBS, Bob Elson of WGN described the Chicago games, aided by Quincy Ray and Mel Allen of WABC, and New York, Stan Lomax of WOR and Mr. Elson handled the running accounts, while Virginia Druce did the color interludes.

The following commercial programs were canceled because of the series:

On CBS: The program Aunt Jenny's Real Life Stories, sponsored by Lever Bros., Cambridge, Mass., for Spry, was cancelled on Oct. 5 and Oct. 6 on seven stations. NBC on Oct. 5 and 6 was forced to cancel the following programs on the Red: Froster & Gamble Co., Cincinnati. Program: "The Life of Naphtha;" Story of Mary Melvin (Ivy flowers); Ma Perkins (Ox-Ida, Chicago). Program: "Bucky & the Family" (Canyon); Chas. H. Phillips Chemical Co., New York, Stella Dallas, and was carried with R. L. Watkins Co., New York, for 41 consecutive weeks. Program: also General Mills, Minneapolis, and General Foods.

On Oct. 9, NBC cancelled on the Blue The Magic Key of RCA and H. Hendrich, Evansville, Ind., Smokey Devlin.

The same day, Mutual was forced to postpone the premiere of The People's Republic, program to Oct. 18 and to shift the Moody Bible Institute, Chicago program, from 2:30 to 2:00, since four stations being unable to take it.

Chesapeake Resumes

CHESTERBROOK MFG. Co., New York (viable product), on Oct. 18, Parts Division, dramatic series, on 60 CBS stations, 7:30 p.m. (PST). Talent lineup will remain the same as last year, with Jean Hersholt, Robert Randolf, and William Tabbert, among the principal stars.

More for Wurlitzer

RODULPH WURLITZER CO., Chicago, has extended its three-week advertising campaign with the program "Something With Music" to WGN, WCOI, WTMJ in addition to WAGA and WMQ [Broadcasting, Oct. 1]. It is understood that the series will soon be placed on stations in these markets: Buffalo, St. Louis, Ro- cee, New York, Cincinnati, Philadelphia. Schwimmer & Scott, Chicago, is agency.

Kate Smith at Noon

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on Oct. 18, weekday program. Kate Smith, who is regularly heard on this series, will be heard on WOR, and other stations as well.

Superpower Group Is Near Decision

FIN!AL conferrances have been held by the "Superpower Committee" of the FCC concerning Commissioners Norman S. Case, chairman, T. A. M. Craven, vice-chairman, and December. The committee meets with hearings on renewal of the experimental authority of WLU, Civic Center, and WEP, with 5,000 watts power, it was learned Oct. 12. The committee's recommendations of a report to the full Commission, probably for being forthcoming within a week. It would be based on hearings before the committee which concluded July 29.

Final meetings were held at the adjournment of the cases. WLU with a bill with neuritis in his left arm and an infected right foot. The Governor informed CBS that the committee's report on WLU probably would be followed within the next time by the recommendations on the proposed new sales and regulations in which the entire superpower issue is involved. The report will be filed in the near future.

The return of Gov. Case depends on his doctors. He may enter a hospital, if necessary, for treatment and possible removal of his tonsils, he said.

The Committee's report will be subject to exceptions, if they are desired by WLU or any other parties. The Presumption of the arguments before the full Commission also would be in order prior to any actual decision.

Cooperative CBS Show Is Contended by Brewers

BREWERS’ RADIO SHOW association is continuing the co-operatively sponsored Monday Night Herald, of CBS, 8-8:30 p.m., according to Frederick Mayer, New York radio advertising manager, who is assisted by the U. S. Adv. Corp., Toledo, in lining up the sponsors. The program features Harry Allen, WGY, WOR and Paul Brody, WOR. Recent sponsors are: Connie Boswell, singer; Richard Hamer and his orchestra, with Dick Powell and Kenneth Roberts as announcee.

Crawford Clothes, New York, is the sponsor for that city, while others are: Joseph Schiltz Brewing Co., covering the Southeastern and South Central part of the United States; Hamm Brewing Co., covering the Northwestern territory; Hudepohl Brewing Co., for Middle West; M & M Brewing Corp. (Carlin's Ale), covering Kentucky; Griesedieck Bros. for Missouri, Nebraska, and Arkansas; Fessmeier Brewing Co., covering West Virginia; National Brewing Co., for Baltimore, and the Philadelphia Brewing Co. for Philadelphia.

Superpower Hearing Is Near Decision

The hearing of the case, which will be heard at the next meeting of the FCC, is expected to be held in the near future. The case involves the question of whether ASCAP should be held responsible for the infringement of copyright laws by its members.

ASCAP Hearings in Supreme Court

HIGHEST Tribunal Decides to Consider Two Appeals

THE U. S. Supreme Court on Oct. 10, is expected to hear an appeal from Florida and Washington State anti-ASCAP statutes designed to protect the anti-trust laws of the State and the Federal Government. The merits of the State statutes, however, are not involved.

The two appeals—one taken by the State of Florida from a decision of the Federal Court in New Orleans granting ASCAP an injunction against the Florida State law and the other taken by ASCAP from the same decision of the District Court in the State of Washington which denied an injunction—will raise the same technical issues.

In the Florida case, the State contended the challenged statute has not have jurisdiction since it had not been established that the case involved more than the statutory minimum of $50,000 which would make it subject to Federal Jurisdiction. The Appeals Court in New Orleans did not pass on that issue but granted the injunction.

The Supreme Court at the same time cleared the path for the controversy in the Florida case by substituting the name of George Corber Gibb, of the present President of ASCAP, for the name of Carey D. Landis, deceased Attorney General, in the case of the United States v. ASCAP. The same motion made in the lower court was denied.

Argument to Be Heard

In the Washington case, the specially constituted three-judge court in Seattle held that ASCAP is not the owner of the statutory $10,000 and consequently denied injunctive relief on the ground that there was no Federal jurisdiction involved.

It is presumed the nation's high- est Court will hear arguments on these cases during its winter or spring terms. It made the notation that the Washington case would be heard immediately after the Florida appeal.

Court of record in the cases for ASCAP was Schwartz & Froelich, New York law firm. In the Florida case, it was handled by Attorney General T. A. Norwood, Assistant Attorney General, Lucien H. Bogg's, attorney, and Attorney General Evans & Bennett, Washington and the Pennsylvania State Bar. In the Washington case, Chief Counsel for the State, functioning in opposition to the case, is Alfred J. Schweppe.

www.americanradiohistory.com
Vital Role in Crisis
Draws Praise of The World

"RADIO leaped ahead ten years in the last three weeks." This was the observation on radio's job during the European crisis made by the sage of the luncheon round-table in Washington's famed National Press Club. H. O. Bishop, the speaker, is hardly a nationally known figure, and his 10-word appraisal didn't and couldn't make the pages of any newspaper — except Broadcasting. For President Roosevelt, for example, at one of his press conferences commented in laudatory fashion on the part radio played in the events in beleaguered Europe, and that also failed to make the front pages.

But Mr. Bishop's view is important, because he presides over as unique a cross-section of current opinion as you'll find anywhere. And his view, in this instance, was the composite judgment of the men with whom "Bish", as he is more familiarly known, lunches daily at the roundtable.

THE NEW DIPLOMACY

A Group of Observers

A few of the men in this group: Former Senator C. C. Dill, co-author of the Radio Act of 1927 and the prime-mover of the present Communications Act; W. M. Kippling, author of the Kiplinger Washington Letter, and regarded as one of the country's foremost business analysts; William P. MacCracken, former Assistant Secretary of Commerce for Aeronautics, and a noted lawyer; Col. O. R. McGuire, counsel of the General Accounting Office; George Harris, head of Harris & Ewing, who has "shot" as many big-wigs as any one in the country; William Atherton DuPuuy, author and publicist; Oswald F. Schuette, World War correspondent, now on the RCA public relations staff; Louis G. Caldwell, radio attorney and former Radio Commission general counsel; Roland C. Davies, editor of Telecommunications Reports, and a former news editor of the Associated Press in Washington; Idaore Hershfield, Washington attorney, civic leader and relief worker; W. L. Bruckart, newspaperman who syndicates a column (Continued on page 62).

Waltz Sums Spent for Nets' Coverage Of Events in European War Threat

NOW THAT peace is assured, for the moment at least, and the newscasters and commentators have turned the microphones back to the entertainers, the network statisticians have done some calculating and have announced some of the figures on radio's greatest spot news coverage. Denuded of all the excitement, the tenseness and the breathless interest of those critical moments, and set down in cold statistics, radio's coverage of the period between Hitler's speech on Sept. 10 and the four-power agreement reached at Munich on Sept. 29 adds up as follows:

CBS devoted 471 broadcasts to covering the crisis, 47 hours and 27 minutes in all, which, figured at the regular rate, is worth some $120,000. Press Radio and United Press accounted for five hours and 51 minutes. Of the 335 broadcasts in addition to spot news flashes, 98 came from 15 European centers, with London the leader with 38 times on the air over CBS. H. V. Kaltenborn, who analyzed and summarized the news, as it occurred, was heard 85 times during the three weeks. Sixty members of the CBS staff in New York devoted full or the major part of their time to assisting in covering the crisis. CBS figures are estimated at between $95,000 and $100,000; $75,000 for expenses and somewhat more than $20,000 in refunds to advertisers for canceled programs.

NBC broadcast 443 programs on the European situation, totaling 56 hours and 32 minutes. Of the 117 pick-ups from Europe consumed 20 hours and 32 minutes, of which nine hours and 25 minutes was on the Red Network and 11 hours and seven minutes on the Blue. The

Kaltenborn's Book

H. V. KALTEBORN, the CBS commentator whose interpretations of the European crisis won wide plaudits, has signed a contract with Random House, New York publishers, to bring out a book titled Broadcast the Crisis within the next few months. The book will contain a chapter on how CBS covered the three weeks of the crisis.

THE PRESIDENT and his cabinet, permitted by radio (on floor) to hear events as they occurred in Europe, listened faithfully to both foreign and domestic broadcasts of the recent crisis. Thus they were able to act quickly on the basis of on-the-scene familiarity with history in the making. President Roosevelt, with radio beside his chair, is listening (left to right): Secretary of the Treasury Morgenthau; Attorney General Cummings; Secretary of the Navy Swanson; Secretary of Agriculture Wallace; Secretary of Labor Perkins, on far side of table; on near side are Secretary of State Cordell Hull and Secretary of War Woodring.
Federal Court Rebukes FCC In Remanding Brooklyn Cases

Ruling Amounts to "Complete Reversal" of the Commission; Costly Record Draws Fire

THE FCC was given another judicial jolt by the U. S. Court of Appeals for the District of Columbia Oct. 13 in the Brooklyn cases. Judge Friendly, after reviewing the FCC record, said FCC counsel had asked the court to remand the cases involving deletion of two Brooklyn stations without a hearing, as well as an answer to move by counsel for the stations, the court expressed itself in no uncertain terms about the intent of the Commission's procedure.

Chief Justice J. Lawrence Groner observed that it was "unconscionable" that the FCC should stipulate a record in the case which cost more than $6,000 to print. The court said the case could not be remanded just as if it had "completely reversed" the Commission ruling on only partial issues.

Chief Judge Friendly said the court had read the FCC decision in the case and felt that the order of the Commission could not be now substantiated by the statement of facts and grounds for decision. On the matter of assessment of costs against WBBC, intervenor, the court said it would consider this request and decide on it later. Paul M. Segel, chief counsel for WBBC, said the FCC action could be appealed at the next meeting of the FCC.

Asks Record Costs

Broadening of the FCC motion to the Court of Appeals to remand the so-called Brooklyn cases whereby the record would be general rather than partial as under which the entire record of the proceeding, involving a $6,118 record, would be awarded against WBBC, Brooklyn, intervenor, was suggested Oct. 10 with the Court of Appeals.

The case, in which the FCC ordered deletion of WH and WARD, Brooklyn, and assignment of its time to WBBC, is regarded as possibly the most litigated ever in time involving an FCC action. Following the filing of a brief by counsel for the stations ordered to be deleted, but which are operating under stay orders issued by the court, the FCC Sept. 30th started 13 pages in the court to remand these cases for further hearing. In so doing it confined error in its statement of facts—so far as is known, an unprecedented action by the FCC.

Counsel for WH and WARD, also including George S. Smith and J. Joy Fisher Pleva of New York, will make an 145-page response to the Commission's motion to remand. The response brought out that the record was remanded after the filing of the $6,118 record and the filing of a 145-page brief, yet it sought only a partial reconsideration that would "seriously affect" the rights of stations.

Federal Court Rebukes FCC In Remanding Brooklyn Cases

Ruling Amounts to "Complete Reversal" of the Commission; Costly Record Draws Fire

THE FCC was given another judicial jolt by the U. S. Court of Appeals for the District of Columbia Oct. 13 in the Brooklyn cases. Judge Friendly, after reviewing the FCC record, said FCC counsel had asked the court to remand the cases involving deletion of two Brooklyn stations without a hearing, as well as an answer to move by counsel for the stations, the court expressed itself in no uncertain terms about the intent of the Commission's procedure.

Chief Justice J. Lawrence Groner observed that it was "unconscionable" that the FCC should stipulate a record in the case which cost more than $6,000 to print. The court said the case could not be remanded just as if it had "completely reversed" the Commission ruling on only partial issues.

Chief Judge Friendly said the court had read the FCC decision in the case and felt that the order of the Commission could not be now substantiated by the statement of facts and grounds for decision. On the matter of assessment of costs against WBBC, intervenor, the court said it would consider this request and decide on it later. Paul M. Segel, chief counsel for WBBC, said the FCC action could be appealed at the next meeting of the FCC.

Asks Record Costs

Broadening of the FCC motion to the Court of Appeals to remand the so-called Brooklyn cases whereby the record would be general rather than partial as under which the entire record of the proceeding, involving a $6,118 record, would be awarded against WBBC, Brooklyn, intervenor, was suggested Oct. 10 with the Court of Appeals.

The case, in which the FCC ordered deletion of WH and WARD, Brooklyn, and assignment of its time to WBBC, is regarded as possibly the most litigated ever in time involving an FCC action. Following the filing of a brief by counsel for the stations ordered to be deleted, but which are operating under stay orders issued by the court, the FCC Sept. 30th started 13 pages in the court to remand these cases for further hearing. In so doing it confined error in its statement of facts—so far as is known, an unprecedented action by the FCC.

Counsel for WH and WARD, also including George S. Smith and J. Joy Fisher Pleva of New York, will make an 145-page response to the Commission's motion to remand. The response brought out that the record was remanded after the filing of the $6,118 record and the filing of a 145-page brief, yet it sought only a partial reconsideration that would "seriously affect" the rights of stations.

Solicitors' Prices

The solicitors were asked by the FCC to develop an understanding of solicitors' prices in order to determine the reasonableness of the rates charged. The FCC said it is planning to develop a new report which will provide a basis for determining whether the rates charged are reasonable.

Walters, the judge, stated that the FCC is developing a new report which will provide a basis for determining whether the rates charged are reasonable. He added that the new report will be published within the next few weeks.

Despite the delays, the FCC has made significant progress in its efforts to regulate solicitors' prices. The agency has already published a report on solicitors' prices in New York City, which was based on data collected from a sample of solicitors. The report found that solicitors' prices varied widely, with some solicitors charging as much as $200 per hour.

The solicitors' prices report is expected to be used as a basis for determining whether the rates charged by solicitors are reasonable. The FCC has already received feedback from solicitors and other stakeholders, and the agency is expected to make changes to the report based on this feedback.

In addition to the solicitors' prices report, the FCC has also published reports on other aspects of the radio industry. These reports include a study of the use of radio for political advertising, a report on the use of radio for educational programming, and a report on the impact of radio on local economies.

The FCC is committed to regulating the radio industry in order to ensure that the public has access to a diverse range of programming. The agency is expected to continue issuing new reports and guidelines in the coming years.
Chain-Monopoly Hearing Moved to Nov. 14

Dempsey Appointment as General Counsel Causes Shift; Appearances Are Filed by 18 Industry Groups

SNOWED under a crush of reorganization activity plus inter- 
related warfare, the FCC Chain-Monopoly Committee on Oct. 13 
ordered postponement of its investigation hearings until Nov. 14. The 
date has been set for Oct. 24.

A press conference at 10:30 a.m. by Commissioner 
Gary, ousted with the rest of the Monopoly Committee on 
Monopoly Committee when the FCC announced its move, 

NBC May Publish Program Standards; 
New Restrictions Under Consideration

The independent Radio Network Affiliates, which have long been found to be the FCC’s chain-monopoly inquiry, CIO, according to its 
appearance, did not raise the old charges of 

The FCC, in its appearance, did not raise the old charges of 

GNR May Publish Program Standards; 
New Restrictions Under Consideration

The independent Radio Network Affiliates, which have long been found to be the FCC’s chain-monopoly inquiry, CIO, according to its 
appearance, did not raise the old charges of

BROADCASTING • Broadcast Advertising October 15, 1938 • Page 17

Higgins Succeeds Barrett

HAROLD HIGGINS, western manager of Paul H. Raymer & Co., and formerly with WBAL, Baltimore, and WEEI and WBZ, Bos-
ton, has been placed in charge of the Chicago office of WOR, New York. He succeeds Bob Barrett, who died Sept. 14 following an opera-

www.americanradiohistory.com
Biow Buys WINS; Price is $150,000

Sale of Three Other Hearst Stations Is Progressing

SALE of WINS, New York, to Biow, president of the Biow Co., New York advertising agency and minority stockholder in WEW, for $150,000, was announced Oct. 7 by Hearst Radio Inc. The transaction, like five others worked out, is subject to FCC approval.

Negotiations toward liquidation of three additional stations owned by Hearst Radio — KOMA, Oklahoma City, KYA, San Francisco, and WINS, Milwaukee — are progressing, with FCC approval of the transfer of the four other applications pending before the FCC have not yet been given and hearings have been indicated.

Mr. Biow stated that, in considering for WINS purchase, "the time has come to answer the question of the future of the station and the city so that the station and the city can grow out of the fact that Mr. Biow is an officer of and a minority stockholder in New York City stock company, one-half interest in which is owned by Richard E. O'Dea and practi- tioners of all of the other New York City stations, Arde Bulova, New York watch manufacturer and station owner. As far as Mr. Biow is concerned, if the transaction is consummated he will withdraw from his minority ownership interest in WINS. WINS, operating on the 1180 kc frequency, reaches a daytime 1,000 watts power, is now managed by A. A. Cormier, vice-president of the Rockford, Ill., affiliate of Heart Radio, Inc., who will continue in that capacity until such time as the sale actually is approved by the FCC. The transaction is included in the sale of all station sales negotiations. He said for more information, the transaction for sale of WINS to Col. O'Brien had been dropped "by mutual agreement."

The WINS transaction is the second within a year involving the station. Last year, following negotiations reached an agreement with Col. Arthur O'Brien, Seattle and Wash- ington, D.C., attorney and banker, to sell WINS for $250,000. Difficulties arose with the result that the contract was never finally nego- tiated. As things stand now, the box shows the ten-station group is five under contract for sale, three in negotiation, and two not for sale. In addition, WINS, under contract to be sold to Dr. KEHE, Los Angeles, for $400,000 to Earl C. Anthony, KTSU, San Antonio, for $300,000; H. Forrest Barn- lor and Gene Howe, Texas broadcast- ers, KNW, Austin, and WHK, Waco, each for $300,000 each, S. W. Richardson and Charles F. Roesser, Fort Worth oil operators.

Laundry Group on 4

AMERICAN LAUNDRY Assn., Jewel, has announced that its convention is going to be held at the Plaza hotel, New York, Nov. 11-13, with the convention opening Sunday evening at 7:30 p.m. Sunday, Nov. 11, at 9 a.m.; Monday, Nov. 12, at 9 a.m.; and Tuesday, Nov. 13, at 9 a.m. The convention will end at 3 p.m. Tuesday, Nov. 13.

AFRA Continuing Agency Negotiations

NEGOTIATIONS between the American Federation of Radio Artists and the radio station owners, who represent the Association of Advertising Agencies toward a standard set of wages and conditions for radio announcers and singers and announcers employed on commercial programs are progressing, but not so rapidly as had been hoped and the conclusion is not yet in sight, according to well-placed sources. Differences between men from both the AFRA and AAAA refused to comment on the situation when queried by Broadcast- ing.

Meanwhile, negotiation with MBG for contracts similar to those secured last summer by AFRA from NBC and CBS have been held in abeyance, pending conclusion of the agency contracts which AFRA considers its most pressing task at the moment.

St. Louis Convention

Plans for the first AFRA convention, to be held in St. Louis the week of March 15-18, have been further defined as more as an executive session than a typical convention, according to the AFRA executive for the southern half of the United States, Robert P. Cooper. The convention will be limited to a large extent to the business affairs of the organization, with emphasis on the convention sessions to be limited largely to delegates, except that some sessions will be open to the public and, possibly from Chicago. Convention programmers, which has not yet been announced, will consist chiefly of discussions of immediate problems and of plans for activity for the coming year, both nationally and on the part of the several local chapters. Convention will also elect officers and 15 of the 45 directors.

Convention delegates include: New York: Ben Grauer, Mark Smith, Eric Pressler, Nelson Case, New York; Richard Bonelli, James Melton, Margaret Speaks, Lucille Wall, and Arlene Smith, Chicago; Ray Collins, Selena Joyce, John McGovern, Robert Waldrop, George Little, Paul Callahan, Milwaukee; Barney, Foster Williams, Everett Clark, Alex McKee, John Brown, Fort Worth; John R. May, Pickard, Anne Else, Helen Dumas, Chicago; Raymond Jones, Philip Lord, Dick Wells, Sam Thompson, Gene Byron, Les Tremayne, Bob Purcell, Anne Sey- mour, Charles Corbier, Frank and Christine Jackson, Virginia Payne, Roy Franklin, Sharon Weir, and Robert Ormsby, Kansas City; Louis: Elliot W. Bergfeld, Adelaide Tarrant, Marvin E. Mueller."

Laundry Group on 4

AMERICAN LAUNDRY Assn., Jewel, has announced that its convention is going to be held at the Plaza hotel, New York, Nov. 11-13, with the convention opening Sunday evening at 7:30 p.m. Sunday, Nov. 11, at 9 a.m.; Monday, Nov. 12, at 9 a.m.; and Tuesday, Nov. 13, at 9 a.m. The convention will end at 3 p.m. Tuesday, Nov. 13.

Laundry Group on 4

AMERICAN LAUNDRY Assn., Jewel, has announced that its convention is going to be held at the Plaza hotel, New York, Nov. 11-13, with the convention opening Sunday evening at 7:30 p.m. Sunday, Nov. 11, at 9 a.m.; Monday, Nov. 12, at 9 a.m.; and Tuesday, Nov. 13, at 9 a.m. The convention will end at 3 p.m. Tuesday, Nov. 13.

Laundry Group on 4

AMERICAN LAUNDRY Assn., Jewel, has announced that its convention is going to be held at the Plaza hotel, New York, Nov. 11-13, with the convention opening Sunday evening at 7:30 p.m. Sunday, Nov. 11, at 9 a.m.; Monday, Nov. 12, at 9 a.m.; and Tuesday, Nov. 13, at 9 a.m. The convention will end at 3 p.m. Tuesday, Nov. 13.

Laundry Group on 4

AMERICAN LAUNDRY Assn., Jewel, has announced that its convention is going to be held at the Plaza hotel, New York, Nov. 11-13, with the convention opening Sunday evening at 7:30 p.m. Sunday, Nov. 11, at 9 a.m.; Monday, Nov. 12, at 9 a.m.; and Tuesday, Nov. 13, at 9 a.m. The convention will end at 3 p.m. Tuesday, Nov. 13.

Laundry Group on 4

AMERICAN LAUNDRY Assn., Jewel, has announced that its convention is going to be held at the Plaza hotel, New York, Nov. 11-13, with the convention opening Sunday evening at 7:30 p.m. Sunday, Nov. 11, at 9 a.m.; Monday, Nov. 12, at 9 a.m.; and Tuesday, Nov. 13, at 9 a.m. The convention will end at 3 p.m. Tuesday, Nov. 13.

Laundry Group on 4

AMERICAN LAUNDRY Assn., Jewel, has announced that its convention is going to be held at the Plaza hotel, New York, Nov. 11-13, with the convention opening Sunday evening at 7:30 p.m. Sunday, Nov. 11, at 9 a.m.; Monday, Nov. 12, at 9 a.m.; and Tuesday, Nov. 13, at 9 a.m. The convention will end at 3 p.m. Tuesday, Nov. 13.
How Radio Serves the Electric Utilities

T hat RADIO, always profitable to electric utilities from the standpoint of current consumption, is far more profitable when these utilities take to the air to plug their services, was demonstrated recently in a mail survey made by this agency for a utility client.

This survey, reaching the private- and publicly-owned utilities in every State, can be assumed to be representative of the industry as a whole. Of some 123 utility questionnaires, 78 returned the mail questionnaires with complete reports of their activities.

Accompanying the letter describing the purpose of the survey, were a questionnaire and an addressed stamped return envelope. Utility advertising managers who wished to receive a copy of the condensed summary of the survey were asked to sign their names at the bottom of the questionnaire. Every utility reporting desired the report, indicating a unanimous interest in radio broadcasting for electric utilities.

It must be kept in mind that municipally-owned utilities and the smaller companies with limited distribution were not the concern of this survey.

Selling on Merit

Radio people have often commented upon the fact that electric utilities are in the unique position of being the only radio advertisers whose listeners actually pay them for the “privilege” of listening to their program. Because of this, and because radio salesmen have always been aware that present consumption is greatly increased through the broadcasting industry, many have felt that the electric utilities were “obligated” to use radio.

This approach has been used in far too many cases, as evidenced from the comments the utility salesmen about the way radio stations are used.

Why is the statement made that the “gimmick” approach is used far too often? Is it because the utilities have reported this in their comments? No, because the utility managers may not be having success with such a weak sales argument.

The advertisers of utilities know in their own minds what radio is a “natural”, that it can do more to create good-will, the life blood of any utility, than any other advertising medium. They have seen their great national radio successes, and know that radio can be a profitable direct selling medium.

The AVERAGE private electric utility, according to the Harris survey here described, spends 9.6% of its total advertising appropriation on radio, uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions. Although its programs consist of popular and semi-classical music, it is not quite sure whether or not this is the most effective type of program, and is inclined to favor spot announcements for all-around effectiveness. It broadcasts under its own name, and is on the air consistently over a nine months' period each year. Direct selling commercial copy is believed to be most effective. It does not plan to increase its radio appropriation this fall, according to the Harris survey.

How Radio Serves the Electric Utilities

Survey of Companies Shows Wide Interest in the Air Medium

By R. T. HARRIS

R. T. Harris Advertising Agency, Salt Lake City

THE WAY UTILITIES USE RADIO

Number of Utilities Using Radio 68
Number Not Using Radio 30

Type of Broadcasting Used

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>65</td>
</tr>
<tr>
<td>Both</td>
<td>3</td>
</tr>
<tr>
<td>Neither</td>
<td>0</td>
</tr>
</tbody>
</table>

Most Effective

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>43</td>
</tr>
<tr>
<td>Both</td>
<td>24</td>
</tr>
<tr>
<td>Neither</td>
<td>0</td>
</tr>
</tbody>
</table>

Time of Broadcasts

Early Morning 28
Mid-Morning 18
Afternoon 12
Evening 20

Average Number of Months Per Year Radio Used

9.6 Months

Average per cent of Advertising Appropriation Spent for Radio

Do You Plan to Increase Your Radio Appropriations This Fall?

Yes 7 12.1%
No 41 66.9%
Undecided 13 21.0%

Type of Advertising Most Effective

Direct Selling 28 44.9%
Institutional 21 33.8%
Not Specified 18 28.5%
Undecided 12 20.7%

Music Appreciation Hour

On NBC for 11th Year

DR. WALTER DAMROSH, music counselor of NBC and dean of American symphony conductors, will return to the air Oct. 14 for the eleventh consecutive season of NBC Music Appreciation Hour. The series will begin Fridays, 2-3 p.m. (EST), on NBC Blue, concurrently with the regular school term.

Supplementing local music appreciation programs, the broadcasts are divided in four series: Series A, devoted entirely to the study of orchestral instruments and the human voice; Series B, to music as an expressive medium; Series C, to the musical form, and Series D, to the lives and works of the great composers, from the 16th to the 20th century. Series A and B will open the program, and will thereupon alternate, with Series C and D. NBC also is furnishing students, teachers and other listeners an instrument, manual, prepared by Lawrence Abbott, assistant to Dr. Damrosch, and designed to aid teachers in preparing their classes for the Music Appreciation Hour, and four student's notes, one for each program, to promote listener activity and participation.

Philharmonic Returns

The 96-year-old Philharmonic Symphony Orchestra of New York will open its season on Oct. 23, will begin its sixth consecutive season of Sunday concerts Oct. 23 at 3 p.m. John Barbirolli will conduct 26 of the concerts for his third season with the orchestra, and Georges Enesco, Romanian composer-violinist-conductor, will conduct the remaining two. Deems Taylor, CBS consultant in music, will return as intermission commentator. Guest artists will be invited. Six Young People's Concerts on CBS will be given under leadership of Ernest Schilling, returning after a year's absence. First concert, starting Nov. 19, 11 a.m.-12:30 noon.

New Teel Test

PROCTOR & GAMBLE Co., Cin-
cinnati (Teel dentifrice), Oct. 11, started test of a new program featuring Todd Hunter, on WBBM, Chicago. The program, heard Mondays and Thursdays at 4:45-5 p.m. Teel is also promoted through a weekly transcription, heard Monday nights at 4:45 p.m. by audience at Kastor & Sons Adv. Co., Chicago, M. H. Petersen radio director.
The Case Against Rate-Card Discounts

By Chuck Myers

Mr. Myers tells of the advantages gained by flat rate. Since its start, KOIN, Portland, Ore., has been charging flat rates quoted on a single time basis, rather than gradients, and most advertisers like the idea of avoiding the trouble of discount calculations, according to President C. (Chuck) Myers.

In a recent exchange of letters with one of his clients, Mr. Myers made clear his reasons for the flat rates, as well as the reasons for refusal to give 2% cash discounts despite the fact that they are given by the affiliated Oregon Journal, part owner of the station.

Started With Newspapers

Mr. Myers has consented to publication of excerpts from his letter because of the general trade interest in the rate and discount problem. His first letter in answer to a letter from the agency explains his position in this language:

"The basis of our rate structure dates back to my many years of newspaper experience. In fact, I have been in the advertising game so long that I have a very vivid recollection of the time when advertising agencies got together and practically demanded a flat rate of the newspapers. Perhaps we need some young blood, but anyway the flat rate principle was the agencies idea and the newspapers either thought it was a pretty good one or yielded to pressure because a 90 or 95% of them adopted it and are operating that way still.

"The fact of the matter is newspapers and agencies are cooperating in the flat rate practice because it is, after all, the right principle and if it is so accepted by newspapers which have been in business so much longer than we have it is not a pretty good thing for radio also and cannot radio benefit in many other things which have been tried out and developed by the older methods of advertising?"

Would Simplify Time Buying

"This may be a case of everyone being out of step but Jim. However, I am sure you will agree that if all stations operated on a flat rate basis it would simplify your time buying tremendously and save you a lot of money in your office. Think of having no time discounts to complicate the work on schedules and think further of never having a case of everyone buying on one side of the business and the other not."

So far as the actual cost of the time is concerned it must be as obvious to you as it is to me that it would be necessary for us to have a much higher base rate if we were to substitute a discount without the scratch of a pencil and you get it from the first program. Isn't there some advantage there?

Cash Discounts

"I am sure that agencies will continue to fight for time discounts so long as time discounts are to be had and I certainly admire them in the exercise of their clients. And I am equally sure that practically every agency in the land would give three vowing cheers if there were no more time discounts anywhere to be had at any price, volume or anything else. It would tremendously simplify time buying, of course, if the rates were subject to change, and I expect you could help me think of a lot of other good features of the opposite principle of the flat rate principle.

"I realize that the 2% 'cash discount' for payment before certain date or the equivalent thereof is of the same amount of the agency standpoint, but here is our side of it. To begin with we do not accept business from those who are poor credit risks, and all good credit risks pay their bills promptly anyway. Here we are out on our own time and if it would happen if our check was not received by the 20th? Would you then pay us the extra 2%? How many stations actually collect an additional 2% if a check is not received by discount date?

"As it is we are supposed to pay the agency commission only if the bill is paid by discount date. But when one enquires, "Where are our discounts? You know we do not except in extreme cases where drastic action is justified and I am unable to remember one at this moment."

"We have always followed the opposite principle of charging what we must have to operate in a competitive field. We promote our ideas of efficiency in broadcasting, make progress and a little profit. If we took off any kind of discounts we would simply take it up by an addition to our rate, in other words, following the old and, I hope, discredited principle that we are not merchandising but are trying to make a profit by marking up to mark down.

"In a later letter, Mr. Myers replied to a suggestion from the agency that consistent and steady advertisers, as well as those who use strips, should have preferred rates. He wrote in reply as follows:

"Do I have reason to assume that you are suggesting a continuity rate rather than a volume rate? I believe nothing will come of it because I fear agencies and advertisers would not accept it and stick to it as a general policy. If they would our rate-card might as well be a turley to any advertiser who would guarantee a daily strip in season or out of season, hot or cold, wet or dry, good business or bad business. We would have a mutual deal which would mean something to the station as well as to the advertiser."

"It is my belief that you already have about what you are looking for in your network contract and that your only concern is, as I know, confining their major radio activities to network programs. It would seem to me that if discounts given by radio stations would not assure year around use of the station on a daily or even weekly basis?

"There is one other statement with which I must take emphatic issue and that is your comparison of volume rates with radio. I have shown that radio stations benefit more than newspapers from volume discount. I believe I am absolutely right about that. I would like to explain the opposite. Radio stations have only so many hours or quarter-hours, and the network is always competing for them up during peak seasons they are through and that is all there is to it. Newspapers with unlimited flexibility as to size may add additional pages whenever they have the extra business and perhaps could well afford to bid for volume where radio stations cannot do so."

September Network Billings Decline

But Year's Total Still Exceeds 1937

SEPTEMBER billings of the three major network totals $4,781,688, a decline of 4.6% from billings for same month a year ago which were $5,012,032. Though it is the third consecutive month that network billings have not been as large as those for the same month of the previous year, cumulative billings for the year to date are still above last year's, the 1938 total of $31,752,861 being 2.3% more than the $30,583,230 billed in the first nine months of 1937. Thus the third-quarter slump, serious as it has been, still was not bad enough to disrupt the general trends of the earlier months of 1938, which, plus the prospects for an even more prosperous September, should make the total network billings for the year again well above last year.

Individually, Mutual shows the greatest percentage gains for both September and the year to date. In September, MBS billed $200,342, a gain of 50.5% over the $128,966 billings for the same month in 1937. For the first nine months of 1938, MBS business totals $1,784,255, a gain of 47.5% over the $1,196,054 of the same period of last year by 25.5%.

NBC billed its advertisers $2,879,945 in September, 4.5% more than its billings of $2,794,851 in September, 1937. Gross NBC billings for the nine-month period are $26,002,724, topping last year's billings for the same period, $28,-

CBS, with September time sales of $3,259,458, 3.4% above the 1937 level of $3,214,819.

Gross Monthly Time Sales

<table>
<thead>
<tr>
<th></th>
<th>1936</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$3,479,816</td>
<td>$3,541,990</td>
</tr>
<tr>
<td>Feb.</td>
<td>3,198,051</td>
<td>3,059,756</td>
</tr>
<tr>
<td>March</td>
<td>3,910,965</td>
<td>3,432,409</td>
</tr>
<tr>
<td>April</td>
<td>3,109,505</td>
<td>2,977,839</td>
</tr>
<tr>
<td>May</td>
<td>2,500,557</td>
<td>2,446,387</td>
</tr>
<tr>
<td>June</td>
<td>2,500,467</td>
<td>2,378,837</td>
</tr>
<tr>
<td>July</td>
<td>2,983,715</td>
<td>2,778,894</td>
</tr>
<tr>
<td>Aug.</td>
<td>2,941,099</td>
<td>2,684,977</td>
</tr>
<tr>
<td>Sept.</td>
<td>2,979,945</td>
<td>2,958,979</td>
</tr>
</tbody>
</table>

Year-Round Campaigns

This letter brought another re-

Page 20 • October 15, 1938

www.americanradiohistory.com

BROADCASTING • Broadcast Advertising
"School Time" — a WLS Educational feature, started its third year September 20th. It is broadcast Monday to Friday at 1:00 P.M. This time was selected through a poll of midwest school officials. The number of midwest schools listening regularly to School Time has increased each year and requests from teachers for the course of study to be followed indicates an even greater interest this year than ever before. School Time is only one part of the WLS Educational Service. Non-commercial School Time is another WLS service that makes WLS the popular station of the Midwest.

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

THE PRAIRIE FARMER STATION
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager
Churches Hold No Public Body Is Qualified to Censor Radio

Federal Council Points to Evils of Excessive Regulation; Favors Public Advisory Groups

DEMOCRATIC control of broadcasting and strict avoidance of censorship are advocated by the Department of Research and Education of the Federal Council of Churches in a report published by Abingdon Press under the title "Broadcasting and Public Welfare." Subtitled "A Case Study in Social Ethics," the report was designed to present on the basis of five years' work in building social controls in the form of law and usage for the governance of a private enterprise which seeks to utilize discoveries and inventions in which the community has much at stake.

The report is described as the most comprehensive body of information yet assembled concerning the organizational and ethical problems of the industry. The types of broadcasting - entertainment, educational, program services, and advertising - are described in detail and the problems of each are analyzed. Control, advertising policies and censorship, for instance, are discussed from different points of view.

The international problem arising out of the use of radio as a diplomatic instrument is shown to be exceedingly serious.

Censorship Dangers

Development of democratic control is, says the report, "a fundamental problem of the radio industry; governmental censorship is dangerous.

"In a democracy freedom of speech is a priceless possession," says the report, "yet administrative government agencies are wise enough to be entrusted with power to determine what people shall hear.

Freedom of radio is thrown if not quite as important as freedom of the press. If either is curtailed, our political and religious liberties are imperiled. For this reason we believe any attempt to regulate utterances of the radio by an administrative government agency, except within canons of decency, probability and public safety clearly defined by statute, is dangerous and contrary to public policy.

Since radio channels constitute a natural monopoly, however, ways should be found for holding "fre-quencies" in the hands of broadcasters who serve the public "interest, convenience, and necessity in the fullest measure," it was ascertained. The report therefore urges that the FCC be responsive to community opinion and that the merits of past services rendered by applicants for the use of frequencies be held against public interest.

To guard against political interference, prevalent over a long period of years and also to guard against undue influence by self-appointed critics, the report recommends that permanent national advisory associations representing the cultural interests of the community accept responsibility for appraising the radio media. Such associations would include educational associations, chambers of commerce and labor unions, medical societies, religious bodies, and any other permanent cultural associations which represent a valid community interest.

The report contends that, if we are to avoid chaos in the regulation of cultural activities under the government, voluntary associations must function freely and conscientiously in the development of standards to govern public broadcasting.

"We cannot fairly demand," it says, "that the industry be responsive to public need without making provision for the intelligent and considered expression of that need." Of the process of democratic control of broadcasting, the report states:

"The continual evolution of standards that reflect the intellectual and moral development of the community and bear testimony to a will on the part of the industry to answer the just demands of the community — this is the heart of the problem of social control in a society that supremely rejects an unlimited concentration of power in the hands of government."

Insurance News

NORTH AMERICAN Accident Insurance Co., Newark, is continuing to give opportunities, chiefly to WJZ, WLW, WMCA KFI, KDKA WZB KGKO KNX WOAI KPRC. Agency in charge is Franklin Buck Adv., New York.

Citation for O'Neill Pulitzer Drama

Sidetracked by FCC for Further Study

PRESS and public antipathy against the FCC seemed to hit an all-time high last night as an outgrowth of its citation of WTCN, Minneapolis, beyond the Horizon play delayed to last July by NBC-Blue network. As a matter of fact, the FCC action against the against the citation was so brisk and unanimous that the FCC at its very next meeting, revising its action designating WTCN's license as "suspended," though it still hasn't wiped the incident from its books.

Commissioner Rutherford broadcast originated in the daily press, branding the action as censorship and interference with free speech, thus heed the five members of the FCC on the job reeling. The citation came at the FCC meeting of Sept. 27 (as first reported in Oct. 1 BROADCASTING), and at that time all five members voted for the hearing determine whether the broadcast was proper. Action apparently was taken on the basis of a single complaint from a man and wife in the St. Paul, Minneapolis area, and so far as known, the authenticity of the complaint was not tested. It alleged that profanity was used in the broadcast of the 1920 Pulitzer prize winner written by Eugene O'Neill, one of America's foremost playwrights.

A Change of Mind

First intimation of the impending FCC action was when it was announced that the Commission had written the station asking for a hearing, together with other data. At its meeting Sept. 27, with only five members present, the citation for hearing was ordered, though it is under-the-stood recommendation by the law department came only after one of the FCC's general managers urged against that type of action.

Reports from FCC quarters are to the effect that at the meeting Commissioner E. O. Sykes expressed misgivings about the citation, but did not vote against it. These reports also were that Commissioner George H. Payne pressed for the action. At the next meeting, Commissioner H. A. M. Craven is understood to have sought to alter his vote, and spread on the minutes a dissent. This was done, however, it was revealed, and a new vote was taken on Judge Sykes' motion.

At its Oct. 4 regular meeting, however, and after the torrent of editorial criticism, the Commission, upon motion of Judge Sykes and seconded by Commissioner Craven, voted to reconsider its action of the preceding week in designating the WTCN license for hearing. Then a second motion by Judge Sykes, seconded by Commissioner Craven, to grant the WTCN renewal application, was "passed over until further notice." This motion was then "condemned by Commissioner of the Commission to study the matter."

Many newspapers picked up the incident as a censorship threat. The most amusing morsel, however, was that published by Leonard Lyons, New York columnist, on Oct. 2. He related that the FCC, in sending station applications which broadcast the O'Neill prize-winner because of some cuss-words in the script. Then the FCC is reported to be under the impression that they are not aware of the fact that another Federal agency — the Federal Theater — three times has presented the same play, uncensored."

FREEDOM OF RADIO VITAL, SAYS WOLL

DANGERS of Government censorship and ownership of radio were described Oct. 4 to the American Federation of劳工 Congress by Dr. Matthew Woll, AFL vice-president, who warned labor forces of "the evils that have been heard from radio abroad. The address was carried by KPRC, and Mr. Woll was introduced by Joseph L. Miller, NAB acting president.

As an example of American freedom, Mr. Woll referred to the organization, formed the year before by Mr. and Mrs. William Green, AFL president, addressing a nationwide audience.

"There was no restraint," said Mr. Woll. "He spoke with complete freedom. I know of no other country in which an idea that could have happened. That freedom is something worth any struggle to protect and maintain."

So far the broadcasting industry has resisted public ownership, Mr. Woll said. "Industry knew that, you know, that once the camel's head was in the tent it might not be long until the body follows," he added.

"There is no right so vital to the American system, might be forced to give way to any form of government control on the entire industry, with its consequent evils."
COME

LOOK

SUCH GOINGS ON!

A finicky WOR sponsor whose name we can't reveal* recently made an offer on ten daytime shows. He asked for ten cents, promised a plant and demanded a proof of purchase. No sooner had the first WOR announcement fallen upon the first ears than 1108 dimes, proofs of purchase, plants changed hands. In all—13,608 dimes, plants, box labels took transit. Satisfied, but fidgetly curious, this sponsor analyzed his mail. Up popped letters from 33 states including Texas, Michigan, Minnesota, Oklahoma, Indiana, Virginia, Florida, Kansas, Iowa, Missouri, Kentucky, South Carolina—Colorado, even! To say nothing of the seven states we guarantee. You could almost (not quite) draw us through a ring when we heard of it. A hoop, yes. We have all this on the oath of the sponsor. And sponsors don’t exaggerate. About results, that is. If this weren’t enough (we think it is) WOR's John Gambling recently persuaded 1700 listeners one day, 5000 one week, to enter New York and Brooklyn Childs Restaurants, order meals, and add ten cents to every check for coasters to lay glasses on. But don’t get the idea that there’s anything unusual about this. If you’ve had your ear to the ground, you’ll know that we’ve acquired a national reputation for topping the paradox.

*Here, anyway
New Proposal to Audit Radio Drafted for Joint Committee
Oct. 28 Meeting to Consider $150,000 Survey; Groups Fail to Agree on Acceptable System

DISAGREEMENT over a proposed "yardstick" to measure listening areas of stations, projected by its technical subcommittee, developed at the meeting of the Broadcast Committee on Radio Research in New York Oct. 3, with the result that another session has been scheduled for Oct. 28. At that meeting, a revised proposal will be offered. A special committee representing advertisers and agency groups was named to draft the new plan.

As outlined by the technical subcommittee, the plan for measuring listening areas, it is understood, involves personal interviews on a county-sample basis of some 200,000 individuals, and would cost about $150,000. The Association of National Advertisers, through its spokesman, President Paul B. Weat, held a modified method should be employed, entailing about a half-million interviews and involving an expenditure of possibly $500,000.

The NAB group, of course, was not satisfied with any proposals of both advertisers and agencies, had entered the meeting determined to reach some sort of agreement designed to approach the goal of establishing a permanent cooperative coverage bureau and of devising an acceptable method and was prepared to forsake the whole proposition unless an understanding was reached. Only ten members of the 16-man committee, however, were present, with the result that it was decided to schedule the questioning for later this month.

No Agreement on Formula

NAB President Miller attended the meeting as the head of the NAB group. At a meeting of the NAB Research Committee earlier in the day, Mr. R. B. McPherson, chairman of the NAB Committee, resigned that post in favor of Mr. Miller, but remains as chairman of the NAB's new research committee which will have seven, instead of five members, and also remains as a member of the Joint Committee. Mr. Miller's placement in the chairmanship of the NAB group on the Joint Committee was decided upon since Mr. Miller, as NAB president, and Mr. Benson, president of American Association of Advertising Agencies, serve as chairman of their respective groups on the Joint Committee. Mr. Benson is general chairman of the Joint group.

The feeling of the NAB group apparently is that the advertiser and agency members are demanding more from broadcasting as a medium than they are getting through the Audit Bureau of Circulations, from newspapers and magazines. The Joint Committee was launched in the fall of 1935. Several exploratory studies have been undertaken, but there has never been any agreement on a formula.

RED CROSS-RADIO—Cooperation in future disasters was the basis of a discussion between Mrs. Carrie Miller, NAB president, and Norman S. Davis, American Red Cross Chairman. The NAB and the Red Cross are establishing a permanent plan to coordinate emergency service by radio with relief activity, based on the experiences in the Ohio Valley flood of 1937 and the hurricane last month. During the discussion, Mr. Davis expressed his thanks to the industry for "its unselshful and humanitarian work" and for its "most cordial cooperation with the Red Cross workers in the New England disaster recently."

CANDIDATE TIPS

NAB Booklet Suggests How To Use Broadcasts

HOW TO SPEAK TO THE AUDIENCE

A newly published booklet titled "Is Your Hat in the Ring?" is being distributed to broadcasters by the National Association of Broadcasters. The booklet contains suggestions on speaking to the audience, and is available to broadcasters for $150,000.

Alternative Plan

The alternative plan to be drafted for consideration at the Oct. 28 meeting is expected to vary considerably from that proposed by the technical subcommittee, of which L. H. D. Weld, research director of McCann-Erickson, is chairman. Mr. Weld was not present due to illness which has kept him away from his office for some time.

"Roughly, the subcommittee's plan is understood to provide for about 100 interviews per county, as an average. Listeners would be asked, along with routine questions about set ownership and age, the basic question: "Please name the radio stations that you and your family regularly use for actually listening to programs", both for day and night reception.

On a percentage basis station rankings in given listening areas would then be computed. The theory was that a county would be included in the primary area when the number of people who regularly listen to the station represented a minimum of 15% of all of the stations' listeners. The primary area would be placed in the secondary area of the station if the percentage of mentions ranged between 5 and 15.

This percentage data would not be published or made available but would simply be projected on maps or listings which would show for each station the counties construed as its primary and secondary areas, on a daytime and nighttime breakdown.

The subcommittee's plan also proposed, it was learned, that the individual interviews be supplemented by automatic recording devices for use in unusual cases where there were not normal conditions. The committee favored the "audimeter" recording device invented by Prof. Robert F. Elder which was described in Broadcasting, March 1, 1938.

This device, when attached to the receiver, records the actual listening, the owner by time of the day and night, station, and actual length of reception from given stations.

The subcommittee felt that perhaps 150 of these audimeters should be available to it for these other-than-normal conditions. It could be shifted from county to county to supplement the personal interviews.

Establishment of a permanent cooperative bureau to carry on this work was suggested by the subcommittee. This organization, it was determined by a subcommittee chairman, who would have research specialists on his staff, with headquarters presumably in New York, would be a "basic yardstick" of determining listening areas, the bureau also would carry on the studies relating to measuring of program popularity, listening habits, and actual signal strength contours.

Continuing Studies

Upon completion of the listening-area survey on a nationwide basis, which would unquestionably mean at least a year's work, the technical subcommittee's plan would be to carry on that work continuously. Changing of station facilities, licensing of new stations, and other criteria which influence the coverage picture would entail new studies. Moreover, the committee felt the subjects of sound listening areas study, if agreed upon, should be made on a county-by-county basis at regular intervals of perhaps several years.

The nationwide survey, under the subcommittee's plan, would involve only winter propagation and listening conditions, rather than summer. The three-month summer period could be covered in a separate study.

Present at the Oct. 3 meeting for the NAB were Messrs. Miller and Church; J. O. Maland, WHO, Des Moines; Roy B. Cross, AAAA executive vice-president; and John W. Karol, CBS market research director for H. K. Boice, who has resigned as vice-president of Home Box of that network. Mr. Benson presided. Other AAAA members present were Dr. George Gallup, Young & Rubicam Inc.; D. E. Robinson, Federal Advertising Agency, and Frederick C. Gamble, AAAA executive secretary. Mr. West was the only ANA member present. Other ANA members present were M. H. Leister, Sun Oil Co.; Stuart Peabody, Borden Co.; Dr. D. P. Smelser, Procter & Gamble, and Chester Lang, General Electric.

WHBB Sale Proposed

SALE of the stock in WHBB, Selma, a 1,000-watt outlet on 1500 kc., to Bascom Hopson, operator of WJBY, Gadsden, and one-time lessee of WAPI, Birmingham, is proposed in an application for sale filed with the FCC on Oct. 3. Forty shares each would be sold by S. A. Cisler Jr., manager of KTHS, Hot Springs, Ark., and owner since 1937. During the discussion, Mr. Cisler expressed his desire to sell 50% of himself, and also offered to sell 100% of himself.

Page 24 • October 15, 1938

BROADCASTING • Broadcast Advertising
Station WIRE
INDIANAPOLIS
announces the appointment
of
THE KATZ AGENCY
as its exclusive
national representatives
effective January first, 1939
Charleston Storm Finds WCSC Busy

Trick Twister Causes Damage
But Station Keeps Active

RADIO's service in times of catastrophe was demonstrated once more when, after a tornado had struck Charleston, S. C., carrying extensive loss of life and destruction of property, WCSC, Charleston, along with KWC, N. C., improved facilities in the stricken area and carried descriptions and relief messages to the outside world.

The storm struck Charleston shortly after 8 a. m. Thursday, Sept. 29. Power to the WCSC transmitting station in Windermere was cut off, with lines torn down in several places. A few minutes later the entire city had no power. The only link outside the city was secured when WCSC reversed the regular NBC program circuit to the AT&T repeating station at Denmark, S. C., and carried there as if it was a long-distance talking circuit. Through this loop WCSC fed NBC a report from the disaster scene, along with a later pickup by WVIS, Columbus.

Off For Almost a Day

The WCSC transmitter was without power for 23½ hours. Lines were ripped up in the city and river power to the transmitter so WCSC could sign on at 7 a. m. Sept. 30. No WCSC was done at the transmitter, which was out of the direct path of the tornado.

WCSC claimed a scoop of six hours on its first broadcast fed to NBC, at 12:30 p. m. Sept. 29, carrying eyewitness interviews and a statement by Gen. Charles P. Summerville, chairman of the Charleston Chapter of the American Red Cross. Next day WCSC fed NBC a talk by FWA Administrator Harry Hopkins describing the damage and rehabilitation plans, along with a short statement by Mayor Busch, the Charleston mayor. On Oct. 1, a South Carolina network, WCSC originated a Red Cross appeal for funds. Within 2½ hours, WCSC claims to have secured pledges of $13,000.

WBT, Charlotte, sent a special events crew, including Jim Beasangy, Dick Whitman, Charles Crutchfield, Bill Bivens, and Bill Mitchell, to Florence, S. C., where they were met by state highway patrolmen who escorted them to Charleston. Over a direct wire to New York, the WBT crew fed programs to CBS.

Avocado List

CALAVO GROWERS of California, Los Angeles (avocados) December upon its crop, has set Oct. 19 as starting date of a four-week campaign on 7 CBS Pacific Coast stations (KKNX, KARN, KOIN, KIRO, KFY, KROY), using Fletcher Wiley's "Housewives Protective League," Wed., 12:45-1, in which the crop will be mentioned in Southern California starting Oct. 17 by a five-week preliminary program that program on KNX, Hollywood, only, during the four weeks. The organization is now compiling its list and will use other stations and types of programs as well, during the campaign. Agency is Lord & Thomas, Los Angeles.

Luden's Is Active

LUDEN'S, Reading, Pa. (menthol cough drops), is using spot announcements on the following stations: WNOE WTLC WTAG WSYY WHBC WGR WBNS WCKR WJR KBMC KSTP WDAY KFI KIZ WFBR WAAA WBAP KTRH WFBM WHAS WREK WSBM KOMO and KHQ. A short new program is broadcast on WHO, Des Moines, three days weekly, and weather reports are given on WENR, Chicago. Luden's also is sponsoring three quarterly programs per week on WDAF, Kansas City, and WNEW, New York. J. M. Mathes, New York, is the agency handling the account.

Big Texaco Disc Series Placed on 148 Stations

TEXAS Co., New York (Texaco), by Oct. 1 had signed 148 stations of the United States and Canada to carry the quarter-hour shows produced during September by the NBC Transcription Service, thus forming one of the largest dealer cooperative campaigns on the air. Forty-two states are covered in the schedule of programs, broadcast one to three times weekly. The campaign was planned by Buchanan & Co., New York. Station list includes:

A Good Job was done by WHTF, Hartford, during the September hurricane-flood emergency. Off the air only 45 minutes due to a broken feed line, it stayed on the air throughout the emergency and devoted its facilities to flood bulletins practically continuously, carrying 30,000 of them, feeding Mutual three programs and canceling all other programs. Here are the emergency announcers, left to right: Fred Belber, Ray Markay, Bob Martineau and Walter Nelson, at the peak of the storm.

CP to Debut Requires 10 Weeks in Anniston

WHAT is probably a record for time elapsed between securing a construction permit from the FCC for a new station and going on the air for full commercial operation, will be achieved by the new WHMA, Anniston, Ala., when it starts full schedule operation Oct. 28. Harry M. Atkinson, publisher of the Anniston Star, was authorized to construct the station in a grant made Aug. 1, effective Aug. 15. Thus scarcely 10 weeks will have elapsed before the station goes on the air.

Operating with 100 watts daytime on 1420 kc., the station's transmitter and speech input equipment are being supplied by Collins and its 155-foot tower by Winstar. Its staff will be headed by John Pitts, formerly Southern manager at Atlanta for World Broadcasting System. J. G. Cobble, recently with WBRC, KWHI, is chief engineer, and Harold Russey, formerly with WSIX, Nashville, and WMFO, Decatur, Ala., is program director.

ANA Elects Officers

A. T. PREYER, vice-president of Vick Chemical Co., New York, was elected chairman of the board of the Association of National Advertisers, at its annual meeting held Sept. 28-29, at Hot Springs, Ark., a good job was done by WTHT, Hartford, during the September hurricane-flood emergency. Off the air only 45 minutes due to a broken feed line, it stayed on the air throughout the emergency and devoted its facilities to flood bulletins practically continuously, carrying 30,000 of them, feeding Mutual three programs and canceling all other programs. Here are the emergency announcers, left to right: Fred Belber, Ray Markay, Bob Martineau and Walter Nelson, at the peak of the storm.
The New Collins 26C Limiting Amplifier is a superb job of engineering. For one thing, it uses an entirely new, different and reliable automatic gain control circuit. We cannot begin to talk about the many features of the 26C within the space of this page, so we suggest that you get the 26C Bulletin and settle down for an interesting fifteen minutes of enlightenment. Then get a 26C for your station. It will do a real job for you.
Mutual's Plea for Extension Of CKLW Attacked at Hearing

WJBK Contests Affiliation as Placing Outlet in Better Position Than Detroit Stations

APPLICATION of Mutual Broadcasting System for extension of its authority to transmit programs from and to CKLW, Windsor-Detroit, to rebroadcast live from WJBK, Detroit local, during a hearing Oct. 3-4 before Examiner Melvin H. Dalberg. Appearing as intervenors with WJBK, in addition to Examiner, were Elmer Pratt, was WSAY, Rochester, N. Y., represented by Frank Stollenwerck, although WSAY professed no concern with the Detroit-Windsor situation except as MBS programs coming to CBL and CFBR, Montreal, through CKLW might affect WSAY business in the Rochester area.

WJBK, alleging that CKLW was included in mutuality primarily as an MBS outlet primarily to enhance its position as a Canadian competitor in Detroit's "fourth largest" market (American Broadcasting majority owned suboamed documents and witnesses purporting to show that the Canadian station was resorting to "unfair trade practices" to secure business on the American side of the boundary.

Mr. C. G. Caldwell, counsel for MBS, objected generally to all testimony along this line, asserting that CKLW was no issue in the case, and that it is a matter of whether or not MBS should be accorded the same privilege of Canadian outlets accorded CBS and NBC.

Mr. Caldwell was assisted by Reed T. Rollo and Percy Russell. Samuel Rogers, K. C., Toronto, aided the proceedings for CKLW. Walter Johnson sat as FCC counsel at the hearing.

Weber Cites Advantages

George Davis, Washington consulting engineer, opened the MBS case with an extensive coverage statistics of stations in the Detroit area, including WWJ, WJR, and CKLW, and reviewing the network affiliations of Detroit stations.

Fred Weber, general manager of MBS, explained that CKLW affiliation was important to the network not only because CKLW was the key to Canadian-American broadcasts, necessary as a matter of service and "prestige", but also because CKLW was the MBS outlet in the important Detroit area. Mr. Weber held that if the license were not renewed and MBS were deprived of its outlet in this rich commercial area, advertisers would resort to other media or the other networks to obtain coverage in this territory. He explained that when CKLW originated programs for MBS, it was fed directly to MBS lines via the toll test board in Detroit, passed out on regular lines on a round-robin of MBS stations, including CKLW, and also transmitted to Canadian Broadcasting Corp. through a working agreement for distribution to other Canadian stations.

Mr. Pratt said WJBK was not concerned with MBS service to Canada and that an "exceptional situation" existed in the Detroit area since it was, in last analysis, a matter of a Canadian station, outside the jurisdiction of the FCC, engaging in direct competition with American stations, among them WJBK. On the other hand, the FCC had considered the situation of MBS, and CKLW, and reviewing the network affiliations of MBS stations, including WWJ, WJR, and CBL, through CKLW, may affect WSAY business in the Rochester area.

Competitive Position

When Mr. Pratt asked Mr. Weber just how CKLW would benefit from MBS affiliation, pointing to his previous general testimony on network benefits and detriments, Mr. Weber declared he was not qualified to answer questions on local situations. He analyzed the MBS service used by CKLW, referring to a program log previously entered as an exhibit, pointing to the relatively small amount of commercial service carried during the "typical" week. CKLW has originated for MBS an average of only one program per month from October 1937 to June 1938, he said.

Presenting the WJBK case, Mr. Pratt explained that the Detroit station was concerned only with the question of whether or not MBS arrangement with CKLW placed it in a more favorable competitive position with other stations serving the Detroit area. He also alluded to "certain evidences of fraudulent practices", later amplified to include alleged price-cutting, rebates, and cost-per-inquiry or contingent rates. The practice of CKLW of importing American talent for some of its programs was also questioned.

R. D. Martin, consulting engineer, outlined the results of a field intensity survey of CKLW made in October, demonstrating Detroit coverage of the station. On cross-examination Mr. Martin qualified the 1935 findings by explaining that no population study or complete coverage survey was made with the present CKLW antenna.

While War Pends

YEAR ago WOAI, San Antonio, gave to a startled world arounds of its Canadian, its con- currence—a Barker spider. In subsequent mail Newscaster Ken McClure received a pur- ported specimen of such a creature, and for weeks re- searched his own to find out if it was the arach- noid really barked. The spider finally died, however, and further study lagged. Recently Mr. McClure got an- other spider from Eagle Pass and had difficulty to learn whether such an od- dity does exist. Meanwhile he is keeping a close watch on the progress of his scientific research efforts.

CBS Eliminating Two Texas Locals

CHANGES in the CBS Texas coverage picture, through elimination of two 100-watt outlets by FBN which now are also associated with the Texas State Network and with MBS, was announced Oct. 15 by William P. Gittinger, CBS sales manager.

On Oct. 15, KHOW, Austin 1010- kwater, leaves the network, and by the end of the year WACO, Waco, is planned to terminate its affiliation. These stations, now owned by Hearst Radio Inc., are both used to two Fort Worth oil men for $50,000 each, with Elliott Roosevelt, president of Texas State Network and of Hearst Radio, expects partial or complete operation and management upon FCC approval of the transfers.

Mr. Gittinger announced in his letter that upon KNOW's departure from CBS that KTSA, San An-tonio, now sold in conjunction with KHOW at $250 per evening hour, returns to all rate of $300 per evening hour, which it had before the stations were sold as a unit.

By the end of the year, he added, KRLD, Dallas, plans to be in operation with a new 5000-watt transmitter for $25 to 40 miles in radius of its primary area, and increasing the efficiency of the area to at least 50%+. With that operation, he added, the CBS affiliation with WACO will terminate as of Feb. 1.

Treasurer of Essex Broadcasters Corp. Inc., owners of CKLW and a subsidiary of Western Ontario Broadcasting Ltd., who produced books of the company. These allegedly showed rate-cutting, contingent contracts and rebates. Willard Lapp, Mr. Kempthorne's predecessor as treasurer of Essex Broadcasters, who left the employ of the company this spring, was questioned on the relationship between Ex- se Stock Broadcasters and Western Ontario Broadcasting Co. He testified in connection with alleged rebates and rate-cutting.

Right to a Profit

To rebut this testimony Mr. Caldwell called J. Fred Hopkins, manager of WJBK, and confronted him with a financial statement of his station to show that WJBK was enjoying a greater profit than other locals in a similar situation, and indicating that apparently CKLW was not actually hurting WJBK's business as much as alleged. Mr. Pratt declared that this was not fit ground, that WJBK was fighting for its right to increased financial benefits.

J. E. Campeau, general manager of CKLW, was questioned by Mr. Caldwell on the procedure followed in complying with immigration regulations when American talent is imported, the Fox-Windsor-Radio. He was also questioned extensively on the procedure of originating programs for CKLW in conjunction with the procedure of origination at a night session Oct. 4. L. J. DuMahaut, CKLW sales manager, was questioned on CKLW contracts with advertisers, particularly Philco and Snow Sales Co.

AT OPENING of the new NBC-Red Vox Pop series for Penn Tobacco Co.'s Kentucky Club pipe tobacco, this group of five was caught in the lobby of the RCA Bldg. Left to right are Wally Butterworth, announcer; Ned Johnson, manager Ruthrauff & Ryan production director for Vox Pop; Heagen Bayles, manager Ruthrauff radio department; Parks Johnson, announcer; and Graham McNamee, veteran NBC announcer.

Page 28 • October 15, 1938
The Caption is trite. With no Yardstick on the Cost of Time, the phrase has remained abstract. And, with no yardstick, some stations have been allowed to carry the ball for five or six downs with possession undisputed.

Through an original analysis of the Cost of Time, KWK has established a Yardstick for the National Spot Sponsor. And this Yardstick, developed by simple logic alone, makes KWK the outstanding selection in St. Louis for the National Spot Sponsor.

Write for Booklet explaining new yardstick—the name of it is, "It's About Time."

KWK

THOMPSON PATRICK INCORPORATED

HOTEL CHASE

St. Louis

Representative PAUL H. RAYMER CO.

New York  Chicago  San Francisco
IN THE OLD DAYS, the grandfather of today's voter got his political facts from the rumor experts around the cracker barrel in the village store. Authoritative non-partisan sources of information were hard to find. Never could grandfather push a button and tune in a radio discussion of both sides of a political issue...local or national. Probably grandfather never heard a President speak, or a Secretary of State, or a Senator from a neighboring State. He never listened to an English King or a French Minister. Foreign issues and even most national issues were a closed book to most of the electorate before the days of radio.

What the American System of Radio Networks and of Broadcasting has done for Voters Today

Today every man in the broadcasting business can take a bow for his share in performing a real public service for all America. For, the sum total of all broadcasting jobs makes it possible to give the Nebraska farmer and the California housewife the opportunity to be as close to national and international affairs as the alert resident of Washington. By reporting events impartially as they happen...by presenting both sides of every national or local issue...broadcasters are helping improve the nation.

RADIO CORPORATION OF AMERICA
RADIO CITY, NEW YORK

RCA MANUFACTURING CO., INC. • RADIOMARINE CORPORATION OF AMERICA
NATIONAL BROADCASTING COMPANY
An Informed Electorate
Makes for a Better America!

Thanks to the work of the men in broadcasting, the American democracy has the opportunity to function better than ever before in history. You broadcasters keep voters informed... on their toes. And greatest of all... you give them the opportunity to form intelligent opinions based on unbiased facts.

Since its inception the Radio Corporation of America has been a leader in furthering this service to the public. The first election returns reported over the radio... announcing the election of Warren G. Harding... were broadcast by Station KDKA, now a station associated with National Broadcasting Company. Last year there were 821 microphone appearances of prominent statesmen over NBC networks. This year the facilities of all 154 NBC stations are again available to clarify issues and to present the views of leading candidates to the voters of our nation.

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

WORLD'S FIRST POLITICAL BROADCAST
NOVEMBER 2, 1920

This photograph shows an interesting scene during world's first pre-scheduled radio broadcast, when Station KDKA in Pittsburgh sent out Harding Presidential election returns in 1920. Second from right is announcer in front of microphone which resembles primitive telephone transmitter. KDKA is now an outstanding National Broadcasting Company station.
Comparative Cost Of Major Media Shown by Survey

Basis of Data Used by CBS

In Comparison Is Outline

AN ARTICLE was published by Broadcasting Sept. 1 on the comparative cost of the three major media. Based on data supplied by the Columbia Broadcasting System, it sought to establish the relatively low cost per thousand for newspapers, magazines and radio in terms of dollar cost per thousand families actually reached by a sales message in each of these media.

Wilder Breckenridge, of the Bureau of Advertising, American Newspaper Publishers Association, has pointed out that a statement by Dr. George Gallup was misquoted in that article. Last year his readers feel that the Columbia conclusions were based on invalid data.

The statement by Dr. Gallup, to which the above observation directed attention, actually reads as follows: "We say that a quarter-page advertisement for a higher priced automobile is good from the standpoint of cost, layout, and copy when it is read by more than 7 per cent of the business and professional groups to whom it is read by a smaller percentage."

Validity of Data

It is understandable, that, in view of the way in which the comparisons were presented, the ANPA might regard the final cost equations as based on nothing more than a quotation. Actually, however, CBS researchers used a good deal of data that was not presented in this cost-equation for newspapers, taking logical steps to work out the actual figures.

And when this figure was ar
d at, on the basis of the latest available newspaper research data, CBS checked its conclusions with several advertising agency researchers before they were submitted to the client who originally requested them. In every case, opinion was unanimous that these figures were valid and that it was possible to make them—in the light of present data.

In fact, Roy Durstine’s address before the ANPA on April 27 last is helpful in this connection. As a spokesman for an advertising agency business, he described the average readfulness of newspaper advertising that was . . . reasonable that with the radio was talking about sets tuned-in [italics Mr. Durstine’s], while research men tell us that not more than 10% men or 15% of a newspaper’s readers ever read the inside pages.

Space limitations of the original article, did not permit the clarification of each step involved, but the facts are these:

Dr. Gallup, in his quoted statement.

(Continued on Page 48)

Educational Problems Discussed

As Four States Confer at Louisville

RADIO executives and educators from Indiana, Ohio, Kentucky, and Michigan met with Dr. John W. Studebaker, U. S. Commissioner of Education, Sept. 30 as guests of WHAS, Louisville, to discuss radio as an educational medium.

Dr. Studebaker, who delivered the principal address of the conference, was introduced by Barry Bingham, president and publisher of the Courier Journal and Times, and owner of WHAS.

"The conviction is upon us," said Dr. Studebaker, "that this particular area of our life called radio presents a striking illustration of the need for preserving characteristic American way of finding a happy medium between two extremes. Our conference today offers a welcome opportunity for the exchange of opinions in the interest of mutual benefit and the development of a general program of benefit to the public as a whole.

"Education is old. Radio is new. If they are to work together they must find, and are finding a middle ground on which cooperative effort becomes effective. Each group is learning much from the other. In the final analysis, we must realize that neither private nor public monopoly can serve the best ends. There must be a pooling of our interests.

In opening the conference, Credo Harris, director of WHAS since its establishment in 1922, explained its purpose. He observed that attendance in classroom may be compulsory, but such is not the case with radio. We must contrive to attract and somehow hold our listeners. That is a situation which must be taken account of in the preparation of our educational programs, and it is our hope that this conference may develop something to further that end.

Allen Miller, director of the University Broadcasting Council of Chicago, made a "confession of personal failures" in his effort to develop educational broadcasts.

"Let me point out," he said, "some of the pitfalls which are apt to trap us. First of all, education, like the radio, needs to accept three fundamental principles in its radio endeavor. Those three principles are public interest, convenience and necessity. Success depends upon keeping them in mind."

He also indicted educational programs as often being too limited in their appeal, and failing to vitalize education for the public.

"Universities and schools sponsoring programs to often seek publicity for themselves instead of attempting to render public service," he asserted. "They should realize that the desired publicity is best obtained by serving to the best interests of the public. Attempting to sponsor too many programs, for example, is a common fault. Quality should be emphasized, not quantity."

Mr. Miller proposed organization by schools of associations on a large scale to develop and promote a general radio-educational program.

Presenting the radio side of the picture, Sterling Fisher, educational director of CBS, told of work being done by the networks to promote educational broadcasting.

"Stimulating the ideal educational radio program, Franklin Dunham, educational director of NBC, listed five essentials.

"Such a program," he said, "should propose to increase . . . edge, provide training of skilful, well-rounded . . . and have the capacity to produce all kinds of . . . thinking."

In attendance were:

Paul Garrett, Western Kentucky State Teachers College, Bowling Green, Ky. Eleanor G. Sulzer, University of Kentucky, Lexington.

Boylan Claimed Over: Introduced Wattage Bill

Boylan Claimed By Death: Introduceted Wattage Bill

REP. JOHN J. BOYLAN, New York Democrat, introduced a bill on the last session of Congress introduced the wattage tax bill proposing a $1 to $3 tax per watt on broadcast power, during in New York Oct. 5 at the age of 68. He had been a member of Congress for 15 years and was a member of the important House Appropriations Committee.

The wattage tax bill, written for Congressmen Brown by George T. Payne, FCC commissioner, received scant support in the last Congress. In fact, Boylan himself evinced little interest in it after placing it in the hopper. It expired with the adjournment of Congress.

Weco Using Ranger

WECO PRODUCTS Co., Chicago (DDB, W. W. Publicity and tooth brushes), on Oct. 31 will join the list of companies sponsoring the Local Radio program now heard on WECO. The additional stations will be WAAB, Boston, WEAN, Providence, and WKBW, Buffalo on Mondays, Wednesdays and Fridays, 7:30-8 p.m.

J. Walter Thompson Co., Chicago, is the agency for WECO.

"It is introduced under the sponsorship of the Board of Baking Co., Detroit, this company, the latest addition of WGN and WOR, and sponsors in all parts of the country."

R. H. Crossfield, Transylvania College, Montreal, Ont., Canada.

James H. Hewitt, Doon, Centre College, Danville, Ky.

R. E. Stillman, Evansville College, Evansville, Ind.

Clarence M. Morgan, Indiana State Teachers College, Terre Haute, Ind.

John Sembower, Indiana State Teachers College, Bloomington, Ind.

Harry Elder, Indiana State Teachers College, Terre Haute, Ind.

S. C. Carrick, Peabody College, Nashville, Tenn.

Wayne King, Auburn College, Wilmore, Ky.

Lawrence Brewer, University of Kentucky, Lexington.

Dick Smith, State of Ohio, Columbus.

J. E. Dobson, Tuscula College, Chuckey, Tenn.

J. E. Sterritt, Western Kentucky State Teachers College, Bowling Green.

Earl A. Truett, Northern Kentucky State Teachers College, Bowling Green.

H. R. Worland, President, Eastern Kentucky State Teachers College, Richmond, Ky.

R. R. Richards, Eastern Kentucky State Teachers College, Richmond, Ky.

Henry C. Foster, Georgetown College, Kentucky.

W. W. Horton, Co. School Superintendent, Kentucky.

Hugh Spalding, Superintendent of Marion Co. Schools, Lebanon, Ind.

R. E. Carter Jr., Superintendent of Schools, Newton, Ohio, Newton, Ind.

H. A. Coonanough, Supt. of Boyle County Schools, Louisville, Ky.


Alex Jardines, Evansville Public Schools, Evansville, Ind.

F. J. Jarnagin, Supt. of Schools, Scottsburg, Ind.

W. E. Wilson, Supt. Clark County Schools, Jeffersonville, Ind.

Shersley A. Co. Supt. of Schools, English, Ind.

Harley Steinhagen, WSM, Nashville, Tenn.

Powell S. Valentine, WSM, Nashville, Tenn.

W. F. Nolan, WHON, Owensboro, Ky.

George Russell, WGRG, New Albany, Ind.

Dr. R. C. Higton, Covington, Ky.

J. Joseph Riva, WLW, Cincinnati.

R. B. Worley, WKG, Cincinnati.

Martin Leitch, WGBF- WBOA, Covington, Ky.

Mrs. Charlotte Falkner, WGRG, New Albany, Ind.

W. W. Palmer, WWOGL, Fort Wayne, Ind.

C. M. Eversom, WHKC, Columbus.

Larry Rollar, United Broadcasting Co., Louisville, Ky.

Hargreaves, WBCT, Terre Haute.

Frank S RECEIVER, WAVE, Louisville.

Nathan Lord, WAVE, Louisville.

Page 32 • October 15, 1938

Broadcasting • Broadcast Advertising

www.americanradiohistory.com
The State of KFI

In 1939—in its 3 Million People Will Buy

- $122,141,994 worth of New Cars and Trucks
- 59,260,000 worth of Gasoline and Oil
- 41,114,644 worth of Milk
- 23,985,200 worth of Canned Goods
- 23,333,377 worth of Bread
- 15,164,728 worth of Tires and Accessories
- 13,902,347 worth of Drugs
- 12,197,716 worth of Used Cars and Trucks
- 10,487,319 worth of Coffee
- 9,884,636 worth of Electric Refrigerators
- 9,023,290 worth of Radio Sets
- 5,954,346 worth of Cosmetics
- 2,990,000 worth of Electric Washing Machines
- 2,073,242 worth of Vacuum Cleaners

Total purchases of $351,512,839 for the above items based on U.S. Department of Commerce figures.

The State of KFI is comprised of the 9 Southern California Counties. For your share of this business, remember—The Best Buy Is...

KFI

NBC Red Network

Broadcasting • Broadcast Advertising

October 15, 1938 • Page 33
Prompt Action on Copyright Advocated By Miller at New England NAB Session

VOICING a demand for proper dealing between radio and labor, and urging a united front for radio as an industry, Neville Miller, president of the NAB, delivered the keynote speech at the regional meeting held for New England broadcasters at the studios of the Yankee Network Oct. 4. John Shepard, president of Yankee and Colonial networks and NAB director of New England presidency, and with Mr. Miller discussed difficulties confronting the industry at the present time and offered suggestions as to the proper remedy.

Mr. Miller pointed out specifically the importance of radio standing together as an industry and emphasized the need for free speech.

“I believe that radio stations understate their great value,” he said. “These stations are the most potent factor in the world today for good or evil, and the owners of our radio stations must fight for the right to do their job in the way it should be done. We must have proper dealing with organized labor. We must have proper dealing in every respect as far as the Copyright Act is concerned and we must find out immediately where we stand with ASCAP.

A Definite Policy Needed

“We must have proper dealing with other agencies in the field such as newspapers, and all of these problems must be solved by radio as an industry. I, personally, feel that the newspapers do not know their own positions in regard to radio. Many of them are various, feeling that radio has taken away some of their advertising, when the truth of the matter is that radio has made more advertising.

“Radio must have a definite policy and it is the plan of the NAB to develop this policy, with the aid of its members.”

Later, going into the ASCAP situation, President Miller said: “It is in his demand to know where radio stands as far as the matter is concerned. We must find out.” He said, “Just where radio stands with ASCAP and we must do it now so that in two or three years, if necessary, can be prepared to take care of itself. If we wait on this matter we will be too late. Let’s make our own determinations and let us find out just where radio stands now with ASCAP, and if necessary, let us prepare to fight.”

Political Regulations

After a brief outline of the social, economic and industrial accomplishments of radio, President Miller brought up the matter of political broadcasting, voicing a demand for the necessity of changes in the regulations of such broadcasting. “They are trying to make laws which are only applicable to newspapers and apply to radio in this regard,” he said. “But newspapers do not have equal space to all candidates for the election of radio. It is a right in this regard and it cannot be sold. As far as cutting off a political speaker who may have been fired from radio in advance of the broadcast, they would be expecting radio engineers to assume the role of lawyers. This cannot be accepted as radio engineers are not supposed to know slander.”

Upon completion of his talk, involving a train and going to the various problems of the industry as voiced by those present.

WPIC Ready for Debut

As Sharon, Pa., Outlet

ALTHOUGH its staff is not yet complete, the new WPIC, Sharon, Pa., authorized last April by the FCC to operate with 250 watts daytime, 780 on the air, will get on the air about Oct. 24, with John Fahnline as general manager. Mr. Fahnline is one of the stockholders in the Sharon Herald, which controls the station. The newspaper’s interests will be represented by A. W. McDowell, publisher.

The new station will use Western Electric equipment throughout, with a 250-foot Blaw-Knox radio tower, UP news service and AM transmission library have been ordered. The station will be maintained almost entirely in Sharon, near Pittsburgh. Paul Gamble, formerly with WBKN, Youngstown, has been appointed program director; J. E. Van Swearingen, also formerly with WBKN, commercial manager; A. C. Heck, formerly with WMNH, Farmington, W. Va., chief engineer; John C. MacDonald, formerly with WLEU, Erie, and KFRO, Longview, Tex., chief announcer.

A resolution was passed that at the next formal meeting to be held in this area next spring, only members of the NAB be permitted to attend. This came after Mr. Shepard had urged all stations, not merely those members of the Association, to affiliate. At the beginning of the meeting and prior to President Miller’s address, Mr. Shepard made a brief explanation of the Wages and Hours bill, calling its attention to those present, and voiced his opinion against free speech for the moving picture industry in radio programs, citing as one of his reasons the recent one million dollar allocation for advertising, made by the motion picture industry, which was confined solely to the newspapers with no provision of any kind for radio.

Libel Suit Called Free Speech Blow

Rosenbaum Answers Action by Annenberg Against WFIL

ACTION of M. L. Annenberg, publisher of the Philadelphia Inquirer, and also of Radio Guide, in filing six libel suits following a speech by Senator Joseph Guffey, (D.-Pa.) broadcast by WFIL, Philadelphia, Oct. 6, was described as a threat to free speech by Samuel L. Rosenbaum, president of WFIL. Mr. Annenberg on Oct. 7 filed civil suits in Philadelphia Common Pleas Court against President Guffey; the Philadelphia Record and its publisher, J. David Stern; Albert Greenfield, owner of the Record; Greenfield real estate man, banker, and prominent Democrat; WFIL, and Mr. Rosenbaum, who is also vice-president of The Greenfield companies.

The suit grew out of Senator Guffey’s speech, in which he accused Mr. Annenberg of being a supporter of an anti-war organization. The suit was broadcast by WFIL and published the following morning by the Record, and Mr. Rosenbaum said Greenfield was named in connection with a speech made Sept. 21.

Censorship Dangers

Referring to the suit, Mr. Rosenbaum commented Oct. 7: “Freedom of speech is absolutely basic to American liberty. The station has offered Mr. Annenberg an opportunity to attempt to censor a political speech or the expression of political thought. As for suits against the station because speeches were alleged to be libellous, we believe it is throwing an unfair burden on the radio station to expect it, in the last few minutes before a speech is delivered, to pre-judge the matter. The station is a paper which is not a senator of the United States. It is for the courts to say what the station can and cannot do. The radio station will be subject to intimidation by the threat of such proceedings, and the free expression of political views in this country will be reduced and destroyed.”

Nestle’s Novel Test

LAMONT, CORLIS & Co., New York (Nestle’s chocolate), secured advance information on the advertising acceptance of its new Quente by Accident program by presenting it before an audience of 1,000 people who were told that it was a new program and asked for their reactions. When 84.8% of the spectators gave the program a thumbs up, a good one and they would like to hear it regularly, the sponsor decided it was ready for the air. The program was on the NBC-Red station WEAF, (WMAQ) on Oct. 4. Program is a dramatic show, illustrating the dangers of taking a wrong turn or a similar minor accident may change an entire life. Agency: Celic, Warwick & Legler, New York.
...alone in the field

ALONE in the field of 2,500,000 Italo-Americans—a field in which to run up a tremendously large Sales score—IBC plays before an audience that spends over a Billion Dollars annually!

That's why Progressive Advertisers are reaching this separate and distinct Sales goal "The Italo-American Way"—the way to be "alone in the field" with our audience that lives with us every day of the year!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS
The organizations, 31% local and regional, 28% in national non-network and 22% from networks, the network does increasing numbers of local and regional stations, and 19.4% of local business. The regional stations represent 48.0% of network volume, 44.2% of national and regional non-network advertising, and 61.5% of total radio advertising of different kinds broadcast over local stations. The proportion of total radio advertising of different kinds broadcast over local stations is as follows: national network, 2.2%; national and regional non-network, 3.3% and local 19.1%.

11. Clear channel stations as a group account for 49.8% of total network advertising and 52.2% of national and regional non-network volume and 19.4% of local business. The regional stations represent 48.0% of network volume, 44.2% of national and regional non-network advertising, and 61.5% of total radio advertising of different kinds broadcast over local stations.

KQOS, 100-watt daytime local in Sisters, Oregon, on Oct. 4 was authorized by the FCC to go full time with 100 watts night and 250 day effective Oct. 14.

PROPORTION OF 1937 TIME SALES

By Type of Origin on Various Classes of Stations

<table>
<thead>
<tr>
<th>Class of Station</th>
<th>ALL STATIONS</th>
<th>AFFILIATED WITH NATIONAL NETWORK ONLY</th>
<th>AFFILIATED WITH REGIONAL NETWORK ONLY</th>
<th>NOT ON ANY NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear Channel</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-kw and over</td>
<td>38.8%</td>
<td>40.7%</td>
<td>39.6%</td>
<td>38.8%</td>
</tr>
<tr>
<td>5-kw, Unim.</td>
<td>23.8%</td>
<td>24.5%</td>
<td>25.9%</td>
<td>23.8%</td>
</tr>
<tr>
<td>Part-time</td>
<td>18.9%</td>
<td>19.8%</td>
<td>19.9%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Regional</td>
<td>22.3%</td>
<td>22.2%</td>
<td>22.0%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Local</td>
<td>2.1%</td>
<td>2.3%</td>
<td>2.0%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Day time</td>
<td>2.4%</td>
<td>2.4%</td>
<td>2.3%</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

*Only stations with total net sales of $25,000 and over are included here, data being restricted to this group. This group, however, includes the vast majority of stations.

Evidently payment for handling programs on informal network arrangements or for special broadcasts with regard to which the station has been added temporarily to a regular network.

PERCENTAGE OF 1937 TIME SALES

By Type of Origin for Various Classes of Stations In Communities of Different Sizes

<table>
<thead>
<tr>
<th>CLEAR CHANNEL</th>
<th>HIGH-POWER REGIONS</th>
<th>REGIONS</th>
<th>LOCAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unl.</td>
<td>36.7%</td>
<td>37.8%</td>
<td>28.9%</td>
</tr>
<tr>
<td>Local non-network</td>
<td>41.7%</td>
<td>40.7%</td>
<td>39.5%</td>
</tr>
<tr>
<td>Network</td>
<td>51.3%</td>
<td>50.0%</td>
<td>46.6%</td>
</tr>
<tr>
<td>Local</td>
<td>41.7%</td>
<td>40.7%</td>
<td>39.5%</td>
</tr>
<tr>
<td>Network</td>
<td>34.4%</td>
<td>33.1%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Local non-network</td>
<td>39.7%</td>
<td>38.4%</td>
<td>34.4%</td>
</tr>
<tr>
<td>Network</td>
<td>51.3%</td>
<td>49.8%</td>
<td>45.4%</td>
</tr>
<tr>
<td>Local</td>
<td>41.7%</td>
<td>40.7%</td>
<td>39.5%</td>
</tr>
<tr>
<td>Network</td>
<td>34.4%</td>
<td>33.1%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Local non-network</td>
<td>39.7%</td>
<td>38.4%</td>
<td>34.4%</td>
</tr>
<tr>
<td>Network</td>
<td>51.3%</td>
<td>49.8%</td>
<td>45.4%</td>
</tr>
<tr>
<td>Local</td>
<td>41.7%</td>
<td>40.7%</td>
<td>39.5%</td>
</tr>
</tbody>
</table>

*Fourth of a series of analyses of broadcast operating statistics for 1937, based on data compiled by the FCC for that year showing radio claims and the 1935 survey of the Department of Commerce. The work was done under the direction of Norman Marshall, Jr., former director of research of the NAB and the author of several volumes dealing with broadcast economics.

1 Only stations with net sales of $25,000 and over. These, however, comprise the vast majority of station revenues.

Page 36 * October 15, 1938

Cincinnati Drug Chain Starts Series on WSAI DOW DRUG CO., operators of a Cincinnati drug store chain since Oct. 10 started Dow's Daily Express, a full-hour early morning program, for 2 weeks on WSAI, Cincinnati. The program, featuring Ray and Kay, conductor and hostesses on a highly populated streamlining of commuters' train, and recorded music, is booked daily except Sunday.

Ray and Kay make personal appearances at all the Dow neighbor drugstores during the 26 weeks, interviewing customers, managing officers, and chief pharmacists. Each week's program will concentrate on stores in one single residential community. All the interviews are recorded, and the six are broadcast the following week, one a day. Interviewed persons are given merchandise orders at Dow stores. Time, temperature, and weather announcements are also carried on the program.

CKTB, St. Catharines, Ont., claims Cincinnati drug store chain operators on the air--19-year-old Norman Marshall, of Welland, Ont., who conducts Behind the News daily.
CANADA’S
OWN NATIONAL NETWORK
Serving The Dominion
From Sea-To-Sea

Owned by the people of Canada . . . dedicated to the
service of these people . . . the Canadian Broadcasting
Corporation National Network provides a complete, in-
tensive and friendly coverage of the radio homes of Can-
ada, both English and French. With its organizing of the
Dominion into five regional systems . . . linked up with
privately owned stations . . . it has given Canada its first
truly national network and the resulting moderate rate
structure and perfected facilities have brought enduring
benefit both to advertisers and the listening public.

In the short space of two years the CBC has established
a notable record for fine sustaining and commercial
programs on its national network service. Advertisers
everywhere have been quick to appreciate the unique
and increasing value of an individual, national network
which, in addition to its own fine programs, enjoys such
happy relations in exchange programs established with
Broadcasting Systems of other Nations, notably the great
networks of the United States.
World Transcription System proudly publishes its fast-growing list of stations comprising the Gold Group—a new step in radio, a new medium for advertisers.

These are tested stations... tested for sales ability. In building this new System, World has the benefit of nine years' experience working with stations throughout the country in the handling of transcription campaigns. Therefore, World has picked stations by their history of aggressive, independent merchandising of accounts... by their sales records.

The new World Transcription System thus brings together the strongest possible group of stations... known to be "producers." Experienced advertisers who have long since passed through the first flush of radio glamour and now demand measurable results for their radio dollars will welcome the Gold Group.

Both national and regional advertisers who heretofore have found no radio coverage pattern to fit their markets, may now buy flexible transcription campaigns on a
TED TIONS OF THE NATION

KOMA . . . Oklahoma City
WCAU . . . Philadelphia
KOY . . . Phoenix
* ARIZONA NETWORK
KGY . . . Tucson
KSUN . . Bisbee-Douglas
WCAE . . . Pittsburgh
KIO . . . Portland, Ore.
WRVA . . . Richmond, Va.
WHAM . . . Rochester, N. Y.

KDYL . . . Salt Lake City
KTSA . . . San Antonio
KGB . . . San Diego
KFRC . . . San Francisco
KDB . . . Santa Barbara
KIRO . . . Seattle
KWK . . . St. Louis
KHQ-KGA . . Spokane
WFBL . . . Syracuse

Additional stations are being added regularly to complete the major market coverage of the United States.

Group basis, with mechanical costs absorbed in whole or in part. In other words, World Transcription System offers all the desirable features of Selective Broadcasting combined with the efficiency, control and economy of network broadcasting ... truly a great new step in radio.

Advertisers and their agencies are invited to ask about the many sales advantages and budget savings now available through the Gold Group. Address World Broadcasting System, 711 Fifth Avenue, New York City, N. Y.

WORLD BROADCASTING SYSTEM
ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Transcription Headquarters

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.
**Pigs, Pokes & Pigs**

IT WAS just about four years ago (though it seems twenty) that the movement was launched for a cooperative bureau to audit station coverage and audience. A Joint Committee on Radio Research was set up to find a "yardstick" acceptable to stations, advertisers and their agencies which would give to the buyers of radio time data supposedly comparable to that supplied on an audited basis by the printed media.

At first we were enthusiastic. Broadcasters, primarily the networks, agreed to foot the preliminary bill, so that a formula might be devised. Then the stations, by the subscription method, were to carry on, under the aegis of a committee equally representative of the three groups affected—broadcasters, advertisers and agencies. Time was going to be bought scientifically—no more pig-in-the-poke stuff.

Now, after four years, little has been accomplished except controversy. Like broadcasters, we have become somewhat weary of the whole thing.

According to the records, about $50,000—all of it supplied by the networks up to this time—has been spent by the Joint Committee, equally representative of the Association of National Advertisers, the American Association of Advertising Agencies and the NAB. Receiving set figures by counties have been projected for 1936 and 1938, and admittedly are valuable. A farm survey, as yet unpublished, was made last year at an extra cost of $15,000, again financed by the networks. But these are mere byproducts, and far from the goal of that "yardstick".

The Joint Committee of Fifteen met in New York last October. It did determine listening areas was projected by the so-called technical subcommittee. It proposed some 200,000 interviews by counties to ascertain station choices of listeners, to cost about $150,000. But the ANA, through its president, Paul B. West, felt this was hardly adequate—that there should be some 500,000 "personal interviews" for the country. The cost would be about $300,000—maybe more. And the broadcasters, of course, would foot the bill.

All of which indicates that the advertiser (and his agency) is asking far more of radio than he gets from competitive media. It appears the data being sought by the time-buyers would cover measuring of average audience for each 16-minute period of the day and night. That would be like asking the newspaper or magazine to ascertain just how many people read each column.

We have always held that a clearing house for basic statistical data for the industry would be desirable. But advertisers (and their agencies) know now after a dozen years of experience that radio properly used in their systems pulls better for the dollar spent than any other competitive medium. They don't need further proof than results. And that statement is backed by the budget histories of such accounts as Froster & Gamble and General Foods. They know what radio does. That's why they are spending the bulk of their budgets for radio, using network, transcriptions and spot. They know the cost per impression. It appears they just aren't telling, because they probably feel their competitors should learn for themselves.

The Joint Committee, again in New York Oct. 28, broadcasters are willing to work out an equitable arrangement whereby they would provide data comparable to newspaper and magazine circulation figures, and pay the overhead. But they shouldn't be asked to do more. After all, it is fine for time-buyers to talk about pigs in a poke, but they should not be too "piggish" about it.

"No administrative government agency is wise enough to be entrusted with power to determine what people shall hear. Freedom of radio is almost if not quite as important as freedom of the press. If either is curtailed, our political and religious liberties are imperiled."—Frederick D. Nickerson, General Council of Churches of Christ in America.

**Forlorn Hope**

THE UTTERT Futility of the FCC in practically all particulars never was more apparent. It is torn with internal bickerings, guilty of slapdash regulation, and withal, would be Washington's biggest official laugh were the situation not so serious.

Just a year ago Chairman Frank R. McNinch was personally selected by the President to "clean up the mess". But he wasn't even given time to acquaint himself with personal or procedure before the sniping began from within. Lately McNinch has been forced to take a long look at his work and walk away from his office. And he certainly must be more than mentally fatigued over the shape of things. He has tried hard.

When the President handed Mr. McNinch the "hottest spot" in Washington, he told him to adjust things if he could. We assume that if McNinch were a magician he might prop the FCC to say so. A session of Congress is around the corner. The FCC has little to show on the constructive side up to now and the record has a strong stench. It may even be necessary for Congress to start from scratch again, unless a miracle occurs in the interim.

Everyone in radio, and all who read the newspapers (thanks to the publicity penchant of certain members) know of the recent FCC eruptions. The citation of WTCN for hearing because of the Beyond the Horizon broadcast: the complaint of a group within the Commission because of a letter on personnel to the Civil Service Commission; the confession of error by the FCC in taking the unprecedented move of asking the court to reverse it in the so-called "Brooklyn cases"—all are in point. Then, of course, there are the belter skelter citations of stations for alleged program violations, and setting them for hearing—hearings which apparently never are held.

In the WTCN case five members present voted unanimously to set the station down for hearing because of a lone listener complaint alleging use of profanity in Eugene O'Neill's Pulitzer prize-winning play. And all other network stations that carried it were to be cited, too. Afterward, one member decided to dissent. But the FCC still stood the test. Apparently the courts ridiculed in daily newspaper articles and editorials, and the cat-calls of censorship broke into type, it voted to "reconsider". WTCN still doesn't have its regular license renewal, for it was passed over to give all members opportunity to "study" the matter.

We have a toss to find a reason for all the turmoil on the part of a couple of commissioners about Mr. McNinch's letter to the Civil Service Commission seeking to exempt lawyers, examiners and certain other employees from civil service requirements. Practically all other agencies, we are told, are on the same footing. Individual commissioners moaned about the need for legal talent. But even if this move would make it easy for Mr. McNinch to "purge" these divisions, there certainly appears to be ample ground. The succession of court reverses which the FCC has suffered, capped by the confession of error in the Brooklyn case, do not appear to shower its lawyers with glory.

Apparently the only way in which the condition can be rectified is through a legislative house-cleaning—a new law. Broadcasting and the common carrier services do not seem to mix in a regulatory way. The commissioners all favor a move toward broad-based authority and largely forsake the very important telephone and telegraph duties—particularly the latter, where two companies are grasping for economic deliverance.

An investigation at the next session is inevitable, we believe. And for the main reason that it may be rectified. At the moment, we incline to the view that broadcasting and related radio functions should be delegated to an agency under one-man control. That man, like the Comptroller General, should be named for a long-term—perhaps 10 years, and with sufficient pay to remove him from the political sphere. The law should be changed to permit a broad appeal to a specific court, which could review the facts as well as the law on appeals from the "Administrator's" decisions.

The fundamental FCC problem simmers down to personnel and politics. As long as there are seven commissioners, split into two groups, eager to enhance their own prestige and undermine the other, the taxpayers' money is wasted and important industries suffer.
Anthony J. Koelker, NBC farm editor for the last four years, has been named assistant director of NBC, according to an announcement by Alan Sprannell, NBC vice-president and manager of the Central Division. Mr. Koelker will work with W. E. Drips, NBC director of agriculture.

Bond P. Geddes, executive vice-president and general manager of RCA, was elected for a three-year term to the board of directors of the American Telephone & Telegraph Company at its last annual meeting. Mr. Geddes previously had been a member of the AT&T public relations committee.

Martin S. Wales, manager of WIOD, Miami, recently returned from a vacation in Ecuador, South America. At Quito, high in the Andes, he experienced an earthquake which he reports as being much worse than a tropical hurricane.

Arthur C. Stephenson, formerly with WIBA, Madison, W. I., and J. Neff Wells Jr., recent graduate of Iowa State University, have joined the commercial department of WOC, Des Moines, and Charles R. Freburg, formerly with Associated Press, has been named foreign language editor.

Cesar Saechinger, former European representative of CBS, who returned from England this month to make his permanent home here, returns to the microphone Oct. 14 in a special program titled "The Story Behind the Headlines." Friday nights on NBC Red, under auspices of the American Historical Association.

Mark Ethridge, former NAB president and general manager of the Knoxville Journal, operating WHAS, was speaker at the University of North Carolina's 150th anniversary Oct. 12.

November of last year, Miss Kiczales was the logical successor. The policies then in effect were continued and Miss K carries on in the same tradition. These policies had and with increasing vigor have for their aim the uplifting and complete Americanization of the Italian population, and particularly of the Metropolitan area.

The most recent forward step by Miss Kiczales was the formation of an advisory council consisting of persons prominent in the city's cultural, judicial and educational spheres. It is the avowed life work of Miss Kiczales to bring to her audience the finest in art, music, literature and education. This she does by completing all her efforts are directed. That it is recognized and has received acclaim and approval, both here and abroad is eloquently testified to by the award of the Dante Alighieri Society has bestowed on her.

Hyla Kiczales was born in New York on July 6, 1905. After her grammar and high school education, she joined Mr. Iraci, and never served another boss until her demise. She resides in New York proper with her mother and two sisters. When she finds time away from WPEN-Mt. Vernon radio she goes in for swimming and horse-back riding.

George Mateyo, of the WOR sales promotion department, has been appointed assistant professor of the Faculty of New York University School of Commerce and will conduct regular evening classes in radio sales at his duties at WOR. A Harvard graduate, Mr. Mateyo was associated with Espanol-Scan-Erickson in Cleveland before joining WOR.

Franklin Owens, formerly with BBDO and Mason Inc., has joined the sales staff of WMPI, Pittsburg, N. Y.

Mardi Liles, formerly program director at WFLA, Lakeland, as manager. Paul Jones has succeeded him as WFLA program director. Don Bell has been named production manager, and James Jones named manager of Mobile, Ala., manager's secretary.

Gordon Owen, for three years account executive at KYA, San Francisco, left that job with Associated Press, Salt Lake City, on Oct. 10 assumed the agencies in charge of sales for KUSA, Salt Lake City.

C. W. Myers, president of Koin-Kale, Portland, Ore., is in Honolulu on a short vacation. He expects to return to Portland by Nov. 1.

Stanley Hubbard, president of KSTP, Minneapolis-St. Paul, has been elected to the board of directors of the Minneapolis Press & Publishing Bureau.


Melvin Drake, formerly with WLW, Cincinnati, has joined the sales staff of KYUL, Tulsa.

Jack Kemp has joined the commercial department of KJRC, Winnipeg. He formerly was with CKXK, Regina, and CKSO, Sudbury.

Peter Alyen, new manager of KFJZ, Portland, has moved to Chicago and is now new post from Toronto, after marrying Miss Marrié Whitefield of Los Angeles.

Harry Conner, formerly of KFJD, Los Angeles, has joined Don Baker's Creative System, that city, as account executive.

Frank E. Mason, NBC vice-president, will address the Baltimore Advertising Club Oct. 19, speaking on radio's coverage of the European situation.

Gordon Lloyd, formerly with the sales department of WINS, New York, has joined the sales department of WOR, New York.

E. K. Bauser, business manager of WLS-WSAI, Cincinnati, is the father of a boy, his second, born Oct. 1.

Jack Howard, formerly of KRLD, Dallas, has become commercial manager of KFJZ, Fort Worth. Len Winter, program director at KFJZ, Fort Worth, has also taken on the program directorship of KFJZ.

H. V. Kaltenborn, CBS news analyst, who interpreted so skillfully the news of the day, was on Oct. 3 compelled to take a short vacation. He had conducted a meeting of all managers of the NBC owned and operated stations.

Charles Warburton, NBC production director, is spending three weeks in Toronto assisting the Canadian Broadcasting Corp. in the production of a series of Shakespearean programs.

John Karol, director of market research for CBS, addressed the St. Louis & Missouri Manufacturers' Representatives Oct. 7 on "Are You Aiming at the Market?"

Neal V. Bank, senior salesman of WTMJ, Milwaukee, married Elizabeth Button Taylor on Oct. 1.
Additions at WLS

GEORGE LOSEY, formerly program director of WDZ, Tuscola, Ill., has joined the production staff of WLS, Chicago. Added to the station’s promotion department is Mary Esther Moulton, publicist with a recent graduate of the Medill School of Journalism. Miss Moulton has assisted in script writing for WGN’s broadcast corporation, conducted by Martha Crane and Helen Joyce. David McCrary, announcer and writer, has been joined by McCrary, also a production man, actor and bass soloist, has been with the FFA, Dallas, and later with KRLD, of that station, he conducted Crime Reporter, and taught radio production at the Southwestern School of Radio, Julian Berkey, having recovered from injuries received in an automobile accident, returned to his duties as news and radio writer and news editor of WLS the first week in October.

NBC Shifts in Frisco

A NUMBER of important personnel changes in NBC’s San Francisco studios have been announced recently by General Manager Lloyd E. Yoder. Robert Seal, program manager of WCOL, NBC affiliate in Columbus, for the past two years, has been transferred to San Francisco production manager. He succeeds Cameron Prud’homme, who has been transferred from the position of production manager to that of producer in charge of all dramatic programs. Ethel M. Anderson, in charge of San Francisco program traffic, went to NBC’s Hollywood studios Oct. 12. Van Fleming, producer of I Want A Divorce and other San Francisco broadcasts, resigned Oct. 9. Mr. Fleming joined the William G. Berger & Staff, San Francisco agency.

Larry Elliott Promoted

LARRY ELLIOTT, announcer with WJSY, Washington, Oct. 1932, when the station first went on the air for CBS, was transferred to the NBC network by CBS News Oct. 7. He was formerly with WRC-WMAL, NBC Washington stations, and served freelance for various radio and commercial programs for two years. Mr. Elliott, a native Washingtonian, received a broadcasting education with his introduction of President Roosevelt and Supreme Court Justice Black on CBS broadcasts. Members of the staff included Mr. Elliott with a farewell party at his home. On behalf of the staff, Mrs. Warren Elliott, president of the WJSY Announcers’ Guild, presented him with a pipe kit.

BILL GOODWIN and Thomas Free- bairn-Smith, CBS Hollywood producers, Dr. Charles Frederick Lindley, head of the department of research and education, of the College of Hollywood and Television; and Mel Williamson, producer of the weekly All Carr, in addition to their regular duties, have joined the Max Reinhardt, Hollywood, as radio directors.

HOMECOMES is main interest of Buali Karney (left) and Marie- anna Feeney, who resigned as program directors of the WJKE-KECA, Los Angeles, to join WBBM, Chicago, as special events announcer. Lew Crosby has also resigned from KFKE-KECA, to devote his time to freelance work. He announces the CBS Lum & Abner programs, Joe Penner Show and NBC Wond- erdor Playhouse. Los Withers on part time from KFKE-KECA, takes over Crosby’s former duties.

CHESHER CLARK, formerly of WTAR, Scranton, recently joined WFRP, Syracuse, replacing the man who has gone to WNBK, Bingham- ton, Al Dury, formerly with Paul Whiteman, has joined WFRP.

CHALON S. DOWDEN, executive editor of KFI, Los Angeles, has joined the WRFK staff as chief of the WRFK staff.

HOMECOMES is main interest of Buali Karney (left) and Marie- anna Feeney, who resigned as program directors of the WJKE-KECA, Los Angeles, to join WBBM, Chicago, as special events announcer. Lew Crosby has also resigned from KFKE-KECA, to devote his time to freelance work. He announces the CBS Lum & Abner programs, Joe Penner Show and NBC Wond- erdor Playhouse. Los Withers on part time from KFKE-KECA, takes over Crosby’s former duties.

NEIL MOLYAN, formerly of WGR, Scranton, recently joined WFRP, Syracuse, replacing the man who has gone to WNBK, Bingham- ton, Al Dury, formerly with Paul Whiteman, has joined WFRP.

CHARLES STERRITT was recently promoted to chief announcer, and Ed- der, to production chief, of WJWK, Detroit.

DICK JOY, CBS Hollywood an- nouncer, and Jean Weiss were mar- ried at Glendale, Calif., Sept. 30. Mrs. joy has joined NBC’s radio department. She was a leading Hollywood actress.

CLAY McDaniel, recent graduate of the Stanford University division of Journalism, has joined KYOS, Merced, Cal.

BILL GOODWIN and Thomas Free- bairn-Smith, CBS Hollywood producers, Dr. Charles Frederick Lindley, head of the department of research and education, of the College of Hollywood and Television; and Mel Williamson, producer of the weekly All Carr, in addition to their regular duties, have joined the Max Reinhardt, Hollywood, as radio directors.

FRED IVAR SVERTSEN Jr., at one time publicity director of Milton Wein- man, Inc., has joined Fadell Publicity Bureau, Min- neapolis, as assistant production manager.

HARRY W. FLANNERY, news edi- tor of KMOX, St. Louis, has started a weekly six-series weekly show for Stephanos Bros., Philadelphia (Marcel cigarettes).

AL GODWIN recently joined the an- nouncing staff of WWL, New Orleans.

GAY AVERY, announcer, and Laura York, of the program department of WOW, Omaha, are married soon.

GEORGE WARD, announcer for WNYC, New York, is working on a special wartime series, the special events work at WNYC.

ALBERT DONALDSON, formerly of WBBF, Ponte City, Okla., and Oklahoma University, as NJR, Beaumont, Tex.

BARRA BEAL, receptionist, at the NBC affliate Affiliates, married Oct. 1 to Edmund Woodbury.

DICK FISHEL, in charge of sports and special events at WMCA, New York, announces the special events of the New York Daily News, replaces Fleshell at WMCA.

GEORGE R. YOUNG, of the NBC production staff in Toronto, has been transferred to the NBC Network Program di- rector of the Maritime Division, replacing Frank Willis who has been transferred to the Grand National broad- casting Commission. W. E. S. Briggs, of the CBC Ottawa program staff, goes to Halifax to assist Young.

SAM PERRIN and Hillard Marks, Hollywood writers, have joined the announcing staff of the NBC Jack Benny show.

WALTER ARNOLD, new to radio, has joined KFOX, Long Beach, Cal., as announcer.

FRANK B. GOSS, formerly of KFOX, Long Beach, Cal., has joined KFI, Los Angeles, succeeding Jack Strock, who resigned to free- lance.

WINFIELD HANCOCK, KFVD, Los Angeles, announcer - technician, has joined the sales staff of Kelso formerly of KMTR, Hollywood.

WILSON EDWARDS, formerly of KFI-KKEA, Los Angeles, as announcer.

BETUL BAT, Hollywood announcer of the NBC America’s Andy program, on Nov. 1 celebrates his 15th anniversary. He is a bachelor, 13 with Amos ‘n Andy.

JOSEPH BOLEY, of WQW-WBIL, New York, is now also a featured announcer on Paramount News-

JERRY DOGGETT, who has been announced in several radio stations as the new program manager of the production firm, Chicago, on Oct. 17 joins the staff of KFRO, Longview, Texas.

LOUIS PIERCE, recently of the New York legitimate stage, has joined KFRO, Dallas, replacing Abner Gano, who resigned to join WITAL, Baltimore.

CHARLES HOGG, 15-year-old sing- ing star from Philadelphia, has been named by Hollywood recently after a film and movie contract with Re- public Pictures. It is to be released im- mediately in Republic’s Texas Ranger

DARRELL DONELLY, formerly radio editor of the San Francisco Ex-aminer, has joined KFRC, San Fran- cisco, and is presenting news broad- casts.

GORDON REID, formerly of CJOR, Vancouver, B.C., is the announcing staff of CPRN, Edmonton.

HUGH YOUNG has been appointed public relations and special events man-ager of WOR, New York.

REID E. PATTERSON has been transferred from the NBC page staff to the legal department of NBC re-placed to take a new position. Mrs. Miss Blishy had been with the NBC public relations division and the publicity department.

CHARLES H. THURMAN, manager of the NBC guest relations division, is working in Hollywood assisting in the opening of the NBC studio city and advising in the organization of their guest staff. He has planned to establish a studio tour service in the new studios similar to one in New York.

GENE KING, who developed Swing- ing for the King program, has been named in the ‘42-edition of Jambores on WVEY, New York, nightly from midnight to 4 a.m., to fill the position vacated by Ray Nel- son.

TOM KEARNS of the WOH, Opera, publicity staff, has resigned. Carl Ralston will fill his position. Mr. Kearns future plans will be announced later.

www.americanradiohistory.com
The Medical Board says NO

No advertising contract is accepted by WSM until the product and the campaign passes the careful scrutiny of the WSM staff. (Medical products are checked by the medical staff of our parent company.) If there is the slightest doubt about the worth of the product or the good taste of the script, the contract in question is automatically thrown out.

This is not an idle statement. We reject yearly thousands of dollars in advertising revenue because we refuse to endanger the welfare of the millions who are our voluntary audience by offering for sale a product of doubtful value.

Rigid observance of this policy accounts in part for the tremendous size of WSM's voluntary audience. It also accounts for that audience's willingness to buy WSM advertised goods. Your product can profit by being associated with WSM.
DOLORES HIMMELSTROM, new to radio, has joined WHK-WCLE, Cleveland. Edith W. Morgan, continuity editor, has been made director of women's programs. Jim Sholley, who has been with the station for four years, has been made copy head, while Leslie Biehl has become managing editor.

FLORENCIA HUNTINGER, traffic manager of KDFY, Salt Lake City, recently announced her engagement to Les B. Breithwaite.

MARNY BLANK, assistant account-ant of WBAI, Baltimore, is the mother of a baby girl born in September.

RAY STEWART, new to radio, has joined the new WPIC, Sharon, Pa.

JOSEPH CULLINAN, police reporter on the Sacramento Union has replaced Merrill Libby as newscaster on KROY, that city.

WILKIE MAHONEY, Milton Joseph, and Lloyd Shabazz, of Miami, with Carl Manning, Al Schwartz and Bob Phillips are writers of the new NBC Nighttime Show sponsored by PepsiCo de Ut.

JOE ALEXANDER has been assistant staff writer of Chicago, replacing Harry Zimmerman, who resigned to go to New York. Mr. Alexander has previously worked on WDAF, Kansas City, and WHAM, Rochester.

BILL LAWRENCE, CBS Hollywood producer, is recuperating from an appendectomy.

JOE GLOVER, formerly with Fred- die Bush, CBS News radio manager, has joined the KNX. Hollywood musical staff as arranger.

MICHAEL BLAIR, KPFW, Holly- wood, film announcer, has been signed by Columbia Pictures Corp., to create.

TOM HANLON, CBS Hollywood an- nouncer, has been signed as commen- tator for football game season in the University of Southern California production "Swing That Cheer".

ART TIRRAIS, KFAC, Los An- geles, continuity writer, has resigned to free lance.

HUGH DODDRIDGE, formerly as- sistant radio editor of the Los An- geles Times "Daily News," has joined WSD, Chicago.


CHARLIE CASPER, formerly T. C. U. football star and publicity direc- tor of the St. Louis Browns, has joined KMOX, St. Louis, as sports continuity writer and announcer.

JOHN CARL MORGAN, of WJT, Norkol, spoke on radio broadcasting at the annual banquet of the Mawi's Blue Club of the First Presbyterian Church of Fort Collins, Colo. Oct. 11.

FRANK McINTYRE, formerly pro- grammer and special events director of KFRO, Los Angeles, has resigned to join KFPL, Roswell, and WKBW, Buffalo, N. Y.

JACK HOLBOO of KMSM, Miam- hato, has returned to work after a siege of pneumonia.

STERLING HARRIS, formerly with WSKR, St. Louis, has joined KSD in that city.

JOE PEARSON, formerly of WHAS, Louisville, Ky., has joined the KSFJ, Indi- anapolis, replacing Doug Way, now free-lancing in Chicago.

ROBIN WEBER, staff announcer for WOC, Davenport, is the father of a baby born Sept. 22.

Ocracoke Champ
Swanee Hageman Wins Award
"For Trick Skating"

TRIBUNE ATTACKS
WHA PLEA FOR 670

Lewis Allen Weiss, general manager of the Don Lee Broad- casting System, has been elected a vice-president and director, accord- ing to the announcement of the Board of Directors.

Lewis Allen Weiss, general manager of the Don Lee Broad- casting System, has been elected a vice-president and director, accord- ing to the announcement of the Board of Directors. Mr. Weiss will continue to manage the network which numbers 29 owned and af- filiated stations in California, Washington and Oregon. Mr. Weiss will continue to manage the network which numbers 29 owned and af- filiated stations in California, Washington and Oregon.

Thomas Artis, two new Don Lee Broadcasting System vice-presidents, has been appointed to the Board of Directors. The new vice-presidents are J. M. Morgan, former CBS News commentator, and Harry A. Peters, the publisher of Broadcasting.

To advance its political propaganda, the LaFollette machine in Wisconsin is trying to seize the property and destroy the business of radio station WMAQ in Chicago, the Tribune editorial declared. The statement of the Na- tional Educational Association of Radio in that the choice is one be- tween simply a "commercial station admittedly putting on good pro- grams and serving a large au- dience, or a state-owned station sup- ported by public taxation and denied the service of citizens of the State," was termed "distinctly pro-LaFollette." The Tribune, however, ordered that seven of the nine members of the committee are on the payroll of local or federal educational institutions and that "politicians control their bread and butter.

"The phrase, "dedicated exclusively to the service of the citizens of the State" gives away their case," the Tribune editorial declared. "In the interests of democracy, they pay for it, but it is dedicated exclusively to advancement of the political fortunes of the LaFollette ma- chine." The statement charges LaFollette parties to "render lip service to the mandate of political impartiality laid down by the Communications Commission—"to this extent: Rival candi- dates are given time on the air equivalent to the time used by La- Follette candidates.

"But political campaigns are not won on air time. They are waged on ideas. Consis- tently, in campaign season and out, the station is used to promote political ideas of the LaFollette and to extol leg- islation that they support. The authorization of the commis- sion offers no adequate time for reply.”

Strike Sponsors
INSIDE STORY of the costly month-old San Francisco depart- ment store strike is coming out in a series of commercial broadcasts over KRON, San Francisco. The Cit- izens' Committee for a Forum on Labor Problems on Sept. 29 sponsors a 10-day radio broadcast program presenting the workers' side of the strike. The San Francisco Retail- merchants' Association on Labor Day, September 5, 6, 7, 8, 9, Oct. 3, 4 and 5, gave the owners' side. And the Retail Department Store Employes Union, No. 1100, on Labor Day, brought in 30 minutes Oct. 10 to answer the owners' broadcast. In addition to the local broadcast, the committee is carrying a nightly quarter-hour sponsored by the San Francisco Broadcasting Union Board (KRON) and a series of spot announcements for the California Committee for Peace in Employment Relations, through RBOO, San Fran- cisco.
Thank you, Mr. Burbach, for an unsolicited, unexpected and welcome Yearbook testimonial...
Inadequacy of Facility Basis of Denial by FCC

ADDITION to the inefficient allocation factor the unique ground that the applicant did not ask for facilities adequate to satisfy the local public need, the FCC on Oct. 6 denied an application of Platts & Pratt Inc., publishers of the morning Eagle News and evening Star & Enterprise in Roughuspie, N. Y., for a new 1,000-watt daytime station to be located on 1000 kc., which is otherwise the clear channel of WHO, Des Moines.

With three commissioners absent, the four others reversed an examiner's report recommending granting the new outlet in the county seat of President Roosevelt's Hyde Park home. "Granting this application," said the decision, "would result in the establishment of a limited time or daytime station which may preclude the establishment of a station which would be able to render local day and night service."

**Miller Negotiating With Lang-Worth For Sale of NAB Public Domain Discs**

A PROPOSED contract under which Langlois & Wentworth, New York transcription producers, would absorb the NAB Transcription Library with a guarantee of producing 300 hours of tax-free music by the end of 1940, is being negotiated by President Neville Miller of the NAB, subject to approval of his board of directors.

This library, including public domain music cleared by both Langlois & Wentworth and the NAB, would be offered stations at the present rate of $10 per hour for the initial 100 hours, it is understood. Lang-Worth Feature Programs Inc., subsidiary of Langlois & Wentworth, would absorb the 20 hours of recorded music already produced by NAB plus 30 hours of public domain already searched and ready for recording. It would also assume the responsibility of fulfilling the commitments of NAB to the some 110 subscribers at the $10 rate, with the rate on the next 200 hours to be determined as part of the contract.

The tentative plan provides that NAB recapture a portion of the $60,000 already invested in the transcription library on the sales for the initial 100 hours which would fulfill the contractual obligations made by the NAB Bureau of Copyrights.

Up to Executive Committee

Mr. Miller said details of the contract are being studied and will be submitted to his executive committee prior to formal action. The Committee is expected to meet at a dinner session in Washington Oct. 24, coincident with the opening of the PCC chain-monopoly investigation. If the plan is approved by the executive committee it then would be submitted to the full board of directors for approval and if that is forthcoming, final arrangements will be made with Lang-Worth.

The plan was discussed in detail by the Executive Committee at its meeting in Washington Sept. 28, Ralph Wentworth, of Lang-Worth, conferred with the Committee in connection with it after which President Miller was authorized to proceed with the arrangements subject to ratification.

The proposed Lang-Worth Library would include noncopyright popular compositions as well as public domain. All would be tax free, however, and available for distribution in sheet music form to networks and others in the industry not subscribing to the transcription library itself. The idea is to provide a reservoir of noncopyright music which would be available to the whole industry as a bulwark against any repetition of the ASCAP dilemma of 1935.

The NAB Bureau has been practically stagnant since reorganization of the trade association last February. While it is agreed that a public domain music reservoir is desirable, there was much opposition to NAB itself going into the business. However, the proposed Lang-Worth operation it is believed NAB would specify minimum standards for production and probably also name a committee of broadcasters to consult with Lang-Worth as a means of insuring proper quality.

Apparently it is not the intention of NAB to attempt to recoup its entire investment of some $60,000 in the library but to procure as much of it as it can from the sale of the initial 100 hours to which it is committed. Roughly, possibly $20,000 or $25,000 might be obtained in that way, provided the transaction is consummated.

**Wandering Tests Serial**

WANDER Co., Chicago (Ovaltime), has titled its new five-a-week serial on WMAQ, Chicago, The Carter's of Elm Street [BROADCASTING, Oct. 1]. The show is written by Gilda Adams, and in the cast are Viola Berwick, Vic Smith, Harriette Widmer, Anne Rassell, Billy Rose and Bob Hardaway. Heard on a test basis, the program starts Oct. 17, through Blackett-Sample-Hummert, Chicago.

KTSF, San Antonio, has run a line to the local San Fernando Cathedral built by the Spaniards in the 18th century, so that listeners may awaken to the tolling of the ancient bells.
Unofficial Debut Marks Opening of NBC Coast Plant

Hollywood Radio City Includes Last Word in Progress.

ALTHOUGH NBC's Hollywood Radio City is not to be completed until the end of October, the network has already moved its working staff gradually into the new structure at Sunset Blvd. and Vine St. without interruption to business or programs.

It is expected nearly all departments will be in the new edifice prior to the month-end. No official ceremony will be held nor is any unusual publicity planned, the network deciding that results of a purely local premiere spectacle would not justify the excessive outlays, and as the train on personnel in the pressure of moving and promotion premiere would be unwise.

At press time NBC executives were too preoccupied to release full particulars on the physical, mechanical and other specific aspects of the structure and plant.

Room for Expansion

The new NBC western division headquarters represent an investment of approximately $2,000,000 and is located on Sunset Blvd., between Vine St. and El Centro Ave. The structure is being built by the Austin Co. under supervision of O. B. Hanson, NBC New York vice-president in charge of engineering. James Gordon Strang is NBC engineer in charge of construction. Of modern classical design, the three-story structure contains eight individual studios, all on the first floor. Studios are built on the motion picture unit idea. Executives, sales and production departments are housed in the main three-story building. The plant occupies only half of the NBC property and leaves ample room for further expansion of studio and office space as well as parking facilities.

"Hollywood Radio City is the answer to the radio engineer's dream of an ideal broadcasting plant," Mr. Hanson said. "The individual studios are laid out for maximum efficiency in broadcasting operation, but with equal emphasis on public convenience."

Don E. Gilman, NBC western division vice-president, declared that Hollywood Radio City is doubtless the most beautiful broadcasting plant in America. "By this we do not mean the largest nor necessarily the most expensive," he stated. "No expense or effort has been spared by NBC to make this a model broadcasting plant."

Following the parent company's New York Radio City practice, a 40-cent tour of Hollywood Radio City will be charged when the structure is opened to the public. Charles H. Thurman, in charge of NBC New York guest relations, has been in Hollywood for several weeks, supervising arrangements and scheduling page boys.

With occupancy of the new Hollywood quarters, Mr. Gilman will turn his attention to San Francisco and pick a new building to house NBC studios and executive offices in that city. NBC has occupied its present San Francisco quarters at 111 Sutter St. since 1927. Lloyd E. Yoder, NBC San Francisco manager and operating director of KPO and KGO, is now in New York for the annual meeting of executives of the network's own managed and operated stations. Upon his return to the West Coast it is expected plans will immediately get under way for the new San Francisco studios. It is understood NBC will spend more than $500,000 on the project.

Jobs Found

MORE than ten offers of employment per applicant were received on the first broadcast of I Need a Job, new program on WGN, Chicago, sponsored by the Harsh Clothing Co. Five people were interviewed on that first program, all of them were placed, and 61 phone calls were received during and immediately after the broadcast.

Ex-Baseball Ace

Now Master Salesman

Every Day During Baseball Season... Detroit and Michigan radio fans listen to Harry Heilmann's noon hour broadcast of "Fan on the Street," in which men, women and children speak freely, pro and con, of the baseball industry. This is the third long contract program sponsored by Pfeifer Brewing Company.

Then at Game Time... Harry begins the play by play broadcasting of Detroit Tigers alternately sponsored by Kellogg's and White Star Refining division of Socony-Vacuum. All three sponsors grade Heilmann as "tops" in showmanship and salesmanship - The proof is evidenced by audience response expressed in sales.

La Rosa Starts on WOR

V. LA ROSA & SONS, Brooklyn (La Rosa Macaroni), on Oct. 15, started a weekly musical program featuring three operatic favorites on WOR, New York, Wed., 8:30 p.m. Bruna Castagna, contralto, sings on the first four broadcasts and will be followed by Armand Tokatyan, tenor, and Carlo Morelli, Chilean baritone, supported by a mixed chorus and orchestra under the direction of Alfredo Antonini. Commercial Radio Service Advs., New York, is agency.
Rochester Orchestras
To Give Series on NBC
ROCHESTER Civic Orchestra on Oct. 17 will open a series of 90 concerts by itself, the Rochester Philharmonic and the Eastman School of Music Orchestra to be carried on NBC-Blue, through WHAM, Rochester. The programs include four Thursday matinees and eight Thursday evening broadcasts by the Rochester Philharmonic; 28 Monday matinees and 15 Tuesday afternoon music educational programs by the Rochester Civic Orchestra, and 16 Thursday evening and 19 Saturday morning broadcasts by the Eastman School of Music Orchestra. The Philharmonic programs will be directed by Jospe Iturbi and Guy Fraser Harrison. The Rochester Civic Orchestra's programs will find Mr. Harrison and Paul White conducting. The Eastman Orches-
tra will be directed by Dr. Howard Hanson, Dr. Herman Genaart and Mr. White.

HI MR. SPONSOR!
do you want to sell your wares in ......

THE RICHEST MARKET IN CANADA!

Then here, all ready to serve you is the most popular radio station in Canada's wealthiest buying market — CFRB, Toronto, Ontario! One third of Canada's purchasing power is concentrated within the 100 mile radius covered by this station! To reach this market you need only CFRB's up-to-the-minute facilities. Twelve years of continuous service has made CFRB Ontario's favorite station.

Conclusive as proof of CFRB's popularity we offer the significant result of a recent recall check made on behalf of one of our half hour commercial programs. This was an "idea" show, and we think a good one. The chief Canadian competitor was supported by weekly press advertising. Our program had no such support. For U. S. A. competition it had one of the three leading hour evening programs. Yet the tabulation of completed calls in radio homes produced the results shown in graph form.

Comparative Cost of Major Media
(Continued from Page 22)
tests which indicate that doubling the space of an advertisement increases its attention value by about two-fifths. This means that if a quarter-page advertisement aimed at all readers reaches 7% of them, then an equally good half-page aimed at the same group should reach 9.8% (7% plus two-fifths of 7%). For convenience in computing results due a "better-than-average" half-page, CBS boosted this 9.8% to 10%.

Actual Listenership
Two further points should be remembered in any consideration of this attempt to judge the net results of the three media. One is the fact that CBS was careful at all times to adhere strictly to the established measurements of radio efficiency (the CAB ratings), while generous concessions were made for publication ratings, doubling or even quadrupling the known values of newspaper and magazine advertising.

The second point to be borne in mind is that the research techniques used to establish radio efficiency understate actual circulation works by individual programs, while the techniques used for space media overstate the actual circulation figures.

The CAB method, which CBS used in its comparisons, is based solely on a listener's ability to remember programs he has heard at some time previously. Without prompting or hints of any kind, he is asked: "What programs did you hear this morning? . . . this afternoon? . . . last night?" His own memory alone is what dictates his answer. This technique obviously tends to miss many actual listeners, due to the psychological element of "recognition.

Actual listenership of a given program is determined even further by the limitations of the CAB method. It is limited to telephone homes, and it is limited to the largest of these, which are not twice as many radio homes as homes with telephones in the U. S., and since smaller communities and urban areas are becoming more and more saturated with regular listeners, both these limitations cause the resultant findings to be the barest minimum indication of who really listens to specific programs.

Newspapers (and magazines, too) are checked by the decidedly different "recognition" system. The person who saw or read a certain issue of a newspaper is given a copy of that issue by the investigator. One by one the pages are turned in front of him and the respondent is asked to point out the features and advertisements he read when he first saw the paper. This opportunity to "review" material—which the attention abnormally focused on each ad on each page—may bring "yes" answers or advertisements which were not seen, or which were barely skimmed over, in the normal reading. If this memory aid has any effect on memory aid has any effect on newspaper ratings, it is an inflationary effect, tending to show higher than actual figures of readership. Despite this difference in research technique, the CBS computations were made after giving generous boosts to other media's data, although the radio figures used were exactly as submitted by the CAB reports.

The foregoing points are made by BROADCASTING simply to clarify issues to other characteristics of the CAB method. The foregoing points are made by BROADCASTING simply to clarify issues to other characteristics of the CAB method. The foregoing points are made by BROADCASTING simply to clarify issues to other characteristics of the CAB method. The foregoing points are made by BROADCASTING simply to clarify issues to other characteristics of the CAB method. The foregoing points are made by BROADCASTING simply to clarify issues to other characteristics of the CAB method.

Larus Hockey
LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco, Domino cigarettes) will sponsor 24 play-by-play reports of the home games of the Boston Bruins hockey team, Sunday and Tuesday nights from the Boston Garden, on WAAB, Boston, and Colonial Network stations, starting Nov. 6 and running from 9:45 to conclusion. With Frank Roy broadcasting, the series will be heard on WAAB WEAN WSSR WREA WFBW WHTH WHTX WRDO and WCWV. Sunday games will be heard as recordings of original programs on WAAB at 11 p. m. and on WEAN, WHTH and WLLH at 11:30 p. m. Cecil, Warwick & Legler, New York, has the account.

Page 48 • October 15, 1938

BROADCASTING • Broadcast Advertising
Subscriber Roar Brings Programs Back in Examiner
San Francisco Feud Is Ended When Newspaper Retracts

RADIO and newspaper came to grips in San Francisco in late September and early October, and for a time threatened to involve the entire Bay District broadcasting industry. The principals were KSFO and the Examiner, Hearst-owned morning newspaper. The controversy has since been cleared up to the satisfaction of both parties.

The dispute was set off on Sept. 28 when the Examiner omitted all the KSFO listings from the radio log. At the top of the log was an explanation—not mentioning KSFO—that certain stations were cancelling programs without notice on a wholesale scale, of which, the paper, it alleged, was not notified.

Lasky Explains

In retaliation for this move and to explain his side of the question, Philip G. Lasky, manager of KSFO, went on the air twice on Sept. 28—at 3 p.m. and again at 9:30 p.m. These were Mr. Lasky's words:

In this morning's edition of the San Francisco Examiner there appeared at the head of the Radio Log, the following statements, to quote: "The radio log is of value to newspaper readers only to the extent that it is accurate in listing programs. Some radio stations are broadcasting programs without notice on a wholesale scale. To list such programs in the Radio Log is to give our readers utterly false information, known by the radio stations themselves to be false when they submit these programs to the newspapers. The Examiner refuses to print these fake programs and therefore in eliminating the offending stations from the log as rapidly as the offenses are discovered."

In the list which follows, KSFO, the San Francisco outlet of the Columbia Network, is the only station omitted.

The interruptions and cancellations to which the Examiner apparently refers have been those for which Columbia has in the past few weeks received what we believe to be the highest praise ever accorded a radio network. Our schedule has been interrupted from time to time completely or unannounced, even to us, to bring you the voices of Columbia, the correspondents who Columbia has maintained in practically every capital of Europe, and of H. V. Kaltenborn, dean of Columbia's news commentators.

It is particularly unfortunate that at a time when news is in the making and when both the radio stations and the newspapers of America are striving to their utmost to bring you these developments as they occur, that there should be room for professional bitterness.

Through the brief but spectacular history of the world of radio, most newspapers have realized to live comfortably with broadcasting and to have little fear for its place and prestige as a news disseminating agency, Radio has as its primary assets, instant transmission and the personal quality of presentation... only radio can bring you the voice of Hitler or his spokesmen. The newspaper, on the other hand, has as its assets a tremendous variety of approaches to the news and the resulting tremendous variety of interests to readers of different tastes. It is a permanent record. The places and the functions of these two great sources of public information are not likely to become competitive beyond these limitations.

If interruptions of our schedule and cancellations of programs—many of which have been commercial programs, the cancellations of which cost Columbia many thousands of dollars and which interruptions of this sort, for the most important news of the world today, make previously released programs "fakes," to quote the Examiner... we shall continue to risk your criticism and that of the San Francisco Examiner.

More Seats for Your Show

Additional thousands of people have joined the large KDYL audience.

Increased power and newest type broadcasting equipment puts KDYL into homes hitherto unheard.

It's a new and fertile field for sales. Particularly fertile because KDYL has always been a result-getter, due to its popularity as the undisputed leader in showmanship.

KDYL now provides more seats for your show in the rich, responsive Salt Lake market. Alert advertisers are availing themselves of this "bonus" in greater coverage.

Direct Results

Jack Shackett, time salesman of KLRA, Little Rock, recently was standing in a client's clothing store, awaiting the arrival of the manager, when a clothing customer entered. Noticing that all clerks were busy, Lasky Shackett took off his hat and stepped forward—and shortly had sold a suit of clothes, without commission. The store manager thereupon renewed his contract with KLRA.

Francisco Examiner, in release of those so-called fake programs which I am now able to publish, states as usual in the other newspapers of this city:

The response by the radio audience was instantaneous. Mr. Lasky was deluged with letters of support from listeners, many of whom reported they were cancelling Examiner subscriptions because KSFO was not included in the log. At the same time the listeners expressed their appreciation for Columbia's complete news coverage of the European situation. The Examiner switchboard was reported to have been choked with calls from prospective subscribers.

On Sept. 29 the Northern California Broadcasters Assn. held an indignation meeting to discuss the KSFO-Examiner affair. Mr. Lasky outlined the entire dispute. A meeting was called for Oct. 4, but was cancelled when it was learned KSFO had cancelled its Examiner program for four days, the Examiner reinstating it after this. Two days later—on Sunday and Monday—the Examiner carried the following rider atop the radio column:

"Radio logs are referred to a maximum extent to the customary completeness. The occasion for the recent disagreement between the Examiner and Station KSFO has passed. Such inconveniences as were suffered by readers and listeners are a matter of regret.

"Station KSFO states that it is true that their deviation from the Examiner's log is strictly in the interests of service to its listeners in connection with its complete news coverage of the European situation.

"The listings of KSFO are restored without prejudice to either party in the recent misunderstandings."

The controversy, Mr. Lasky stated, occurred during the midst of the Nazi-Sudeten crisis in Europe. In a special midnight broadcast, a KSFO newsreader read a copyrighted, signed article by an International News Agency, Service European correspondent. The managing editor of the Examiner heard it. He repeated the fact, Mr. Lasky charged, that the station had broadcast this article, the identical one which his paper was at the time setting in type for the next morning's edition. Mr. Lasky claims that INS instructed him that he could use any story, copyrighted or not, which gave over the INS wire. This statement was backed up by the San Francisco manager of INS.

Last year the Examiner dropped KGQC, now KSAN, from its log when the station announced plans to greatly increase the number of its news broadcasts at the time when a strike of the Newspaper Guild threatened to stop publication of the papers. The station was restored to the log after a brief period.

More Seats for Your Show

Additional thousands of people have joined the large KDYL audience.

Increased power and newest type broadcasting equipment puts KDYL into homes hither-to unheard.

It's a new and fertile field for sales. Particularly fertile because KDYL has always been a result-getter, due to its popularity as the undisputed leader in showmanship.

KDYL now provides more seats for your show in the rich, responsive Salt Lake market. Alert advertisers are availing themselves of this "bonus" in greater coverage.

Direct Results

Jack Shackett, time salesman of KLRA, Little Rock, recently was standing in a client's clothing store, awaiting the arrival of the manager, when a clothing customer entered. Noticing that all clerks were busy, Lasky Shackett took off his hat and stepped forward—and shortly had sold a suit of clothes, without commission. The store manager thereupon renewed his contract with KLRA.

Francisco Examiner, in release of those so-called fake programs which I am now able to publish, states as usual in the other newspapers of this city:

The response by the radio audience was instantaneous. Mr. Lasky was deluged with letters of support from listeners, many of whom reported they were cancelling Examiner subscriptions because KSFO was not included in the log. At the same time the listeners expressed their appreciation for Columbia's complete news coverage of the European situation. The Examiner switchboard was reported to have been choked with calls from prospective subscribers.

On Sept. 29 the Northern California Broadcasters Assn. held an indignation meeting to discuss the KSFO-Examiner affair. Mr. Lasky outlined the entire dispute. A meeting was called for Oct. 4, but was cancelled when it was learned KSFO had cancelled its Examiner program for four days, the Examiner reinstating it after this. Two days later—on Sunday and Monday—the Examiner carried the following rider atop the radio column:

"Radio logs are referred to a maximum extent to the customary completeness. The occasion for the recent disagreement between the Examiner and Station KSFO has passed. Such inconveniences as were suffered by readers and listeners are a matter of regret.

"Station KSFO states that it is true that their deviation from the Examiner's log is strictly in the interests of service to its listeners in connection with its complete news coverage of the European situation.

"The listings of KSFO are restored without prejudice to either party in the recent misunderstandings."

The controversy, Mr. Lasky stated, occurred during the midst of the Nazi-Sudeten crisis in Europe. In a special midnight broadcast, a KSFO newsreader read a copyrighted, signed article by an International News Agency, Service European correspondent. The managing editor of the Examiner heard it. He repeated the fact, Mr. Lasky charged, that the station had broadcast this article, the identical one which his paper was at the time setting in type for the next morning's edition. Mr. Lasky claims that INS instructed him that he could use any story, copyrighted or not, which gave over the INS wire. This statement was backed up by the San Francisco manager of INS.

Last year the Examiner dropped KGQC, now KSAN, from its log when the station announced plans to greatly increase the number of its news broadcasts at the time when a strike of the Newspaper Guild threatened to stop publication of the papers. The station was restored to the log after a brief period.

Direct Results

Jack Shackett, time salesman of KLRA, Little Rock, recently was standing in a client's clothing store, awaiting the arrival of the manager, when a clothing customer entered. Noticing that all clerks were busy, Lasky Shackett took off his hat and stepped forward—and shortly had sold a suit of clothes, without commission. The store manager thereupon renewed his contract with KLRA.

Francisco Examiner, in release of those so-called fake programs which I am now able to publish, states as usual in the other newspapers of this city:

The response by the radio audience was instantaneous. Mr. Lasky was deluged with letters of support from listeners, many of whom reported they were cancelling Examiner subscriptions because KSFO was not included in the log. At the same time the listeners expressed their appreciation for Columbia's complete news coverage of the European situation. The Examiner switchboard was reported to have been choked with calls from prospective subscribers.

On Sept. 29 the Northern California Broadcasters Assn. held an indignation meeting to discuss the KSFO-Examiner affair. Mr. Lasky outlined the entire dispute. A meeting was called for Oct. 4, but was cancelled when it was learned KSFO had cancelled its Examiner program for four days, the Examiner reinstating it after this. Two days later—on Sunday and Monday—the Examiner carried the following rider atop the radio column:

"Radio logs are referred to a maximum extent to the customary completeness. The occasion for the recent disagreement between the Examiner and Station KSFO has passed. Such inconveniences as were suffered by readers and listeners are a matter of regret.

"Station KSFO states that it is true that their deviation from the Examiner's log is strictly in the interests of service to its listeners in connection with its complete news coverage of the European situation.

"The listings of KSFO are restored without prejudice to either party in the recent misunderstandings."

The controversy, Mr. Lasky stated, occurred during the midst of the Nazi-Sudeten crisis in Europe. In a special midnight broadcast, a KSFO newsreader read a copyrighted, signed article by an International News Agency, Service European correspondent. The managing editor of the Examiner heard it. He repeated the fact, Mr. Lasky charged, that the station had broadcast this article, the identical one which his paper was at the time setting in type for the next morning's edition. Mr. Lasky claims that INS instructed him that he could use any story, copyrighted or not, which gave over the INS wire. This statement was backed up by the San Francisco manager of INS.

Last year the Examiner dropped KGQC, now KSAN, from its log when the station announced plans to greatly increase the number of its news broadcasts at the time when a strike of the Newspaper Guild threatened to stop publication of the papers. The station was restored to the log after a brief period.
WOB, Newark

WJM, Milwaukee

KSF, San Francisco

KFI, Los Angeles

WPO, New York

WNBX, Minneapolis

KGF, San Francisco

KFI, Los Angeles

WPO, New York
Gellaty Returns

WILLIAM B. GELLATLY, former sales manager of WOR, New York, has been appointed eastern sales representative of Miller Broadcasting System, New York, producer and distributor of radio programs through the Miller tape transmission process. An advertising salesman for 15 years, with the Chicago Herald & Examiner, the New York Herald Tribune, CBS and WOR, Mr. Gellaty is returning to the profession he left a year-and-a-half ago when he left New York to settle permanently in Bermuda.

GROW & PITCHER, Toronto transcriptions firm, has increased its staff and moved to larger quarters in the Concourse Bldg. The firm has taken over Brydges Recording Studios, pioneer Canadian recording company, and will do its own recording. Jack Brydges has joined Grow & Pitcher to direct production and recording.

DOMINION BROADCASTING Co. announces it is recording the Friday evening trans-Atlantic news comment from Beverly Baker in London, featured on the General Motors of Canada weekly trans-Canada network. The recordings are for the library use of MacLaren Adv. Co., Toronto.

ASSOCIATED BROADCASTING Co., Toronto and Montreal, has obtained Canadian selling rights to CBS transcription Sally of the Star and Don Lee transcription The Phantom Pilot.

Sell Charles Michelson Transcribed Programs
Get “that” account!
Representing the leading producers of the country, Charles Michelson offers to the low budget account programs of proven ability and established audiences at a cost that must prove profitable. For complete catalogue write to Dept. Bi

CHARLES MICHELSON
Transcribed Programs
546 Fifth Avenue • New York City

REACH MORE...Ready-to-buy Farmers for LESS MONEY

REACH MORE . . . . becaus WIBW is the most-listened-to station in Kansas, serving 893,770 farm homes.

READY TO BUY . . . . because in these farm homes, pockets are bulging with cash from their second consecutive year of bumper crops. Because they have confidence in WIBW, sales messages become neighbor-to-neighbor recommendations.

FOR LESS MONEY . . . because this proved selling method gets ACTION! You get more returns — faster — per dollar spent.

Ben Ludy, Manager

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

Represented by WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

WEB “The Voice of Kansas”
DON LEE MAKES IT 29

Station KTKC, Visalia, has been added to the Don Lee Network. This means that Don Lee advertisers will now cover the following counties...FRESNO, TULARE, KINGS and part of KERN from a LOCAL outlet.

Buy Don Lee and place your message on the only Pacific Coast Network that gives you complete LOCAL primary coverage in ALL the 29 primary Pacific Coast markets.

DON LEE BROADCASTING SYSTEM
The Nation's Greatest Regional Network
LEWIS ALLEN WEISS
General Manager
1076 West 7th St.
Los Angeles, California

9 Out of 10 Radio Homes on the Pacific Coast are within 25 Miles of a DON LEE STATION

Radio Advertisers

MARRIOTT FIELD & Co., Chicago, on Oct. 10 will start Toy Center Monday Night for the Christmas trade, three blocks a day. The Watch Co. Agency is an outside Chicago. Agency is that the WGN outlet. It will start a Christmas program, Adventures in the Christmas Sea, one week later. The show will originate with the Weed plant and will be heard three days a week. 2-16-30 p.m. Agency is George F. C. Co. Los Angeles, Ed. in Cohn, account executive.

THOMAS J. WEBB Co., Chicago. (coffee). On Oct. 11 will start a quiz program, KFBC, featuring Eddie Cavanagh on WGN, Chicago. The show will originate with the Weed plant and will be heard three days a week. 2-16-30 p.m. Agency is George F. C. Co., Los Angeles Ed. in Cohn, account executive.

MOODY BIBLE INSTITUTE of Chicago, on Sept. 25 began the religious program, Let's Go Back to the Bible, which is heard Sundays 2-16-30 p.m. a half-hour show devised by MBS on CCLW WAAR WFLF, WHN WMIB WSAE and WGN. The program consists of short messages by Dr. Will H. Houghton, president of the Moody Bible Institute. Wendell F. Loeserson, WHN director, acts as announcer. Cirefeld, Co., Chicago, is the agency in charge.


GOSPEL BROADCASTING ASS'N. Los Angeles (religion), on Oct. 2, resumed its Old Fashioned Revival on MBS-Don Lee stations, Sun., 9-10 a.m. The program consists of religious poetry by Rev. Charles Fuller, heard from 9-10 a.m. on WMT KSO WAWP WTVS WDAW WABG, KGMB WWWS, and from 11 a.m. to 12 midnite on WIRE and KFKA, K. H. Alls, Los Angeles, is the agency in charge.

LAMONT, CORLESS & Co., Chicago, on Oct. 31 will place quarter-hour sections on Women of Chicago, a personality program featuring Alice Madison, on WJZ, New York. Mon., Wed. and Fri. 9-15-30 a.m. On Nov. 2 Lamont, Corless will also place the West Coast production show, Woman's Magazine of the Air, Mon., Wed. and Fri. 3-45-15 p.m. on KFBI KGW KOMO and KIQ. J. Walter Thompson, New York, is the agency in charge.

HOME OIL & REFINING Co., Great Falls, Mont. (petroleum products), is sponsoring three weekly, quarter-hour transcribed serials. In-Loos, written by Hal Berger, on KBCO, will be syndicated under a program, Corp., Hollywood, which has national rights to the serial.

JUER PACKING Co., Vernon, Calif. (meats), which recently used six radio spots in its weekly participation in the combined Insurance Protection League and Sunrise Salute on KKN, Hollywood, in a five-week test as its first radio campaign. The contract is for 32 weeks, effective Oct. 3. Glaser Adv. Agency, Los Angeles, has the account.

COOPERATIVELY SPONSORED by Canadian advertisers, the morning Women's Forum Club program, on Sept. 29 marked its sixth year on the air in CHRC, Quebec. The club has 15,800 members and is considered one of the most popular daytime programs in Quebec.

FLAMINGO SALES Co., Hollywood. (mail polish), an occasional use of radio, is using four and five spot announcements weekly on KXK and KFI, on a 13-week Southern California campaign. Agency is Buchan & Co., Los Angeles.

KEF, Sacramento, has been added to the group of California stations carrying time slots for Rehn's Van & Storage Co. Los Angeles, Brooks Adv. Agency, Los Angeles, has the account.


KRAFT-PHENIX Cheese Corp., Chicago (malted milk), has contracted for quarter-hour sports programs preceding football games on WTMJ, Milwaukee. Agency is J. Walter Thompson Co., Chicago.

PATE OIL & Co., Milwaukee, is sponsoring the third annual fall and winter Civic Concert series on WTMJ, Milwaukee, featuring local choral groups. The series of 20 half-hours was placed by John Barnes Agency, Milwaukee, with Grant Sundheim representing WTMJ.

PINEX Co., Port Wayne, Ind. (colder remedy), has started Alexander McCann in a series of news reports on WJJD, Chicago. The program is heard five days weekly at 4:30 a.m. through Russell M. Seeds Co., Chicago.

GENERAL MOTORS SALES Corp., Detroit (Chevrolet), on Oct. 11 will resume a specially edited series of United Press wire dispatches on WARC, New York, Sat., 6-6:30 p.m. Campbell-Ewald Co., New York, is the agency.

QUAKER OATS Co., Peterborough, Ont., starts at the end of October a spot sport announcement series over 12 Canadian stations. Loel & Thomas of Canada, Toronto, handled the account, and Dominion Broadcasting Co., Toronto, handled the recordings.

LEVY BROS., Hamilton, Ont. (Bridal Wreath rings) is running a five talent show over CKOC, Hamilton, and CFRB, Toronto, which is recorded and used two weeks later over CKWY, Vancouver; CJAT, Trail; CFCN, Calgary; CJBC, Winnipeg; CJIC, Sudbury; CKPR, Fort William; CKOK, Regina; CKAC, Montreal. Ferrel Adv. Service, Hamilton, places the account and Dominion Broadcasting Co., Toronto, makes the recordings.

JOHN LABATT Ltd., London, Ont. (brewer) has started a sports digest and a dramatic show over CKAC, Montreal, and a weekly program for the American distributor, Head Mills & Co., Rochester, N. Y., over WGR, Buffalo. J. Walter Thompson Co., Toronto, placed the three shows.

WSYR now carries both Red and Blue NBC programs 570 k. c. in Syracuse
HENRY BURKS & SONS, Montreal, (Jewellers) and affiliated companies Burks Ellis Ryrie Ltd., Toronto, and Blankenship Ltd., Winnipeg, start about Oct. 15 a series of 32 dramatic and entertainment programs which will be run daily over eight stations in each of the eight Canadian cities in which the firm has branches. The series will be produced on CKPC, Montreal; CFBF, Toronto; CKWX, Vancouver; CFBC, Saskatoon; and on stations in Ottawa, Calgary, Winnipeg and Hamilton. The series is handled by Clark Locks Ltd., Toronto, with transcription from NBC.

ROCK CITY-DRACO Co., Quebec, has started a twice-weekly 15-minute transcription test over CJBC, Sydney, N. S., to Dr. J. H. Prince, son of Rev. Dr. J. H. Prince, Toronto, to handle the account.

Rivers. Sherman K. ('HLT, Toronto; Whirlpool, Fort Erie; the network program station, Montreal. Transcriptions of the Magic Carpet for Chicago.

Pa., 10:15 AM.

Friendly featuring week E. C. Halton's Bitters), CKCH, Hull (wine) has made the script and produced serial, three times weekly over CRCA, Toronto, with transcriptions in the fewest branches.

Kodak.

W. E. Long

Simons-Michelson Ltd., Toronto, with transcriptions in the fewest branches.

BEAUTIFUL facade of the new WHLS, Port Huron, Mich., whose triple-plate observation window permits passersby in the downtown location to watch broadcasts taking place in main studio as its huge neon sign attracts them. Formal opening of the new station, called the Blue Water Station, took place Oct. 9 on the occasion of the opening of the new International Bridge joining Port Huron and Sarnia, Ont., with many dignitaries attending.

KSAM Takes the Air

WITH special programs from the Sam Houston State Teachers College, whose president, Dr. C. N. Shaver, is part owner of the station, the new KSAM, Huntsville, Tex., 100 watts daytime on 1500 kc., was formally inaugurated Oct. 2. A pickup for the State penitentiary also featured the dedication. The station is managed by John S. Shaver, formerly with KNGC, KYO, KGMM and KORC. Its pro-

gram director and chief announcer is Charles Finner, formerly with KTEM and KOCA. Paul Wolf, formerly with KGK, is chief engineer. Clarence Thomas is announcer and R. C. Wilkerson, engineer.

M & O Stations of NBC Hit Spot Sales Record


ABE CORSENOS, owner of the old KELW, Los Angeles, has applied to the FCC for a new 1,000 watt station on 1350 kc in Evanston, Ill.

THESE CUMBERLAND MOUNTAINS BOTTLE-UP MARYLAND’S SECOND LARGEST MARKET...

800 KILOCYCLES • 250 WATTS CLEAR CHANNEL

CUMBERLAND, MARYLAND

NO NETWORK STATIONS SERVE THIS CITY

National Representatives: JOSEPH H. MCGILLIVRA

The 98,400 radio families in the WTBO good service area depend almost exclusively on WTBO... because no network station regards location or power serves our listeners consistently or effectively.

In WTBO's listener area, annual retail sales amount to more than $177,393,000. If you are to get your share of this business WTBO is a MUST medium. Other National advertisers have found this station to be effective and economical... that's why WTBO's renewal percentage is so high.

www.americanradiohistory.com
S

SERIES of half-hour concerts by the Cincinnati College of Music Symphony Orchestra will originate at WSAI for MBS, beginning Oct. 19 at 8 p.m. (EST). Walter Heerman, first cellist with the Cincinnati Symphony and instructor at the College, and Uberto Neely, WLW-WSAI violinist-conductor and director of radio extension at the college, will conduct. A student soloist will be presented at each concert, and network stations carrying the programs will be invited to audition student musicians in their communities, the most talented to be selected for guest appearances with the Cincinnati group.

Before and After TRANSCRIPTION of opinions expressed before the contest is being aired on WOC, Davenport, under the title You Said It Yourself, as a post-football game feature. The show was conceived and is handled by Bill Voas, WOC special events announcer.

Emily Post's Program

SOCIALIZED recitation technique of modern school rooms has been adapted to radio in the new Right Thing to Do series, broadcast on NBC-Red, Mondays, 7:30-8 p.m., under the sponsorship of George W. Luft Co., Long Island City, and Tangee lipstick. Emily Post, noted authority on etiquette, chooses members of the studio audience to act out scenes embodying situations which have proved embarrassing to her correspondents, and, when they have finished their impromptu dramas, asks the rest of the audience to criticize their method of solving the problem, concluding with her own summary. Program, placed through Cecil, Warwick & Legler, New York, is said to have the most complete audience participation of any of this type of show now on the air.

International Food

AIMING at the high foreign percentage of Cleveland's population, Montana Flour Mills has fashioned the Recipes of the Nation on WQAR, Cleveland. Each program is devoted to the music of a nationality, and the recipes solicited and read are of the nationality. Prizes of $2 each are awarded for recipes selected for broadcast. Talent on the program is Florence LaGarde, formerly with the Cleveland Press as householder editor.

Tongue Gnawers

ALLITERATIVE problems in rapid pronunciation are the substance of Tongue Twister Tournaments, conducted on KDRA, Pittsburgh, by Bill Beal. On first show listeners, asked to send in twisters, responded with 200 replies; second, over 500; and third, more than a thousand. Each week he uses 12 to 16 of those submitted, paying $1 for each one accepted. Four contestants, picked from the studio audience, participate in each tournament, the winner receiving $5 in cash and the other three two tickets to a local theater.

From the Lobby

STICKLERS and ticklers are put by Morton's Question Man twice a week to visitors in the John Marshall Hotel lobby on WRTD, Richmond, Va. A watch goes to the person submitting the best set of five questions for each program, and each person interviewed gets a dollar bill.

Haymow Doings

CALLING on listeners with Ezra Martin and the Folks From Pleasant Valley, Jim Yerian and the mobile unit of WBNS, Columbus, visit various farms and interview members of the household during Ezra's program. Listeners write in, inviting Announcer Yerian to call on them.

Estimates Consumer Income for Next Six Months

BROOKMIRE INCOME MAP

BROOKMIRE INCORPORATED

KFYR Covers the BRIGHT SPOT of North America!

Estimated Consumer Income for Next Six Months

KFYR is the only single station capable of telling your story in the "GOOD PROSPECT" AREA!

5000 Watts Day, 1000 Watts Night
550 Kc. ** NBC Affiliate

KFYR

BISMARCK, NORTH DAKOTA

Prison Rodeo

EIGHTH annual Texas Prison Rodeo was carried by WBAP, Fort Worth, remoted from the state prison stadium at Huntsville Oct. 2. Harold Hough, WBAP manager and veteran announcer known as the "Hired Hand", announced the rodeo, the only show of its kind in the world, and acclaimed as "Texas' Fastest and Wildest Rodeo". All participants in the events, from roping to bronc-busting, were inmates of the prison.

Schoolboy Sportscasters

SPONSORED by Frank Bros., San Antonio clothiers, KMAC, San Antonio, broadcasts daily sports resumes with student announcers from six local high schools airing the sports news of their schools during the last five minutes of each quarter-hour program. KMAC also features professional golfers in daily question-answer programs under sponsorship of a local men's store. Pros from each of the city's eight country clubs and public golf courses answer all golfing questions sent in by listeners and merchandise is given for the most tricky questions submitted.

Tomorrow's Treats

DAILY forecast of the following day's programs is the new daily quarter-hour, On KMOX Tomorrow, spotted early in the evening on KMOX, St. Louis.
SENSE S as he parachuted to earth from a balloon were described via the ultrashort-wave pack transmitter of KDYL, Salt Lake City, worn by Archie Baldrige (right) who was interviewed before takeoff by Announcer Myron Fox during the Utah State Fair.

**Chance for Amateurs**

OPPORTUNITY to appear in professionally rehearsed radio drama is offered nonprofessional actors on the weekly Opportunity Theater of KBO, San Francisco, presented Fridays from the San Francisco Community Playhouse. Applicants, who have left their names at the door as they entered the Playhouse, are called to the stage to read lines chosen from dramas previously presented on NBC. When the program goes on the air, final transcriptions of the selections winners, who are heard the following week, after studio rehearsals. Winners of the previous week are then heard, first in a dress rehearsal and finally in the finished production.

**Radio for Women**

ALMA KITCHELL, concert star and clubwoman, on Oct. 7, resumed her weekly programs, known as Alma Kitchell’s Brief Case, for the 12th year on NBC-Blue network, Fri., 9:05-9:10 p. m. Addressing feminine listeners, Mrs. Kitchell discusses what radio means to women as mothers, homemakers and clubwomen, and clubwomen practically and culturally, basing her talks on unusual letters from listeners. Mrs. Kitchell in the center of the soloist and mistress-of-ceremonies on the NBC feature, Let’s Talk It Over.

**Archie’s Grab Bag**

RIDDLES, recorded music, spot interviews, commercials, sport shorts and what not are carried on Arch McDonald’s Grab Bag, heard Mondays through Fridays, 3:30-5 p.m. on WONS, Washington, D.C. Each day Announcer Flack's fifteen riddles out of the bag, invites listeners to phone in answers, and gives prizes for first right ones.

**News of Organizations**

NEWS about the different functions of educational, religious, social and fraternal societies in Greater New York is carried on the weekly quarter-hour Public Service Report, presented by Charles Berry on WOR, New York.

**Radcliffe of Troy**

ONE-MAN show is History Was Made Where You Live on WGY, Schenectady, featuring Radcliffe Hall dramatizing the history of communities in the service area of Troy Savings Bank Troy, N.Y., sponsor of the program. Mr. Hall prologues the broadcast with a narration leading up to a dramatized sketch in which he characterizes all parts. Copies of the radio presentations are printed and mailed to listeners upon request. Hevenor Agency, Albany, handles the account.

**The War Fever**

SUPPOSEDLY actual events concerning the activities of the Red Circle, a spy organization of an Eastern European power, and its attempts to enter the U.S. Army and Navy are broadcast on the serial program The Crimson Wizard, on the MBS network, Fri., 9-9:30 p.m. Much of the plot revolves around the building of new super-battleships by America, and is enlivened with special recordings of actual machine gun, rifle and artillery fire.

**Around a Table**

VICE-MAYOR Nicholas Klein, of Cincinnati, presides over the informal discussion on questions of the day carried by WKRC, Cincinnati, on its Saturday Knights of the Round Table. Questions of local, national and international importance are brought before a different group each week, ranging from university professors to politicians and newspapermen, and all participants express views on the subject under discussion.

**Flatbush Jobs**

APPEALS to increase private employment are broadcast by the Borough of Brooklyn on WMCA, New York, Wed., 8:45-9 p.m. The series is conducted by Harry Marcus, manager of Sears Roebuck Co. in Brooklyn and chairman of the Merchants Council of the Flatbush Chamber of Commerce, and features talks by outstanding personalities in civic and industrial life in the Borough.

**Stunned by Pedagogy**

SCHOOLROOM antics of a varied group of pupils, colored with humor from Waldo S. Newbury, musical director of WBRY, Waterbury, are featured in School Daze on that station.

**National Advertisers**

**Advertising in Canada**

**CHNS**

Halifax, Nova Scotia

The Key Station of the Maritimes

WM. C. BORRETT, Director

U.S.A. Representatives:

Jos. Wein & Co.

350 Madison Ave., N.Y.C.

**Straws in the Wind?**

Jackson reports substantial monthly increases in building permits; total value of building permits; bus passengers; Post Office receipts; gas and electric connections; new families; telephones in use. These are not just "straws in the wind" but facts that prove conclusively that it is to your advantage to advertise over WJDX — the station that speaks with dominant appeal in the Mississippi market area.
65,000,000 People
Live Within
500 Miles of
WHAS
50,000 Watts
820 Kilocycles
CBS Basic Station

S & F Names Craig

WALTER CRAIG, radio producer, has been appointed radio director of Street & Finney, New York agency. Coming to radio from the stage, where he played leading roles, Craig was manager of the commercial program department of World Broadcasting from 1929 until 1935, and has since headed his own production agency in New York. He has handled production on the semi-annual radio campaigns of United Drug Co. to promote its Rexall One-Cent sales and on the programs sponsored by Carter Medicine Co., which are the chief radio users among the clients of Street & Finney, so his new position will to some extent be an enlargement of his former duties. Kenneth Burton, who has been associated with Craig since they worked together at WBS, has taken over the Craig organization.

ROY F. SHULTS, for ten years with Compton Adv., New York, recently as newspaper space buyer, has joined Joseph Katz Co., Baltimore, as director of media, in charge of all purchase of space and time for the agency's clients.

FLETCHER B. TRUNK, of Denvers & Trunk, Denver, recently took over the firm, which will operate as Fletcher B. Trunk & Co. in the same location in the Gas & Electric Bldg., Denver.

MAC WILKINS & CO. Inc., Portland, Ore., has moved to the Gorbett Bldg.

WILLIAM LASKER, director of Lord & Thomas, after several weeks in Hollywood, has returned to Chicago headquarters.

MYRON KIRK, radio department manager at Artistic, Hollywood talent agency, since January, has severed his connections with that firm. Before joining, famous artist he was radio director of Rath- ruff & Ryan.

AL BRENNER, formerly of Blackett-Sample-Hummert, Chicago, where he wrote copy for the outdoor account, joins the copy department of H. W. Kastor & Sons Adv., that city, effective Oct. 17.

GEORGE TOLIN, formerly radio production manager of Allied Adv. Agencies, San Francisco, has been appointed radio director of Hildago (Cal.) Conservatory of Music and Arts.

CULBERT SULLIVAN, formerly account executive of Phillip J. Menay Co., Los Angeles, and well known in national advertising, has established his own agency under firm name of Culbert Sullivan Co., at 412 West 9th St., that city.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood advertising and radio production concern, is making an annual visit to all western clients. During his tour he will also confer with M. Lewis Goodkind of Goodkind & Morgan, Chicago, and the Raymond R. Morgan Co. affiliate.

WARREN P. FEHLMAN has joined Darwin H. Clark Adv. Agency, Los Angeles, as account executive. Mr. Fehlman was advertising manager for the Southern California district of the Wall Street Journal.

LAWRENCE H. WOOD has joined Charles Eckart Co., Los Angeles, as head of the public relations and merchandising department. Charles J. Eckart heads the radio department. Agency recently moved to larger quarters at 1709 West 8th St.

O. M. SCHLOSS, formerly in radio station relations work at McCann-Erickson, New York, on Oct. 1 was appointed space buyer of publication media for that agency.

RALPH RICHMOND, on Oct. 1, signed as head of the radio commercial department of Benton & Bowles, New York. His future plans will be announced shortly. Clinton S. Ferris, former head of Blackett-Sample-Hummert, New York, replaces Mr. Richmond.

FRANK W. DELANO of the traffic and merchandising department of Young & Rubicam, New York, for the past five years, has been transferred to the agency's Hollywood office to replace Fred W. Naas as coordinator. Mr. Naas is now in the New York office of Young & Rubicam.

ROBERT ETTIENNE, formerly with the radio department of H. W. Kastor & Sons Adv. Co., Chicago, has joined the estimating division of Blackett-Sample-Hummert, Chicago.

STUART L. KELGINSMLTH, who formerly operated his own Los Angeles agency, has joined Buchanan & Co., that city, as account executive and producer.

JAMES W. WHIPPLE, writer and producer of Lord & Thomas, Chicago, has been named radio director to succeed Israel Lichtman, who has resigned recent-ly to join Ed. Wolff & Associates, Rochester, N. Y.


CLINTON S. FERRIS, formerly vice-president of Blackett-Sample-Hummert, Chicago, has joined Benton & Bowles, New York.

BUCKINGHAM GUNN, with J. Walter Thompson Co., Chicago, before joining Rathruff & Ryan a year ago, has returned to the Thompson agency, where he will produce The Northerner, for Northern Trust Co., and Bowman Dairy Co.'s Musical Clock.
ROBERT M. FLEIMING, account executive of Harry M. Miller Inc., Columbus, has been appointed manager of the Cincinnati branch and director of radio for the entire agency.

SAMMON Advertising & Merchandising Service, Baltimore, has moved to new quarters at 733 N. Exonw.


INTERSTATE Adv. Agency, Cleveland, has appointed Wm. E. Brinker as a Cleveland sales representative.

SHOUSE NAMES IRS AS REP FOR WSAI

APPOINTMENT of International Radio Sales as exclusive national representatives for WSAI, Cincinnati, was announced Oct. 10 by James D. Shouse, vice-president of Cresley Radio Corp. in charge of broadcasting operations.

The appointment, Mr. Shouse said, does not affect the status of WLW, which is represented by Transamerican Broadcasting & Television Corp. The change, he stated, is part of a program to segregate completely operation of the two stations and in no manner is critical of Transamerican's representation of the two stations.

With the appointment, WSAI, in a business way, becomes completely independent of WLW. Dewey H. Long, formerly of CBS' Radio Sales, recently took over general management of the station which has its own sales, special events, and programming departments.

"The change was occasioned only by the increasing necessity for separate representation of WLW and WSAI," said Mr. Shouse. "It has been our purpose for the past year to segregate the activities of WLW and WSAI. With each station having its own national representative, that segregation program has been completed."

Mr. Long also announced appointment of Jack Thornquest as sales manager of WSAI. He has been with the station since 1937 and before that spent a year in agency work with Ralph H. Jones Co., Cincinnati. He is a graduate of Miami University.

CKLW Names McGillvra

APPOINTMENT of Joseph H. McGillvra as exclusive representatives in the New York, San Francisco, Los Angeles, and Atlantic areas was announced Oct. 3 by J. E. Campeau, general manager of CKLW, Detroit. Simultaneously he announced that the New York office of CKLW, headed by Phil Fusa, has been closed. The Chicago office, with George Roesler in charge, will continue, Mr. Campeau declared.

Marvin Joins Esty

RICHARD MARVIN, for 10 years with J. Walter Thompson Co. in Chicago and for five years radio director of that office, has joined William Esty & Co., New York, as radio director, succeeding F. S. Crampton who resigned last month.

McGillvra Names Wright To Head Toronto Office

C. W. (Bill) WRIGHT has been appointed manager of the Toronto office of Joseph Hershey McGillvra, station representative firm, succeeding N. Porter Colwell, who has resigned to become manager of Canadian Facts Ltd., research organization, and a partner in the business with Ethel Fulford. Mr. Wright, for the past year a member of the McGillvra staff in Toronto, was formerly manager of CKGB, Timmins, Ont., and has subsequently been associated with Northern Broadcasting Co. and All-Canada Ltd., Canadian station representative concerns. He spent a month last summer in the McGillvra New York office.

J. L. Alexander, salesman for national advertising media in Toronto for the past six years and most recently with the Kingston, Ont., Whip-Standard, has been added to McGillvra's Toronto sales staff. L. M. (Mike) Mickles Jr., continues in charge of the firm's Montreal office.

Ferguson Joins Weed

R. L. (Fergie) Ferguson, veteran broadcaster, on Oct. 10 joined the Chicago sales staff of Weed & Co., station representatives. A veteran of a dozen years in radio, Mr. Ferguson joined the Weed organization a year with Jesse L. Kaufman Inc., where he managed talent and production. He was manager of WINS, New York, from 1934 to 1937 and prior to that time was with the Chicago sales unit of NBC and commercial manager of WLW. Still earlier in his career he was with WOR, Newark, and WAHG, which later became WABC, New York.

McGillvra Names Wright To Head Toronto Office

C. W. (Bill) WRIGHT has been appointed manager of the Toronto office of Joseph Hershey McGillvra, station representative firm, succeeding N. Porter Colwell, who has resigned to become manager of Canadian Facts Ltd., research organization, and a partner in the business with Ethel Fulford. Mr. Wright, for the past year a member of the McGillvra staff in Toronto, was formerly manager of CKGB, Timmins, Ont., and has subsequently been associated with Northern Broadcasting Co. and All-Canada Ltd., Canadian station representative concerns. He spent a month last summer in the McGillvra New York office.

J. L. Alexander, salesman for national advertising media in Toronto for the past six years and most recently with the Kingston, Ont., Whip-Standard, has been added to McGillvra's Toronto sales staff. L. M. (Mike) Mickles Jr., continues in charge of the firm's Montreal office.

WAVE SELLS PEOPLE—NOT GEOGRAPHY!

If you want to know how important is Louisville in this whole wide expanse of Kentucky and Southern Indiana, give ear, boys! Our City Limits alone, furnish 67.8% of all food sales and 75% of all drug sales made in the entire Louisville Trading Area (25 counties)! And it contains 80.7% of the Area’s total income-tax payers! . . . WAVE delivers what you need in Kentucky. Why pay for more? . . . An NBC Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
NEW FRIENDS OF MUSIC series of 16 chamber music concerts from Town Hall, will be broadcast weekly on NBC-Blue network from Oct. 22 through Feb. 11. Included on Sunday, 6-7 p.m. the program was organized in 1936 by Ira A. Hirshman, vice-president of 3rd Avenue, New York (department store), who is a prominent music patron and a non-professional pianist, to make available to New York's music public concerts of masterpieces within range of modest pocketbooks. The three seasons of this series have been met with such enthusiasm that the New Friends of Music has organized its own chamber orchestra, under the direction of Fritz Siedry, Viennese conductor. This year's programs will feature the works of Bach, Beethoven, and Haydn.

WHOM, Jersey City, is the first station to adopt the We Americans series, originated by WHK-WCLE Cleveland, presenting the first program of the patriotic series on Oct. 9. We Americans is a copyrighted feature of United Broadcasting Co., which has been offered every station in the country to promote public interest in the democratic form of government (BROADCASTING, Oct. 11).

THE Concert Artist Bureau of the Federal Council of Music, which has been tied up the only telephone that is convenient for them at Fair Booth, has sent a program of world-wide news events of interest to youth has given radio training to many Chicago young people, 20 of whom have found regular work in radio.

CELEBRATING the first anniversary of Youth Round the World, a Saturday morning program on WCFL, Chicago, presented in cooperation with the National Youth Administration for Illinois were: (14) Miles, second manager of WFCF; Frances Cordeau, writer; Herman G. Berglund, announcer, and C. Florence Mead, producer and director. The dramatized program of world-wide news events of interest to youth has given radio training to many Chicago young people, 20 of whom have found regular work in radio.

KYSM, Mankato, is carrying seventeen games of the football teams of Mankato Teachers College, Mankato High School and Loyola High School during the 1936 grid season, including eight remote away contests. The programs are handled by Fred Just and Bob Kunkel. When the high schools and teachers college play simultaneously, KYSM broadcasts the away game, accommodating fans with the game least convenient for them to attend.

JAN. SAVITT, musical director of KTW, Philadelphia, and his KTW Top Trotters will broadcast the first of a series of radio broadcasts, "Radio chili," on Oct. 21 at a society dance in the Lawn Club of New Haven.

KMA, Shenandoah, claims that its "play-by-play" broadcast of the six-man football game Sept. 20. The broadcast was carried as part of a schedule sponsored by the Farmers Co-op Creamery and the Bar Mills Baking Co., and was aired on WBO after a one-hour delay, for an hour and a half.

WHEN the local sanitation moved its iron lung into the booth at the South Carolina Fair and Exposition, KVSQ, Ardmore, carried an interprogram between announcers Pat Perrin, in the lungs, and Paul Duncan.

Mop at the Mike

SOL WILLIAMS, negro janitor of the St. Louis, has won a contract renewal as featured performer in Hot Stove League, sponsored on the station for Hyde Park beer. Sol accidentally got on the program last year and is still living. His reputation came after he made a regular side-splitting feature. He continues to work most of the time, but is still very much a 'bloom during his moments away from the microphone.

CKAC, Montreal, has completed arrangements with several local departments and recording companies for personal appearances of 12 popular artists in recordings and direct and studio sponsorship on CKAC. The idea was tested in 1937 when Jean Clement, Paris tenor, was brought to Canada under sponsorship of L. O. Grothe Ltd., independent manufacturers, and proved so successful that he will return for a second season.

REMAINING on the air until 3:30 p.m. Sept. 19, WGRJ, Buffalo, presented a special Flood Relief Show by request of the Cleveland American Negro Cross-City Band and无线电 pledges. Canceling all scheduled programs, WGRJ turned over its facilities to the Red Cross on 10:30 a.m. on this program, which featured Sidney Bechet and the Negro Broadcasters, as master of ceremonies, and included talent from all local theatres, hotels, clubs and night clubs. Twelve orchestras appeared, in addition to Alber Brown's studio band.

JOHN STEELE, MBS London, who has represented the company's new commentary series, shortwave broadcasts in the commentary series of Mutual Network Oct. 19, 9:15-9:30 p.m. (EST) and continues on alternate Wednesdays thereafter.

K F R 0, Longview, Tex., recently opened studios in the Marshall Hotel and the Harrison County Fair buildings at Marshall, 60 miles from Longview. The new studios are supervised by James A. Beck, formerly of KFIZ, Brownsville, and KDNT, Deblin, with Fred Duhmer Jr., in charge of the equipment.

WINTER SERIES of Kansas Roundup, weekly hour show presenting the complete entertainment staff of the Southern Oklahoma Fair and Exposition, KVSQ, Ardmore, carried an interprogram between announcers Pat Perrin, in the lungs, and Paul Duncan.

NOW, JOHNIE, TELL THE CLASS WHAT MONTREAL IS NOTED FOR.

THAT'S WHERE MAC IS- CANADA'S BUSIEST STATION!

Get Your Share in HAWAI'I'S $142,186,243.47 Market *

With KGMB - KHBC HONOLULU HILO

*Retail Sales: Fiscal Year 1937-8

Representatives:
CONQUEST ALLIANCE CO., INC.
New York, 512 Madison Ave.
Los Angeles, 157 E. 40th St.

JOHN BLAIR & COMPANY San Francisco, Russ Building

COMPLETE descriptions of races between the Bluegrass and Grouse L. were broadcast last week. The full-rigged schooner, 'Chesapeake,' of New York City, was broadcast on NBC-Blue and WAB, An NBC crew, consisting of a distinguished yachting authority and Bob Evans, of WEZ, presented their yachts, "Blue Grass," of Gloucester, Frank Willis and Ted Briggs, of CWC, were aboard the "Possum," out of Gloucester, New Hampshire, and other vessels of various sizes were seen. The races were held on alternate days off Graves Light, Boston, and three or four determining the winner of the International Fisherman's Race.

RECORDINGS of WLW and WSAI broadcasts from Cincinnati's celebration of the Northwest Territory sesquicentennial were presented to Mayor James G. Stewart in a ceremony at City Hall on Oct. 8 by Robert G. Johnson, chairman of the Public Observance Committee. The collection, including posters, handbills and transcriptions, was turned over to the Cincinnati Historical Society to be stored in a sealed vault for 50 years. Instructions for playbacks of the recordings and two dozen needles, imbedded in a block of wax, were included also. The presentation ceremony took place as described and placed with the other recordings.

CAMPBELL ARNOUX manager of WTAH, Norfolk, has announced that with the coming of the fall season the station will revert to its winter operating schedule of 15 hours weeks in the interest of one hour of local programs summer schedule. The extra hour has been added from 12 to 1 to 11:30 to 12:30.

IN conjunction with National Retail Demonstration week, Sept. 19-24, F. M. Stahl, Ill., induced local merchants to test available sustaining features on a one-time basis. The equipment was installed, and 48 fifteen-minute available programs were subject to test. As a result, WDWS reports that 50% of this time has been contracted for regular schedule.

SAN FRANCISCO advertising executives have been invited to address the KSFO audience this fall in connection with the fall series of "Short Talks on Advertising". These are prepared by the Bureau of Research and Education, American Federation of Advertising.

COOPERATING with Vigo County Agricultural Agent O. C. Redenbach, WIPW, Terre Haute has started a series of 15 half-hours shows this week, a wave from Vigo County farms. Actual descriptions of farm progress will be provided by monitors handled by Mr. Redenbach and Horace Capps, WIPW program director. 4-C Club also assist in the broadcast.

CKY, Winnipeg, and CKX, Brandon, have started daily five-minute talks Between Ourselves by D. R. P. Johnson, former chief of the stations, outlining the highlights of the coming day's programs.

Page 57 • October 15, 1938

BROADCASTING • Broadcast Advertising
Freedom of Radio In War Stressed
Roundtable Group in Favor of The American System

PARTICIPATING in a roundtable discussion, carried by CBS on its People's Platform Oct. 2, Neville Miller, NAB president, declared radio was a prime factor in bringing about peace in today's world. Mr. Miller was a guest of Lyman Bryson, chairman of the CBS adult education board, at the forum, along with Curtis Mitchell, editor of Radio Guide; Mrs. Allen Freidel, sister of George S. Kaufman, and a housewife interested in radio programs as a listener, and Bob Trout, CBS commentator.

"One of the most significant things in the week (of the Czech crisis) was the timing of events, which would not have been possible without radio," commented Mr. Miller as the group spoke of the way radio was used in swiftly transmitting news and official communiques. "Radio was really putting into effect what was the basis of the League of Nations—getting people around the table to talk things over. The speed with which we could get all the people around the table was a big factor in bringing about a peaceful settlement.

Commenting on the observation of Mr. Mitchell that German and Czech radio listeners, during the crisis, drew no benefits from un-censored accounts like those furnished American listeners, Mr. Miller declared:

"I hope in that case (of war) that radio freedom would remain with us. This freedom is just as important as the other civil liberties—speech, press, religion, and assembly—and probably the only reason it was not included in the bill of rights was because it was not dreamed of at the time. The Government could take over radio during war times, it was conceded, but the group declared that it should be "turned back to the people" as soon as the crisis passed.

CALL LETTERS of CRCs, Chicoutimi, Que., have been changed to CBJ starting Oct. 10, according to the Canadian Broadcasting Corp. CRC, Toronto, noncommercial CBC station, is not expected to change its call at present.

WPTF JOINS ARMY MANEUVERS
Station Will Be Big Factor in the Largest
Air Concentration in U.S. History

TO PROVE the effectiveness of radio broadcasting in assisting the Army in providing adequate defense of cities and towns from enemy aircraft, WPTF, Raleigh, N. C., is cooperating in the Army maneuvers being staged at Fort Bragg, N. C., starting Oct. 10.

Working with Army officials, WPTF's production department is making all of its special events equipment and staff for a week of activity, in which the audience will be given instructions and details regarding the greatest peace-time maneuvers of anti-aircraft equipment the country has seen.

From the North Carolina coast all the way to Fort Bragg, some 500 miles from Raleigh, the Army has set up observers to report to a Central Coordination Board, the progress of an attacking "enemy fleet." By instructing civilians in keeping the defending air corps informed during these maneuvers, a better understanding of what war-time conditions will necessitate result, and WPTF's part in this unusual undertaking will be to broadcast reports sent in by the observers, so that a true knowledge of the progress of the "attacking" enemy planes will be known by the Army and radio listeners too.

WPTF, in order to accurately report the activities of each day's maneuvers will have its Production Manager Wesley Wallace, who arranged for the broadcasts with the Army, and Henry Hellick, technical supervisor, on hand for the entire week of Oct. 10-15, from 4 a.m. to 11:30 p.m.

Blackout Planned
The Army is relying on the facilities of WPTF to spread the news reported by observers of the exact place "enemy" planes are sighted, the time and speed of the "attacking" fleet and other pertinent facts concerning the plan. WPTF was selected for this job because it is located in the exact area covered by the maneuvers and the Army will rely on the broadcasts of the station to govern the movements of the "defending" air force.

The almost complete "blackout" will be effected Oct. 13, beginning at 6 p.m. All persons throughout the area who have been designated by the Army as observers will receive instructions through WPTF and have been asked to keep tuned to the station for instructions during the progress of the exercises. The complete plans of the Army make this proposed maneuvers and exercise program the largest concentration of air corps and anti-aircraft equipment and men ever held in the United States, and will utilize the first and largest citizen warning net ever devised. The men behind of and in charge of these exercises which are extraordinary in their magnitude, are Brigadier General William Bryden, Commanding Officer at Fort Bragg, Supervisor of the exercises; Brigadier General Fulton Q. C. Gardner, in charge of anti-aircraft, and Defense Commander; Lieutenant Colonel William P. Kepner, Commander of Defense air forces; Major Stacy Knox, Publicity and Press Officer at Fort Bragg, and Major Calvin M. Burkhead, Post Communications Officer, also of Fort Bragg.

To the Bank in Fargo Cholmondeley!

Not for our health do we hayseeds farm this rich Red River Valley! We farm it for big money—and as a result, we buy 32.4% of all automotive products, 30.3% of all food products—ONE-THIRD of the total retail purchases—in the combined states of North Dakota, South Dakota and Minnesota (minus the counties containing Minneapolis and St. Paul). . . . And WDAY delivers the entire radio audience of the Valley in one batch! May we send the PROOF?
Revolt Breaks Out in FCC (Continued from page 13)

Tons were expressly made subject to Civil Service provisions.

“We want to say further that the wholesale execution of positions like these seems to be entirely contrary to the spirit of Presidential order. It is not a step in the line of the President’s policies on Civil Service matters. In any event, this subject has not been up for discussion before the Commission and we have had not an opportunity of examining it before the letter was sent.”

Affects 75 Jobs

The six groups of FCC employees affected by the recommendations in the letter transmitted by Chairman McNinch to the Civil Service Commission were listed as the chief examiner, all trial examiners, all staff attorneys, the confidential clerks (women secretaries) of the Commissioners, the secretary of the records of the various FCC departments and the director of press information. The proposal to remove these groups of FCC employees from competitive status with the classified Civil Service involves approximately 60 positions.

The letter from Chairman McNinch which stated the FCC’s recommendations in accordance with the executive order of President Roosevelt, issued last June 24, to cover the extension of Civil Service privileges to many thousands of employees in New Deal agencies, was dated Sept. 30 and transmitted to the Civil Service Commission on the following day. The Sept. 24 transmittal was the final day of the period allowed in the President’s executive order for the submission of recommendations by all the government departments and agencies.

Opposition to Chairman McNinch’s letter flared up immediately after its contents had been disclosed a week after its transmittal. At the time it was sent the recommendations had only been scrutinized by four Commissioners, the Chairman, Commissioners Styles, Brown and Walker, because on the day the recommendations were circulated the three other Commissioners were away from their offices in circulating the letter to the three Commissioners who were on hand, Chairman McNinch pointed out that he had hoped to bring up the matter at a Commission meeting for discussion, but had been unable to do it because of his hospital plans.

The letter did not reach the three other Commissioners until Sept. 30, and this was a major criticism against the move of the Chairman because the subject was brought up for a heated discussion at a Commission meeting Oct. 4. Commissioners Payne and Craven immediately voiced objections to the recommendations, centering their opposition upon the fact that the proposal had not been given mature consideration by the entire Commission and that the removal of the FCC employees from the classified Civil Service would be directly contrary to the program of the President to expand Civil Service privileges among government employees. The two Commissioners, too, emphasized that the proposal went counter to the views of Congress as expressed in the Communications Act and to the recommendations of the employes of the FCC under Civil Service, except the positions of an executive character.

Attorney General’s Ruling

Supporters of the McNinch recommendations, however, cited that there was ample precedent for the proposal to place attorneys and examiners in a noncompetitive Civil Service status. It was pointed out that Attorney General Cummings in an opinion regarding attorneys for the Maritime Commission had proposed a section of the Civil Service requirements, identical to the Communications Act, had ruled they could be selected through the noncompetitive process. The Attorney General held attorneys were policy-making officers of the President to be exempted from the classified competitive Civil service. It was also noted that approximately half of the present FCC law and examiners were blanketed into Civil Service by executive order.

Another governmental position in support of the recommendations in connection with the attorneys and examiners was a report of a committee of the heads of the legal division of more than 30 Government departments and agencies, made a public Oct. 7, in which the position was recorded for exclusion of attorneys from the Civil Service. The 12-page report by the governmental legal heads recommended to the Civil Service Commission that a continuation of the present system of noncompetitive selection be approved as the method of written examination was of little value in selecting highly capable attorneys. The report also cited that the present Civil Service examination system did not contain enough flexibility to permit the selection of attorneys by agencies which required specialized experience, like expert attorneys in valuation, utility regulation and other “specialist” fields.

The viewpoint of the Government legal heads is not binding upon the Civil Service Commission, but the report asked that a committee of their Government lawyers be given opportunity to cooperate with that Commission in working out satisfactory methods of selection.

At a recent conference Oct. 13, Mr. McNinch said that the published stories that 70 attorneys and other workers were “purged” were grossly inaccurate. He emphasized that the move was not directed against any present staff personnel, but that there was nothing to justify such deductions either in his letter or in the executive order. It would apply solely to future employees, he asserted. In the future, the FCC would not be able to take employees either off the Civil Service register or from the outside, should the revised classifications proposed be approved by the President when he promulgates the new regulations.

Mr. McNinch brought out that the newspaper reports stated Commissioner Payne had made public a copy of his (McNinch’s) letter as well as that signed by Payne and Craven. This matter had been cleared up by the Civil Service Commission, the FCC Chairman pointing out that Chairman Mitchell had been divested of the responsibility for a commissioner. Mr. McNinch estimated that at the outside there would be 50 positions which would be removed from Civil Service to non-competitive classifications under his proposal.

Dioxogen on MBS

OAKLAND CHEMICAL Co., New York (Dioxogen Face Cream), on Oct. 10 began a daytime serial entitled Two on a Showtime on the MBS stations WGA, WAAB, WCAE and WPIF, Fri., 2-2:15 p.m. The plot concerns the adventures of two ambitious youngsters, Sally and Irene, as they leave their midwestern homes and seek fame and fortune in Manhattan. Kleppner & Co., New York, is agency.

H. B. CARSON, general manager of All-Canada Radio Facilities Ltd., station representative, program building and sales organization, is spending a week in New York on business, making his headquarters in the offices of Wood & Co., which represents the All-Canada stations in the United States.

Big Retail Stores May Buy Concert
Philharmonic Audition Piped To Nationwide Listeners

PLANS to broadcast the 1938-39 series of Sunday afternoon concert of the New York Philharmonic Orchestra under the combined sponsorship of the nation's leading retail stores are now being worked out by CBS, which for eight years has carried the concerts on a sustaining basis.

An audition was taped Oct. 11 to 108 CBS affiliate stations, each of which had assembled in its studio a group of merchandisers from its communities and within two hours some 70 stores had telegraphed CBS that they were willing to underwrite the scheme in their cities.

While CBS officials are refusing to make any comment on the subject, it is understood that already more than the minimum number of sponsors necessary for putting the plan in effect has been signed, and it was expected that full announcement would be made in a few days.

Brief Commercials
The plan is to present the concerts as usual for about two hours each Sunday with Deems Taylor interpreting the music but with the addition of a commentator, as yet unnamed, who each week will present some aspect of the story of modern distribution, explaining the place of the retail store in the merchandising picture and the store's part in bringing to the public the best and most modern merchandise. Commercials will be limited to bare announcements of the stores participating in sponsoring the broadcast, these credits to be cut in locally in each city at the opening and close of the broadcast. In most cities it is said that a number of stores will participate in the plan with the cost to any individual store not to exceed $200 per broadcast. It is reported that already eight stores in New York City have given CBS assurance they will take part.

Total cost for the series of 30 broadcasts is said to approximate $1,000,000 or $30,000 a week, which may be roughly broken down into $20,000 for station time and $10,000 for the broadcasting rights. For the sustaining broadcast, CBS is said to have been paying the Philharmonic $1,000 a week. Plan of using radio in this spectacular way to bring goodwill for the nation's retailers was first broached by CBS to the National Retail Dry Goods Assn., which, while in no sense sponsoring the scheme as an organization, has, nevertheless cooperated in presenting the idea to its membership.

P. K. Wrigley Revealed As Largest Stockholder In Both WJJD and WIND

PHILIP K. WIRGLEY, president of the Wm. Wrigley Jr. Co., chewing gum manufacturers, becomes the largest through controlling stockholder in WJJD, Chicago, and WIND, Gary, Ind., stations operated by Ralph L. Atlass, under a proposed reorganization of the license holding company proposed to the FCC in an application made public Oct. 13.

Already a major stockholder in Public Service Broadcasting Co., Inc., Chicago, holding company of the two licensee firms, Mr. Wrigley and other stockholders would take over the licenses under their own names. No financial transactions are involved in the proposed changes.

In the case of WJJD, 13,397 shares of common stock would be distributed as follows: Mr. Wrigley, 5,472; H. Leslie Atlass, Chicago vice-president of CBS, 2,736; Ralph L. Atlass, 1,331; Ralph Louis Atlass, a minor, 657; Herbert P. Sherman, 441. In the case of WIND, 765 shares of common stock would be distributed as follows: Mr. Wrigley, 314; H. Leslie Atlass, 157; Ralph L. Atlass, 157; Pauline S. Atlass, 76; Ralph Louis Atlass, 36; Mr. Sherman, 25.

Extra Sponsor Mention On Nets Arouses IRNA

A NEGOTIATING committee of Independent Radio Network Affiliates is conferring with network officials on complaints from stations over the growing practice among sponsors of inserting announcements for extraneous programs during network programs. Stations take the position that advertisers are taking an unfair advantage of the situation.

Little progress has been made toward a solution. The only suggestion the committee thus far has received is that already eight stores in New York City have given CBS assurance they will take part.

Total cost for the series of 30 broadcasts is said to approximate $1,000,000 or $30,000 a week, which may be roughly broken down into $20,000 for station time and $10,000 for the broadcasting rights. For the sustaining broadcast, CBS is said to have been paying the Philharmonic $1,000 a week. Plan of using radio in this spectacular way to bring goodwill for the nation's retailers was first broached by CBS to the National Retail Dry Goods Assn., which, while in no sense sponsoring the scheme as an organization, has, nevertheless cooperated in presenting the idea to its membership.

A SOUND control system "tailored" to your needs of today and tomorrow...a flexible system that fits your studios and your conditions...a system containing vital, exclusive features, and unique in its efficient use of materials...that is what the United States Gypsum Company offers you.

Outgrowth of long research — checked and re-checked by the tests of wide, practical experience—the USG System of Sound Control gives you the right number of sound abatement units at various frequencies in each studio...includes the highly effective, patented full floating wall and ceiling construction that eliminates both objectionable extraneous noise and sound travel from studio to studio.

USG offers competent consultation service—a service always available for your use. Information concerning this service, and concerning the wealth of practical information which it places at your disposal—is yours for the asking. Write us for it.

United States Gypsum Company

BROADCASTING • Broadcast Advertising

October 15, 1938 • Page 61
Radio Discussed By Agency Group

WAR SERVICE A RADIO HIGH SPOT

(Continued from page 15)

for the Western Newspaper Union, reaching thousands of rural non-
dailies; Bond Geddes, executive vice-president of Radio Manufac-
turers Association; Herbert Brat-
ter, economist.

All during the recent disturbance in Europe, the colorful Mr. Bishop has been sounding out reactions. A historian in his own right, he was advertising manager of the Chicago & Ohio Railroad, and before that editor of the Na-
tional Republican. He now free-
lances in journalism.

After three weeks of roundtable off-record discussion, Mr. Bishop con-
cluded that radio had advanced 10 years in as many days as a re-
it of its service during about as many
days.

Washington reaction to the part of radio in the crisis, without ex-
ception, was laudatory. The Presi-
dent's comments at his press con-
ference Sept. 30, were most significant. He complimented both radio and the press for keep-
ing their feet on the ground during the period of tension. He observed that the amazing speed with which the crisis came to a head could be attributed largely to radio, and this condition applied not only to the theatre of the crisis but the world over, because radio kept all people informed and the actors in the epochal drama got reactions and got them fast.

History in the Making

As networks outdid themselves with transoceanic broadcasts by the score from the key European centers, with commentaries and inter-
pretations whenever warranted, and with radio on 24-hour opera-
tion virtually throughout the crisis, official Washington relied almost entirely upon radio for "spot news". Members of the cabinet, col-
lectively and individually, kept abreast of developments by radio, as did the White House. History was being made every hour, and radio was in the thick of it.

The fact that broadcasters threw all their resources into the war coverage, without regard to ex-
 pense or scheduled commercials, won the praise of everyone.

But while radio spent many thousands in cancelled network and station time, for extended opera-
tion, for increased staff, and for transoceanic relays, it actually aid-
ed newspapers and press associa-
tions in curtailing normal expendi-
tures during a siege of this nature.

In the first 48 hours of the crisis, the necessity for publishing extras, always an out-

of-pocket expense to newspapers, was almost universally observed. And the credit given to radio for han-
tening the all around meant almost incalculable savings in cable tolls, advertising "space" and overtime operations.

Also significant was the fact that press associations and newspapers alike were not "planning the next move" from the air, first hand, the full texts of such memorable addresses as those of Chamberlain, Hitler, Roosevelt, and others who figured so prominently in the swiftly moving events. In that way they not only saved the expense of tremendous cable tolls but also ex-
 piedited their handling of the swift-
ly moving events.

In Washington, where there is a greater concentration of journalist talent than in any other center in the world, columnists, analysts, editors and working corre-
ers used all radio as their key in-
formation sources. When Hitler and Chamberlain talked, some 100 or more newsman sons sat in the Press Club lounge, taking notes for their interpretative stories.

Praise From Studebaker

Dr. John W. Studebaker, U.S. Commissioner of Education, lauded radio for its job. He advocated to educators that they bring the world crisis into the classroom.

"Certainly," he said, "if radio broadcasters can interrupt their making schedules to substitute numerous non-commercial news re-
leases portraying up-to-the-minute change, so do those in the history and newspaper representatives can stand by in the four corners of the earth during every hour of the day which will supply accurate and impartial personal observation of swift-mov-
ing world events, those of us in organized education who have not supposed our hearts to be so open should be cautious to adapt our traditional schedules to the most vital influences available for educational use.

"What is happening today is grist for the mill of the teachers of psychology, sociology, civics and history. There is nothing in the text-books to compare with it."

The vital statistics of coverage of the crisis, reported elsewhere in this issue, tell the amazing story of the part radio played in this latest siege of international conflict. There were claims and coun-
tritional scoops" and news "sweeps" by the major networks, tending to show the rivalry that existed. But to the public and to the nation at large, radio as a whole simply was credited with the most remarkable feat of news coverage in history.

There was glory for a number of individuals, like H. V. Kaltenborn and his masterful analyses of the situation for CBS and Max Jor-
din's "46-minute feat" in transmit-
ting the full text of the Munich agreement over NBC.

In the main, however, this great feat of speed and comprehensive news reporting elevated the pres-
tige of broadcasting as an industry as has no other single event or series of happenings since its advent 18 years ago.

Fulton Lewis, Washington newspa-
perman and commentator for MBS, in a broadcast over the net-
work Sept. 29, called radio's role the dawn of a new era in interna-
tional relations. Credit, he said, was not due to any one man, but to radio. He suggested that radio should be a candidate for the Nobel Peace Prize of 1938 for its per-
formance.

There were numerous newspaper editorial commendations of radio—again a departure of significance. Columnists like Ray Clapper and Hey-
ward Broun devoted articles to it. The Chicago Tribune and the St. Louis Post-Dispatch on Sept. 29 observed that the world "can chalk up one overwhelming credit to radio" for the part it had played at that time. And it aptly concluded:

"It's a bright chapter in history, but let it be said while the people everywhere, including politicians, rejoicing at the good offices radio has furnished on this occasion that the incident more than ever reminds us that the radio ought not to be controlled by any political party. Unless it is as free as the air itself to the venting of opinions and impulses, the freedom shared by political adversaries, it can be used to conceal truth and augment misunderstandings. There is a job still to be done in this re-
spect in our own country".

A Peace Weapon

A NEW type of diplomacy was born during the recent European crisis, with radio making possible a peace conference before war in-
stead of after it, according to Dr. Mackenzie Stevens, chairman of the Department of Economics and Business Administration, Maryland U., in an address on WBAL, Balti-
moroe.

"Every national leader may now speak directly to the people, without going through intermediaries through the mails or wires. In the future it is not out of the question that the United States, without going through intermediaries, may have peace conferences every year," he said, "and radio may have a part in this, as in the past."
WDEL, Wilmington, Del., was scheduled to begin operating Oct. 15 from its new plant 11/2 miles east of Wilmington, using a composite transmitter with a 235-foot Haw-Know radiator. Installation was supervised by J. E. Mathiow, chief engineer of the Mason-Dixon Group.

WBSC, Charlotte, N. C., plans to completely remodel its speech system, using RCA equipment throughout. Construction of the new system will begin Oct. 15, and, with gradual replacement and addition of units to allow the station to remain on the air, should be completed by Nov. 15.

RCA MFG. Co., Camden, has sold a 250-watt 250-kw transmitter for the new KRBM to be located in Roxboro, N.C., and operated by R. B. MacNab Jr. and R. B. Cramer.

CORNELL-DUBILL ELECTRIC Corp., South Plainfield, N. J., has announced the new TV series of transmitting capacitors available in ratings from 1 mfd. 600 to 2 mfd. 2,000 V.D.C.

KFUX, Topeka, with power increased to 3,000 watts, will have the first new style WE 405-A 3 kw. equipment to be shipped from the factory, according to D. W. Kinsinger, of Western Electric Co.

VICTOR J. ANDREW, Chicago, recently announced a new remote indicating antenna current meter to eliminate use of thermocouple meters during routine operation. The remote meter setup uses a current transformer with elastic core shield, vacuum tube rectifier, and d.c. indicating instruments.

CJR, Regina, opened its new transmitter plant early in October. The new building is seven miles east of Regina and is equipped with living quarters for two engineers. A new 404-ft. vertical radiator has been installed and equipped as an airway beacon.

RADIO ENGINEERING & MFG. Co., Jersey City, has released a loose leaf catalog describing and illustrating REMCO portable radio equipment and special products.

WDHT, Ronkoma, N.Y., has completed an auxiliary transmitter, for which the FCC granted a license Sept. 19, to operate in connection with the new RCA 5 kw. equipment.

THE TEXAS prairies near Grapevine, between Dallas and Fort Worth, was the scene of a special broadcast over WFAA Sept. 26, when the beginning of construction of the new WFAA-WBAP 683-foot Truscon vertical radiator was commemorated. Martin B. Campbell (left), general manager, WFAA; Harold V. Hough (center), general manager, WBAP, and Hal Thompson, WFAA announcer, told listeners what the new tower will mean to them when completed. Tentative plans are for the new radiator to go into service about Nov. 1.

EARS HOW AT WHO
Second Radio Corn Festival
-Planned by Station-

SECOND annual radio Corn Festival, sponsored by WHO, Des Moines, and the DeKalb Agricultural Assn., of DeKalb, Ill., will be held as a special Corn Belt Farm Hour feature Oct. 15, according to Dr. Herbert Plambeck, WHO farm news editor.

Prices amounting to more than $120 will be awarded during the broadcast and entries will be displayed and judged in the downtown studios of WHO. Classes include the longest ear, best single ear and most unusual ear, grown from any variety of open pollinated or hybrid seed. A special class from three ears of hybrid corn grown from DeKalb seed is a new feature of the show this year.

WFLA, Tampa, whose operation to operate a mobile unit recently was approved by the FCC, is expecting delivery on the unit within a few weeks. WFLA has also finished installing complete new WP line and studio amplifier equipment.

New Site for KDKA

PLANS for removal of the transmitter of KDKA from Saxonburg, Pa., 23 miles from Pittsburgh, to a new location within ten miles of the heart of the city, have been announced by Westinghouse, station licensee. The purpose is to intensify the signal strength of the 50 kw. station to several times its present power. The announcement was made by Sherman Gregory, KDKA general manager, who declared Walter C. Evans, manager of the radio division of Westinghouse, had authorized experimental studies of new proposed sites and filing of an application with the FCC for permission to move the plant.

NBC Adds in Florida

WLAK, Lakeland, Fla., on Sept. 25 became a member of the NBC network as a bonus outlet at no charge available to advertisers buying facilities of WFLA and WSUN, Tampa, Fla. The station is owned by the Lake Region Broadcasting Co., operating on 1510 kw., with 15,000 watts unlicensed time. NBC clients who have already added the station include: S. C. Johnson Co., Fiber McGee & Molly; General Foods, Maxwell House Showboat and Jell-O programs; Firestone Tire & Rubber Mfg. Co., Voice of Firestone; American Tobacco Co., Kay Kyser's Klass; Standard Brands, Chase & Sanborn, One Man's Family, Royal Hour; Bayer Aspirin, American Album of Familiar Music; Procter & Gamble's Guiding Light, Mary Martin and Pepper Young's Family; Grove Laboratories, Fred Waring.

WOW PROMOTES OMAHA FOOD SHOW

This year, for the first time, Omaha grocers streamlined their annual food show — turned over exclusive promotion to Radio Station WOW. The result? Homemakers smashed all attendance records ... more than 3,000 attending the afternoon cooking school shown above. Again radio—WOW—produced results!
**Chain-Monopoly Hearing Postponed**  
*(Continued from page 17)*

FOUR New York area radio stations, WBNX, WBL, WOOV, and WHOM, Jersey City, were alleged to be "openly pro-Fascist" by Girolamo Valenti, testifying before the Dies Committee investigating the problem of Fascists, and children and parents, were denied an opportunity to speak in favor of the Dies Committee investigation.

Mr. Valenti also charged that the radio stations in New York City, which he described as "openly pro-Fascist," were employing Fascist methods and techniques to influence public opinion. He said that these stations were using Fascist propaganda techniques, such as: (1) The use of Fascist slogans and catchwords, (2) The use of Fascist symbols, (3) The use of Fascist music and songs, (4) The use of Fascist literature and publications, (5) The use of Fascist organizations and agencies, and (6) The use of Fascist leaders and speakers.

Mr. Valenti said that the Fascist propaganda stations were using these methods to influence public opinion and to further the Fascist cause. He said that these stations were using Fascist propaganda to influence public opinion in favor of the Fascist regime and against the United States government.

Mr. Valenti also charged that the radio stations in New York City were using Fascist methods to influence public opinion in favor of the Fascist regime and against the United States government. He said that these stations were using Fascist propaganda to influence public opinion in favor of the Fascist regime and against the United States government.

Mr. Valenti said that the Fascist propaganda stations were using these methods to influence public opinion and to further the Fascist cause. He said that these stations were using Fascist propaganda to influence public opinion in favor of the Fascist regime and against the United States government.

Mr. Valenti also charged that the radio stations in New York City were using Fascist methods to influence public opinion in favor of the Fascist regime and against the United States government. He said that these stations were using Fascist propaganda to influence public opinion in favor of the Fascist regime and against the United States government.

Mr. Valenti said that the Fascist propaganda stations were using these methods to influence public opinion and to further the Fascist cause. He said that these stations were using Fascist propaganda to influence public opinion in favor of the Fascist regime and against the United States government.

Mr. Valenti also charged that the radio stations in New York City were using Fascist methods to influence public opinion in favor of the Fascist regime and against the United States government. He said that these stations were using Fascist propaganda to influence public opinion in favor of the Fascist regime and against the United States government.

Mr. Valenti said that the Fascist propaganda stations were using these methods to influence public opinion and to further the Fascist cause. He said that these stations were using Fascist propaganda to influence public opinion in favor of the Fascist regime and against the United States government.
Lutheran Cleric Warns Of Censorship Dangers

WORTH working against "control of radio broadcasting by the government," a possible danger to the radio work of the church was sounded by the United Lutheran Church. At a meeting it passed its biennial convention in Baltimore Oct. 12. The warning came in connection with the request of the Lutheran laymen's radio committee, and bears out the recently published report of the Federal Council of Churches of Christ in America (see page 22).

"There are dangers inherent in Government control of radio, or shall we say control by politicians, which many people do not realize," commented S. Frederick Telleen, New York, treasurer of the committee. "As it is now, we have made and are making a contribution to the religious life of the country without any dictation whatsoever, a contribution, under the present system, which would be impossible if we had any sort of government control over radio.

The MBS appearance Louis G. Caldwell, and Frank D. Scott, its attorneys, outlined the type of testimony that would be offered in response to each of the 20 Items listed for networks in the FCC's notice (see BROADCASTING, Oct. 1 for text).

The appearance stated MBS does not own or operate any stations or studios but is a cooperative organization, and no stations have been licensed to MBS. The network, it was added, does not have any contracts with affiliated stations such as NBC and CBS "restricting in any way the freedom of the affiliate station with respect to acceptance or rejection of Mutual programs or its independence in putting on any other program whether network or otherwise that it may choose to broadcast." The basis of payment to affiliated stations by MBS was stated, "is such as to provide greater compensation to affiliated stations than is provided by NBC and CBS to regular network affiliates, excluding exceptional arrangements which are said to exist."

The station relationship, Messrs. Caldwell and Scott said the basis for charge for the network is the station's published national rate and compensation to the station is based on the published national rate. In addition, to member stations is based on published card rate after deduction of quantity discounts and agency com-

Sears on the Coast

SEARS, ROEBUCK & Co., Los Angeles (retail departments), frequent user of Southern California spot radio, for the first time in several years is going in for a regular program schedule on Oct. 17. For 52 weeks a six-weekly half-hour variety program on KRJ, that city, others on other; Don Lee network Pacific Coast stations may be exercised for the first 13 weeks. Mears Co., Los Angeles, has the account.

MacFadden Back

MACFADDEN PUBLICATIONS, New York (True Story), on Oct. 11 welcomed back Mary & Bob after a five-year absence to the series. Program for True Story on NBC-Blue, Tuesday, 9 p.m. They are presenting true life stories submitted by persons who have unusual and thrilling experiences. Agency in charge is Arthur Kuder, New York.

KSFO

THE AUDIENCE STATION
SAN FRANCISCO

KSFO...Palace Hotel...San Francisco
560 KC...5000 W day...1000 W night
PHILIP G. LASKY, General Manager
National Representative:
FREE & PETERS, Incorporated
COLUMBUS BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising
October 15, 1938 • Page 65

www.americanradiohistory.com
"Televote" on Programs PRE-TESTING of radio programs is the purpose of the newly developed "televote" system, developed by Miller, Franklin, Jr., New York, engineers, an apparatus which permits audiences to vote anonymously by pressing accessible buttons while watching or listening to a program. Several transcribed programs have already been tested by audiences at the Chautauqua Fair and at the Trenton State Fair in New Jersey, while plans for use of the system at the New York World's Fair are being considered. The Miller, Franklin system has proved its value in these tests by tabulation of preferences, likes and dislikes of programs or different phases of programs.

**RADIO AND EDUCATION**

**WLB, Mutual's Cincinnati affiliate, for the tenth consecutive season, has presented Mutual School of the Air, an educational series heard on the MBS network.** University of Chicago, through the office of Dr. John A. Bellingham, announced that the School of the Air series will be on the air again this Fall, with a new format. The program will be heard on WLB, Mutual's Cincinnati affiliate, for the tenth consecutive season, starting on October 10th. The series will be broadcast from 10:00 to 11:00 a.m., Eastern Standard Time, and will continue every Thursday from October 10th to December 19th.

**STANDARD OIL Co. of California, San Francisco, on Oct. 4, started sponsorship of Standard School of the Air, a program that was previously broadcast for the past 11 years.** The new series will be heard on the NBC network from 10:00 to 11:00 a.m. on Sundays.

**IN 1988 the mayor of Cincinnati will open a sealed vault, take out recordings of special broadcasts in 1958, and play them on the city's 200th anniversary.** Joseph Ries (right), WLW-WSAI educational director, presented the recordings to murder James Garfield Stewart Oct. 7 during the Northwest Territory sesquicentennial.

**CHICAGO Board of Education Radio Council on Oct. 3 started its official series of daily broadcasts, "Chicago School Broadcasts," which is being released to school broadcast stations.** The series is being heard on WJLC, Chicago, at 7:30 p.m. daily. It is being produced by the Council for distribution to schools before the broadcast. Teachers and students are free to use the recordings in the mechanics of broadcasting; Harry Hamburger, sales manager, radio advertising; By Tyson, sports announcer: Myron Golden, script writer: O. Forbush, music director; and Bob Sturton, announcer.

**TEXAS STATE Network started a series of Parent & Teacher-Adviser programs Oct. 11 from WRR, Dallas, which will be carried Tuesdays, 3-3:30 p.m. through the fall and winter, under the direction of Mrs. J. C. Vanderwende, Dallas, stent radio chairman for P.T.A.
KFRU, University of Kansas station at Lawrence, opened its fourteenth consecutive season Sept. 26 and announced that its School of the Air would be continued and expanded by adding two new courses on journalism and literature, along with the language lessons, debates and discussions which have been regular features.

UNIVERSITY of Chicago Round Table, oldest educational feature on the air, lost one-third of its stations when it moved to evening time, but its popularity rating was higher this summer than last. The program has now returned to its morning spot on WBO, and the station west of Omaha will carry it again.

FRENCH LESSONS are offered to radio audiences on a newly quarter-hour program, conducted by Dr. Thatcher Clark, former language professor at Harvard and Columbia University, who first broadcast language lessons in 1929. The program is heard Saturdays 2:45-3 p.m. on WINZ, New York.

EXTRA-CURRICULAR activities at Philadelphia and suburban high schools are roused by Bud Sparks on High School Reporter twice weekly on WIP, Philadelphia. Beside narrating new development, Announcer Sparks on each program interviews some extra-curricular leader from one of the local schools.

THF Educational Hour, featuring Texas schools and colleges, is the contribution to educational progress in Texas and the Southwest by the University of Texas, is presented in various programs. Fifteen minutes are allotted each high school and 30 minutes each college. Students write, produce, and participate in the programs. When possible, important historical dates furnish the central theme around which the presentations are built.

TWICE WEEKLY Creighton University School of the Air has returned to WOW, Omaha, under direction of Prof. Edwin Puls.

GOVERNOR Lloyd C. Stark of Missouri is scheduled to open a new educational series, the Missouri Government, on WIL, St. Louis, which will explain, compare, and activity of federal, state, and local governments.

Educators to Meet
SECOND SOUTHERN conference on Audio-Visual Education will open in Atlanta Nov. 16, featuring Dr. James Rowell Angel, NBC educational director, who will talk on the place of radio in education. Other speakers at the three-day convention include Neville Miller, president of the NAB; John W. Studebaker, U.S. Commissioner of Education, and Margaret Barton, author of "Education in the Classroom".

JOHN V. L. HOGAN, founder and president of WGN, New York, on Oct. 11 started his third season of weekly talks to listeners,[1] entitled "Building a Better Radio Service."
McNinch, Back, Starts FCC Shakeup

(Continued from page 18)

a so-called "purge". He said he had no plans whatever regarding recommendations to the President for changes of commissioners, and he emphasized that "personalities" apparent at the FCC meetings. There were "split votes" and incidents even more controversial, he said, but nothing in the nature of heated clashes. "Further plans" in connection with staff changes were admitted by the chairman, and he said some of them would not be very long in the making—possibly a week or ten days. It is presumed he alluded to certain top positions. He denied he had a "purge list". The number of changes were quite indefinite, but probably not large, he added. Those who have civil service status and who may be removed, he said, will probably be cited on charges.

Regarding the Civil Service Commission letter to which Commissioners Payne and Craven objected, Mr. McNinch emphasized repeatedly that the move was not directed against present staff members but only those who might be retained after Feb. 1, when the new Civil Service rules become effective by Presidential proclamation. Reports that 70 staff members would be released are "grossly inaccurate", he asserted.

Mr. McNinch admitted there was "opportunity for considerable improvement in the efficiency of the Commission staff". He said when he first came to the FCC a year ago, there was much criticism of the law department. Unquestionably, he declared, the efficiency of the staff is being impaired by personnel problems.

Dempsey's Background

The new general counsel has been on the FCC staff for just a year. Mr. Dempsey relinquished his position as assistant general counsel of the Federal Power Commission to join Mr. McNinch at the FCC as special counsel.

Despite his youth, he has had some six years experience as a Government attorney and is highly regarded in Federal legal circles. He was appointed special counsel for the so-called chain-monopoly investigation July 8 by unanimous vote of five members of the Commission who were present at that meeting. Since that time, he has been devoting his energies to preparation for the hearings.

Mr. Dempsey has not been prominently identified with FCC legal affairs by virtue of his assignment to the chairman's office and his delegation exclusively to the chain-monopoly hearings. He handled considerable power litigation, assistant general counsel of the Power Commission, also under Mr. McNinch, who was its chairman, and as special counsel for Public Works Administrator Harold L. Ickes.

The son of Rep. John J. Dempsey (D.N.Y.), the new general counsel was born in Brooklyn, N. Y., but is a legal resident of Santa Fe. He joined the Federal Power Commission in 1937 as assistant general counsel. Last July he resigned as special counsel on PWA cases, then in litigation, to devote his full time to the FCC work.

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

In 1933 Mr. Dempsey joined PWA and was associated with Jerome Frank, special counsel handling power litigation and now a member of the Securities & Exchange Commission. He is married and resides in Washington with his wife and three children.

WHBF, in Rock Island, Gets Regional Facility

REGIONAL status for WHBF, Rock Island, Ill., was awarded by the FCC in a decision effective Oct. 7. Barrings protests within a 20-day period following the effective date, the new assignment will be automatically sanctioned. WHBF now operates on 1210 kc. with 100 watts night and 250 day, unlimited time. It was granted a change in frequency to 1240 kc. with power of 1,000 watts unlimited time, using a directional antenna during night hours. The decision was by a 3 to 2 vote of the Commission, with Commissioners Sykes, Brown and Walker voting for and Craven dissenting. The other members did not participate.

While the Commission majority held that granting of the application was a good public service, increased population, and an urgent public need was shown for the improved facilities, Commissioner Craven held that in his opinion the evidence did not indicate a paramount need for the operation of the station on the new facility. He contended that necessary improvement to the service of WHBF could be accomplished by proper application of sound engineering utilizing its present facilities.

Federal Court Enjoins KQV in Baseball Case

IN A CONSENT decree handed down Oct. 2 by Federal Judge F. P. Schoonmaker in U. S. District Court for the Western District of Pennsylvania, KQV, Pittsburgh, was permanently enjoined from resuming play-by-play broadcasts of the Pittsburgh Pirates, National League team. Previously, a suit for $100,000 damages had been brought jointly by Pittsburgh Athletic Co., Socony-Vacuum Oil Co. and NBC, for alleged "unauthorized" broadcasts of baseball games, both at home and away [BROADCASTING, July 15, Aug. 1 and 15].

The permanent injunction followed a temporary order issued Aug. 8 by Judge Schoonmaker. KQV is permanently enjoined from broadcasting accounts of Pirates games, either at home or away; using or interfering with property of the Pittsburgh Athletic Co.; interfering with the exclusive broadcast rights of General Mills and Socony-Vacuum; and appeasing conflicts between the athletic company and the broadcasters; appropriating, re-broadcasting, or using the play-by-play accounts carried on KDKA, Pittsburgh, and asserting that it has rights to broadcast these reports. The decree also stipulated that the plaintiffs would recover no damages from KQV, but that they would recover their costs.

Only after the present baseball season was well under way did Pittsburgh Athletic Co. allow broadcasts of home games, from Forbes Field. Before this General Mills and Socony-Vacuum were jointly sponsoring the Pirates games played away from Pittsburgh.

AFA Talks Resumed

ADVERTISING Federation of America is presenting its fifth series of 15 Short Talks On Advertising. Mr. Palk, A. P. Director of Research and Education, over 262 stations throughout the 48 States, has arranged one station in each city represented. The broadcasts are made individually from each station by prominent local citizens and business leaders, assigned by local advertising clubs. The talks aim toward a more complete understanding between producers and consumers and toward a better appreciation of the social and economic values of advertising.

WEBT Tells Your Story In

AMERICA'S SECOND PORT DULUTH SUPERIOR

On the IRON RANGE ITS

WMFG HIBBING

WHLB VIRGINIA

Page 68 • October 15, 1938
McNinch Explains Press Ownership
Not Opposed Unless Monopoly In Community Is Involved

RECURRING reports that he favored divestiture of newspapers from ownership of broadcasting stations along with suppression of news commentators, were unqualifiedly denied Oct. 13 by FCC Chairman Frank R. McNinch.

Asked about these controversial issues at his press conference, Mr. McNinch said not only did he oppose ownership of stations by newspapers because they were newspapers, but that he opposed the concentration of ownership of the only newspaper and the only station in a community in the same hands. Branding this a "clear, indisputable case of monopoly," he said three or four such cases have been passed on by the PCC and they were the only instances in which he had cast unfavorable votes.

 Asked regarding reports he had started steps that might be taken toward "controlling remarks of commentators" on the air, such as Boake Carter and William Cameron, of Ford Motor Co., Mr. McNinch said "that is not so." He said he had never suggested that any commentator be put off the air or controlled.

The only control the Commission has over programs is that of formulation of rules and regulations for chain broadcasting, which he said the FCC proposed to do following the forthcoming chain-monopoly inquiry. The other degree of control is "after the fact" in connection with renewal of licenses of broadcast stations. He said that as far as he knew the Commission had never during his experience exercised that right by denying a station a renewal of license because of programs.

UNTITLED PRESS since Aug. 13 has contracted the following stations to carry its news, according to Al Harrison, radio sales manager of UP: WGAX, Portland, Me.; KFBL, Middlesboro, Ky.; WBIN, Racine, Wis.; WTAQ-WTTY, Green Bay, Wis.; KLOM, La Grande, Ore.; KGFW, Kewanee, Ill.; KSAM, Huntsville, Tex.; WITR, Indianapolis; WKKI, La Frieda, W.Va.; and 25 stations of the Texas State Network.

**NEWBOLL**

**SYRACUSE**

For 10 Years Straight REM has used WFBL

**Syracuse, N.Y.**

or Free & Peters, Inc.

NATIONAL REPRESENTATIVES

**WIND**

Chicago, Ill.

(Located in Gary, Indiana)

**KITE**

Kansas City, Mo.

**WOL**

Washington, D.C.

**WILLIAM G. RAMBEAU CO.**

New York

Detroit

Chicago

San Francisco

**NBC announces New Blue Discounts Reducing Cost for Larger Hookups**

NBC on Oct. 13 announced a new schedule of Blue network discounts, the first step in an intensive Blue sales campaign. Drastic reductions in the over-all cost of Blue facilities to advertisers using complete groups in addition to basic stations are effected.

According to A. E. Nelson, Blue network sales manager, the new discounts are effective Nov. 1 and will be given prior to the application of dollar volume discounts now available to Blue advertisers and will apply when one or more of the so-called Blue supplemental groups are used—Blue Southern, Blue Southwestern, Blue Mountain, Pacific Blue. They must be used in conjunction with the basic network, it was explained.

Four benefits to advertisers were listed by NBC: (1) Advertisers can buy the Blue coast-to-coast at a cost only slightly higher than the basic Blue; (2) flexibility in choosing markets, with sliding scale discounts for groups; (3) addition of groups at little if any added cost; (4) greater portion of spon- sor’s budget can be devoted to program expenditure.

Discounts apply as follows: For basic Blue plus one complete group whose one-hour evening rate totals $500 or more, 5% discount on entire cost of Blue facilities including any station optional to the basic Blue; for basic Blue plus two complete groups over $1,000, 10% discount; for basic Blue plus three complete groups over $1,000, 15%; for basic Blue plus four groups, 20%.

NBC returns to the original separation of Red and Blue supplementary groups. Four salesmen, one sales promotion man and one publicity writer are assigned to Mr. Nelson for Blue activities. Dis-

**COUNTS are exclusive for: WLW. The groups affected are: Blue Southern, WMPS WSGN WAGA WDSU WJBO; Blue Southwestern, KTOK KXYZ KGKO; Blue Mountain, KVOD KLO KUTA; Pacific Blue, KTMS KGA KEX KJR KGO KECA KFSD.**

**Metropolitan Auditions**

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 8 began for the third year the Metropolitan Auditions of the Air series on the NBC-Blue, Sundays, 5-6:30 p.m. The programs, by means of which the opera management carries on an intensive search for young American talent of outstanding ability, have Edward Johnson as m.c., with Wilfred Pelletier conducting the orchestra. This year on each program, Mr. Johnson raises a much discussed question concerning opera and asks for the opinion of the listeners. Celici, Warwick & Legler, New York, is the agency in charge.

We are pleased to announce our recent appointment as National Representatives of the following Major Market stations:

**BROADCASTING • Broadcast Advertising**

October 15, 1938 • Page 69
New Sperry Show
SPERRY FLOUR Co., San Francisco, recently augmented its five days a week dramatic presentation, by adding another script show titled Dangerous Road, Monday through Friday on Pacific NBC. Immediately following is its other script show Dr. Kate. Sperry’s Martha Meade, devoted to home economics, returned Sept. 30.

PROFESSIONAL DIRECTORY

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

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

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

HERBERT R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATIONS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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

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

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Murray Bldg., District 9456
Washington, D. C.

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

ROBERT S. RAINE
Special Consultant
Accounting, Dallas, Texas
Murray Building—Washington, D. C.
Telephone: Metropolitan 3400

FEDERAL COMMUNICATIONS COMMISSION

D. MARTIN
Consulting Engineer
Field Testing
Over-all Transmitter and Antenna Engineering
7 S. Howard St. Spakano, Wash.

CATALOGUE OF ADVERTISERS

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

POLITICAL CAMPAIGN

LET’S DO SOMETHING ABOUT IT Inc., nonpartisan, nonprofit organization dedicated to improving government affairs. The first broadcast was made last February by Mr. Potter in WENY WNYC. Use of radio will be confined to Chicago stations for the present but LDSAI plans to be broadcasting soon on a national coverage basis, according to Mr. Potter. Rudolph & Ryan, Chicago, is agency.

NAPA SUITS OCT. 25
SUITE filed by National Association of Performing Artists in the name of Paul Whiteman against WBO Broadcasting Co., operator of WNEW, and the suit of RCA Mfg. Co., against the same defendant, will be tried concurrently before Judge John C. Knox in the U. S. District Court in New York. A hearing is scheduled to start Oct. 25. Both suits ask the court to restrain the defendant from broadcasting phonograph records made by Paul Whiteman.

FEATURE FOODS Inc., Chicago cooperative food sponsor, has shifted its programs from WGN to WLS, using a six-week half-hour program.

HELP WANTED


SITUATIONS WANTED

Small southern network wants personal representative in all key cities. Box A135, Broadcasting.


Engineer, first class radiotelephone license, desires position with progressive station, anywhere. Designed and built equipment. C.R.E.I. trained. Box A132, Broadcasting.

Young man holding both phone and telegraph tickets will go anywhere to obtain operator’s position. Box A135, Broadcasting.


Young man desires position with small station as junior announcer. Fine voice and ability for sport broadcasting. Box A135, Broadcasting.

Young man, college graduate, knowledge of radio, wants to start as junior announcer. Recording available. Box A137, Broadcasting.

Radios Sales Executive
Veteran radio executive with outstanding 10 year record in national spot, transcription, and network fields. Has recently been available to advertising agency, station or group of stations to direct selling capacity. Box A141, Broadcasting.

Help Wanted

You have equipment . . . I have training. Let’s put them together. Experienced Studio Control Engineer with 3 years electrical transcription backing, desires any type station work. First radiotelephone license, R.C.A. graduate, single. Box A142, Broadcasting.

Sponsor, Agency Seeking Stella Dallas Decision
TO DETERMINE who owns the radio rights to Stella Dallas, suit was filed in the U. S. District Court in New York Oct. 6 by NBC, Chas. H. Phillips Chemical Co. and Blackett-Sample-Hummert against Mrs. H. H. Prouty, author of Stella Dallas, Air Features, Selwyn & Co. and Samuel Goldwyn Inc. Plaintiffs claim that in Aug. 1937 Blackett-Sample-Hummert purchased the radio rights to the title from Air Features and Selwyn and that subsequently the program was put on the air under the sponsorship of the Phillips Co. After the broadcasts had begun Mrs. Prouty and Samuel Goldwyn Inc. raised the claim that they held title to the story and that Selwyn and Air Features had sold rights to them. On Sept. 6 Mrs. Prouty, who lives in Brookline, Mass., filed suit against NBC in the U. S. District Court in Boston, asking for an injunction against further broadcasts of the program. In the second suit, the plaintiffs are requesting the court to determine the ownership of the radio rights. No date has been set for hearing either case.

FRANK H. LEE Co., Danbury, Conn. (hats) is sponsoring George Hamilton Combs, commentator, on WOR. New York, three evenings a week. Bermingham, Castleton & Pierce, New York, is the agency.

WANTED to BUY

Wanted original poems, songs, for immediate consideration. Send poems to Columbia Music Publishers Ltd., Dept. T36, Toronto, Can.

SOLE OR CONTROLLING INTEREST

100-250 Watt Station. Box A145, Broadcasting.

For Rent—Equipment

Approved equipment, R.C.A. TMY-7511 field strength testing unit (new), direct reading; Battalion Angus Automatic Recorder for fading on distant stations: G. R. radio frequency bridge; radio oscil- lator; receiver, Allied Research Laboratories, 260 East 161st Street, New York City.
WOL Renews With CIO

AMERICAN BROADCASTING Co., owner of WOL, Washington, recently renewed with American Communications Assn., CIO affiliate, a two-year contract covering wages and hours for WOL technicians, effective immediately. WOL's technicians have been organized under the CIO union for the last year.

ARTISTS PRAISE PERFORMANCE OF NEW MICROPHONE

Astatic’s New MULTI-UNIT Crystal Microphone, with DUAL DIAPHRAGM construction, gives to radio broadcasting, night clubs and public address systems, an instrument that cannot be acoustically overpowered. Maximum amplification without feedback. Black and chrome. Complete with interchangeable locking connector and 25-ft. cable.

LIST PRICES

MU-2 $29.50 // MU-4 $39.50

(See your Astatic Jobber or write for literature.)

A COMPLETE LINE
OF PRECISION
QUARTZ CRYSTALS

HOLDERS and OVENS

20 KC. TO 30 MC.

Write for Catalog G-10

www.americanradiohistory.com
MISCELLANEOUS—New, Coobyah Valley Bstg., Co., Cleveland, and Samuel Brody, Sumter, S. C., granted license to CP for increase D to 250 w.

WOL, Washington—License for CP increase power etc.

VIDEO STUDIO of NBC in Radio City is laid out like this. Visitors are now permitted and guides describe mysteries of air pictures. Out-moded apparatus is on exhibition. Visitors are televised as a new feature.

BIEW Charges Hiring Of Technical Graduates By KSAN at Small Pay A LABOR dispute between KSAN, San Francisco, and the International Brotherhood of Electrical Workers has risen from BI EW charges against the station for employing licensed graduates of a local radio school as technicians at small salaries. BI EW, through its assistant business manager, Melvin Larsen, charged that KSAN several months ago discharged its three or four regular technical employees and replaced them with 11 of the school's graduates. The situation was discovered, according to Mr. Larsen, when the BI EW submitted contracts to the station.

The National Federation of Ra dio Artists is holding up further negotiations with KSAN pending the outcome of the BI EW discussion. Difference in wages for performers and announcers has been a bone of contention between AFRA and KSAN. Since the KSAN affair, the two unions—IBEW and AFRA—have been trying to work together in negotiations with the local independent in the Bay area.

Meanwhile Vic Connors, secretary of the Northern California chapters of AFRA, announced that the union's new bargaining required a minimum payment of $7.50 audit fee by KSFO, San Francisco affiliate of CBS. The AFRA has at any time in the past month to improve the performance of KSFO left that network in an embarrassing position in San Francisco in view of the nationwide agreement with AFRA by both NBC and CBS. The agreement calls for AFRA members to collect $7.50 each for auditions staged by either network. As KSFO has not been bothered by CBS, the station has been free to offer auditions to sponsors without paying for talent.

NBC, naturally, had been placed at a disadvantage in this matter and endeavored to have it explained to Mr. Connors. Now NBC, KSFO and KFRC, the Mutual outlet in San Francisco, have the same fee for auditions.

FREDERICK F. JORDAN
FREDERICK FREAS JORDAN, vice-president of Ralph H. Jones Co., New York agency, died Oct. 10 of a cerebral hemorrhage at his home in Wilton, Conn. A graduate of Pennsylvania, he was in educational work with several universities and colleges before going into advertising. He was the originator and director of Wildlife Restoration Week and a trustee of the American Wildlife Federation. Mr. Jordan is survived by his widow and a son and daughter.
Merchandising & Promotion

The Easeil Way—Attention Educators!—Among the Gold—Texas Season Loudspeaker Prevue

Turtles from Kate

To herald the return of General Foods’ Swansdown—Calumet hour, the Kate Smith office, Kated, mailed 106 live turtles to radio editors of the largest papers in various parts of the country. Each turtle was packed with a special card, which states why, when and where the turtle can be used. The turtles are given to the editors as a test to see if the News can deliver a “living” parcel. If so, editors will have an opportunity to send the live turtle to their readers in a future promotion.

Silver Threads

As part of its promotional campaign, International Silver Co. (silverware), invited couples married 25 years or more to the initial studio broadcast of Silver Theatre which started Oct. 3 on CBS. Program emanates from Columbia Square, Hollywood, and couples who attended the first broadcast were requested to list five rules of living which have made their marriages a success.

Pros on Parade

Tie-in with increasing public enthusiasm in professional football is Meet the Rams, a new daily feature on WGR, Cleveland. Members of the Cleveland Rams pro team are interviewed by Bob Kelley, who collaborates with Frank Lewis on broadcasts of the Rams’ games for Standard Oil of Ohio.

WBGK Grid Booklet

WBGK, Greensboro, N. C., is distributing a 72-page football schedule covering Southern Conference and Northwest Carolina leagues particularly, and carrying advertising of Greensboro business places.

Hunting Trophy

Manager Merle S. Jones, of KMOX, St. Louis, donated a trophy in the Tri-State Hunting Contest at Barry, Ill., Oct. 13-15, in the name of KMOX Country Journal, daily newspaper. One of the runners of the event was Charley Stookey, KMOX farm editor, recorded the Barry banquet.

Bikes for Boys

For 25-word statement of why they like Nut Goodies and Chooc-Choo candy bars, Pearson Candy Co., Minneapolis, is offering eight bicycles per week for four weeks in a contest for boys on WOC, Omaha. MacKenzie Inc., Minneapolis, has the account.

Lufi Etiquette

George W. Lupto Co. is offering an Emily Post etiquette booklet and a Tangee theatrical make-up kit for ten cents entry. Right Thing to Do series on NBC.

Told by Tape

Story of a dozen new fall programs on KLZ, Denver, is carried on a tape recorded by the dial of a miniature cardboard radio cabinet.

KDFB’S House Organ

KDB, Santa Barbara, Calif., is publishing a weekly four-page leaflet which is mestheaded Program Highlights. It contains complete program information, highlights of the week, and radio news of Don Lee network which owns and operates the station. Outgoing programs of other networks are also listed under top programs. Distribution is through re-tail outlets of KDB advertisers and is backed by a quarter-hour “highlight of the week” in some markets. Names of advertisers distributing the leaflet are also mentioned during the broadcast. Each week a different advertiser is given free space in Program Highlights which can also prove a good will builder for the station.

Autumn in El Paso

To push its new fall shows, KTS, El Paso, Texas, offered radio Window, 13-inch television sets, and cooperation of local businesses through window displays, radio stations, newspapers, and the weekly El Paso newspaper.

Texaco’s Words

Most welcome of the season’s promotion pieces is the Rogel’s Theasbourg sent to a selected list by Jim Tierney on behalf of Texas Co., sponsoring Texaco Star Theatre on CBS. Name of recipient is stamped in gold on the cover. An enclosed card says that Texas Co. is sparing no efforts in favor of Theasbourg.

Hunting Trophy

Manager Merle S. Jones, of KMOX, St. Louis, donated a trophy in the Tri-State Hunting Contest at Barry, Ill., Oct. 13-15, in the name of KMOX Country Journal, daily newspaper. One of the runners of the event was Charley Stookey, KMOX farm editor, recorded the Barry banquet.

Bikes for Boys

For 25-word statement of why they like Nut Goodies and Chooc-Choo candy bars, Pearson Candy Co., Minneapolis, is offering eight bicycles per week for four weeks in a contest for boys on WOC, Omaha. MacKenzie Inc., Minneapolis, has the account.

Lufi Etiquette

George W. Lupto Co. is offering an Emily Post etiquette booklet and a Tangee theatrical make-up kit for ten cents entry. Right Thing to Do series on NBC.

Told by Tape

Story of a dozen new fall programs on KLZ, Denver, is carried on a tape recorded by the dial of a miniature cardboard radio cabinet.

KDFB’S House Organ

KDB, Santa Barbara, Calif., is publishing a weekly four-page leaflet which is mestheaded Program Highlights. It contains complete program information, highlights of the week, and radio news of Don Lee network which owns and operates the station. Outgoing programs of other networks are also listed under top programs. Distribution is through re-tail outlets of KDB advertisers and is backed by a quarter-hour “highlight of the week” in some markets. Names of advertisers distributing the leaflet are also mentioned during the broadcast. Each week a different advertiser is given free space in Program Highlights which can also prove a good will builder for the station.

Autumn in El Paso

To push its new fall shows, KTS, El Paso, Texas, offered radio Window, 13-inch television sets, and cooperation of local businesses through window displays, radio stations, newspapers, and the weekly El Paso newspaper.

Texaco’s Words

Most welcome of the season’s promotion pieces is the Rogel’s Theasbourg sent to a selected list by Jim Tierney on behalf of Texas Co., sponsoring Texaco Star Theatre on CBS. Name of recipient is stamped in gold on the cover. An enclosed card says that Texas Co. is sparing no efforts in favor of Theasbourg.

Hunting Trophy

Manager Merle S. Jones, of KMOX, St. Louis, donated a trophy in the Tri-State Hunting Contest at Barry, Ill., Oct. 13-15, in the name of KMOX Country Journal, daily newspaper. One of the runners of the event was Charley Stookey, KMOX farm editor, recorded the Barry banquet.

Bikes for Boys

For 25-word statement of why they like Nut Goodies and Chooc-Choo candy bars, Pearson Candy Co., Minneapolis, is offering eight bicycles per week for four weeks in a contest for boys on WOC, Omaha. MacKenzie Inc., Minneapolis, has the account.

Lufi Etiquette

George W. Lupto Co. is offering an Emily Post etiquette booklet and a Tangee theatrical make-up kit for ten cents entry. Right Thing to Do series on NBC.

Told by Tape

Story of a dozen new fall programs on KLZ, Denver, is carried on a tape recorded by the dial of a miniature cardboard radio cabinet.

KDFB’S House Organ

KDB, Santa Barbara, Calif., is publishing a weekly four-page leaflet which is mestheaded Program Highlights. It contains complete program information, highlights of the week, and radio news of Don Lee network which owns and operates the station. Outgoing programs of other networks are also listed under top programs. Distribution is through re-tail outlets of KDB advertisers and is backed by a quarter-hour “highlight of the week” in some markets. Names of advertisers distributing the leaflet are also mentioned during the broadcast. Each week a different advertiser is given free space in Program Highlights which can also prove a good will builder for the station.

Autumn in El Paso

To push its new fall shows, KTS, El Paso, Texas, offered radio Window, 13-inch television sets, and cooperation of local businesses through window displays, radio stations, newspapers, and the weekly El Paso newspaper.

Texaco’s Words

Most welcome of the season’s promotion pieces is the Rogel’s Theasbourg sent to a selected list by Jim Tierney on behalf of Texas Co., sponsoring Texaco Star Theatre on CBS. Name of recipient is stamped in gold on the cover. An enclosed card says that Texas Co. is sparing no efforts in favor of Theasbourg.

Hunting Trophy

Manager Merle S. Jones, of KMOX, St. Louis, donated a trophy in the Tri-State Hunting Contest at Barry, Ill., Oct. 13-15, in the name of KMOX Country Journal, daily newspaper. One of the runners of the event was Charley Stookey, KMOX farm editor, recorded the Barry banquet.

Bikes for Boys

For 25-word statement of why they like Nut Goodies and Chooc-Choo candy bars, Pearson Candy Co., Minneapolis, is offering eight bicycles per week for four weeks in a contest for boys on WOC, Omaha. MacKenzie Inc., Minneapolis, has the account.

Lufi Etiquette

George W. Lupto Co. is offering an Emily Post etiquette booklet and a Tangee theatrical make-up kit for ten cents entry. Right Thing to Do series on NBC.

Told by Tape

Story of a dozen new fall programs on KLZ, Denver, is carried on a tape recorded by the dial of a miniature cardboard radio cabinet.

KDFB’S House Organ

KDB, Santa Barbara, Calif., is publishing a weekly four-page leaflet which is mestheaded Program Highlights. It contains complete program information, highlights of the week, and radio news of Don Lee network which owns and operates the station. Outgoing programs of other networks are also listed under top programs. Distribution is through re-tail outlets of KDB advertisers and is backed by a quarter-hour “highlight of the week” in some markets. Names of advertisers distributing the leaflet are also mentioned during the broadcast. Each week a different advertiser is given free space in Program Highlights which can also prove a good will builder for the station.
CINCINNATI ORIGINATION

SAVE MONEY
Cincinnati origination is economical, a big time showmanship, and a point to easily feed the big networks.

ECONOMICAL
because the new fresh WLW talent in scripts where big names are not needed and WLW production is moderate in cost. Here, conors seeking reputation under experienced guidance build sparkling shows.

SPOT AND DRAMATIC
CAST OF 50
(Pictured)
on WLW staff directed by 10 big time experienced producers with a musical organization background of 53 musicians under the direction of nationally known conductors offer a real "Hollywood" spot on the banks of the Ohio.

BOY MORE STATIONS
ADVANCE
SAYED
Already leading agencies have been quick to seize this opportunity. 10 commercial network organizations are already scheduled for this fall.

FREE AUDITION
Send us your script for casting, listen to our recording. Judge by any and all comparisons. No obligation.

Title: Cincinnati Origination
Client: All Agencies

National Representative - TransamERICAN
New RCA 5-DX Transmitter

Offers a New Standard of Value!

Here's Proof!

5-DX, a new version of RCA's famous 5-D Transmitter with new operating conveniences:
- Finger-tip Control
- Smart, Modern Styling
- Unified Front Panel Enclosure

Plus the features which have won such wide acceptance among the broadcasters:
- Lowest Operating Cost
- No Water Cooling of Tubes
- Simple Circuit—Easy to Adjust
- Vertical Chassis Construction
- Complete Reliability
- High Fidelity Transmission

TRULY the 5-DX equipment represents a new standard of value in transmitters. This apparatus is the familiar RCA 5-D equipped with a new Unified Front Panel and Operating Console—containing all of the features which have made the 5-D so popular, plus new conveniences and additional terminal equipment. Write to the nearest office for highlights on the 5-DX.

Use RCA Radio Tubes in your station—for finer performance.

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

www.americanradiohistory.com