"Listen, Frank. I don't sell time. I BUY it. Most of the stuff I hear, you fellows tell me. But let ME tell you—you don't know what a sweet package you've got at WOR. You go to town . . ."

"But . . ."

"Wait. Just a minute. You go to town describing your great MARKET. Why man, you've got more markets packed into that Guaranteed Area of yours than a tree has leaves. Why, look—you cover the 1st, 3rd, and 18th greatest markets in the country to begin with. You've got about 4,250,000 homes with radios. No matter HOW you slice it, you can duplicate the kind of folks reached by any man's newspaper, magazine or what-have-you."

"You mean we've been understating?"

"Understating? Why, you haven't even been whispering! Someday you fellows are going to stumble on a handle that'll describe this WOR-Area. You see, I'm from the outside looking in. I get the angle you don't. I know that I can build any kind of audience I want on WOR. All I have to do is make sure I've got the kind of show that clicks with the people I want."

"That's what we've been saying."

"Not to me you haven't. Another thing—don't forget that people like Colgate-Palmolive-Peet, Bristol-Myers, General Mills and the other big guns you have wouldn't be buying WOR if they could match your stuff at less cost anywhere else!"

"You're telling me!"
The child's play of today is the serious business of tomorrow... and KLZ has an eye to both.

For the sixth consecutive year Denver's public schools are on the air weekly over this station... during the past two years children have been the actors in a Saturday morning studio feature... every day sees a portion of KLZ's time devoted to children and their interests.

When tomorrow's housewives are ready to buy, the voice of KLZ will be as familiar and well-heeded as it is now to their elders. Thus KLZ advertisers are doing more than selling today's buyers. They are ringing up tomorrow's sales as well.
DISTINGUISHED PUBLIC SERVICE!

"like a beacon in the wrack and ruin of the hurricane"

Maintenance of public communications, one of the most vital emergency needs — was the service voluntarily performed by Station WNAC of Boston and allied Yankee Network stations when a hurricane brought destruction of life and property, devastation and terror to New England recently.

Much of New England was deprived of telephone, light, railway and highway service. Hundreds of communities were isolated.

Throughout the night and the following day, penetrating the confusion, WNAC and allied stations broadcast calls for National and Coast Guardsmen, firemen, policemen, water and sewer department workers, relief workers, all the many persons who must be rallied quickly in time of disaster.

Hundreds of personal calls also were broadcast for those cut off from their families.

Expressing the appreciation of New England's people for this dramatic and inspiring public service the press of Boston paid high tribute to WNAC on Sept. 22. Hence from the Boston Post is taken the quotation above, in which, referring to WNAC, it was stated that it served "like a beacon in the wrack and ruin of the hurricane."
Advertisers on the Texas State Network get more than the matchless coverage of TSN's 23 primary listening areas, which blanket 22 of the most important markets in rich and responsive Texas. Each station of the Texas State Network maintains a complete merchandising staff to cooperate with sponsors in the field work that helps advertising succeed.

The many services offered by these 23 TSN merchandising staffs are available to TSN advertisers. In this way an advertiser can secure expert help in merchandising his program in almost every important market in the state.

Ask for Complete Information

Texas State Network, Inc.
Elliott Roosevelt, President
Neal Barrett, Executive Vice-President
FORT WORTH, TEXAS

Represented by INTERNATIONAL RADIO SALES, INC., New York, Chicago, Detroit and Los Angeles
KFWB Los Angeles
WARNER BROTHERS' BROADCASTING CORPORATION

Announces the Appointment of the
Paul H. Raymer Company

as Exclusive
National Representative

Effective November 1st
"Radio sold so much of our silverware because... it tells a better story in a shorter space of time... it paints a more alluring picture... and gains a more appreciative audience,"

wrote the International Silver Company to CBS at the conclusion of its first thirteen weeks on the Columbia Network.
Columbia Broadcasting System:

At this time, having completed thirteen weeks of broadcasting on Columbia, I want to tell you just what radio has accomplished for us:

I can put it in a sentence. Radio has sold a great deal of our silverware. But that's not the whole story. Radio sold so much INTERNATIONAL SILVER that we were able to trace the specific effect of our program on our business—a very difficult thing to do in the silverware industry, inasmuch as our product is distributed widely and purchased from the wholesaler by the small dealer.

Our wholesalers' business increased very appreciably while we were on the air, and increased on the combinations we featured in the broadcast. These were expensive combinations, so it is fairly apparent that radio can sell high priced merchandise. The sets we were selling retailed at $59.50 and $89.50. Our product is a hard product to describe. Our patterns must be seen to be appreciated, but Young & Rubicam and the type of program we had, plus Columbia's facilities, moved goods for us.

General conditions are not right, at the moment, for us to continue on the radio. You may rest assured, however, that when things open up we will be definitely radio-minded, inasmuch as we believe we can sell a better story in a shorter space of time—paint a more alluring picture—and gain a more appreciative audience—than we can with the printed page.*

To put it shortly, I am sold on radio for selling our product, creating the desire for good silverware, and telling the story to hundreds of thousands of consumers about what a good investment silverware is.

Yours very truly,

INTERNATIONAL SILVER COMPANY
(Signed) A. L. Zeitung
Director of Flatware Sales.

Would you like to know more about radio's dramatic ability to sell a "visual" product like silverware? The answer lies in the power of five dimensional pictures. These are the pictures radio uses. These are the pictures that sell goods. Write for a copy of "RADIO'S PICTURES ARE IN FIVE DIMENSIONS."

The INTERNATIONAL SILVER COMPANY's program, "Silver Theatre," returned to the Columbia Network on October 2nd. Produced by Young & Rubicam, the current broadcasts are heard every Sunday evening at 6:00 o'clock over 51 radio stations of the Columbia Broadcasting System and an additional 27 radio stations of the Canadian Broadcasting Corporation.
Because it brought us

the very Sound of History

THE AFFILIATES of The Columbia Broadcasting System join in this public tribute to Columbia.

The Sudeten crisis gave radio an opportunity to demonstrate how alert it might be to that side of public interest which is served by knowing the truth. Columbia gave, at one time, the best possible demonstration of its own awareness to the power of the truth and of its own ingenuity in obtaining it.

This has been universally accepted as the most brilliant job of news coverage in the history of radio . . . and in all history.

It confirms something we have long known: That to be associated with Columbia is to be associated with the best in radio.

--- The Affiliates of the ---

COLUMBIA BROADCASTING SYSTEM
WGAR Goes Calling
Radio Station “Meets Up” with New Neighbors

Granted extra power, many a radio station after saying most gracious “thanks” to kind commissioners, would blast away confident that scads of new listeners were being reached. Not so with Cleveland’s WGAR. Boosted to 5000 watts, laying down a half milli-volt in fifteen counties, blanketing the richest market in Ohio was not enough. Said General Manager John Patt, “let’s go calling.” And so began a series of programs titled “PUBLIC SQUARE.” These weekly programs are broadcast direct from the main streets, the park bandstands, the fairs of these new neighbors—their own programs. Every Sunday evening too, a chatty, informal studio program “NEWS OF OUR NEIGHBORS” featuring flashes from the newspaper editors of Ohio’s smaller communities. Yes, WGAR goes calling with more than its new power. It goes calling with the sort of programs that tune more and more dials to 1450, and keep them there—programs that make friends, and buyers for your products.
FCC Orders Study of Program Complaints

By SOL TAISHOFF

Law Department Probes Lottery and Profane Programs as Station Is Cited; ‘Beyond the Horizon’ Case Dropped

FRAMING of new procedure in the supervision of program complaints against stations—notably those involving allegedly profane, obscene and indecent language and lottery prize-contests—is being undertaken by the FCC through its new general counsel, William J. Dempsey.

At its meeting Oct. 25, the FCC instructed its law department to make a study of the whole subject of program jurisdiction, with particular emphasis on lotteries and profane language. The formal instructions probably will not be issued for several days. They will suggest that the law department recommend an orderly procedure in handling all such matters.

Seek Permanent Procedure

Smarting from the sting of editorial criticism directed at it because of alleged "censorship" in connection with recent program citations, the Commission apparently is determined once and for all to establish a procedure that will be beyond reproach.

Mr. Dempsey and George B. Porter, assistant general counsel assigned to broadcasting, presumably will personally undertake the study. Because the Communications Act specifically prohibiting lottery and obscene broadcasts is penal in character; the FCC attorneys will clear recommendations through the Department of Justice.

In two recent cases (WMIN, St. Paul, and WMBC, Detroit) counsel for the stations challenged FCC action in setting down the stations for hearing, contending that the Commission has no jurisdiction and that the lottery provision of the Act is enforceable only by the appropriate authorities in the district where the offense is alleged to have been committed.

At the same meeting the FCC wiped from the records the temporary licenses issued to 10 stations on the NBC-Blue network which had been cited because of the now-famous Eugene O'Neill "Beyond the Horizon" broadcast.

In granting the stations regular license renewals, the FCC cleared the way for the independent study of the whole question of obscene broadcasts, along with lotteries.

But when more spectacular was the action of the Commission at the same meeting in setting down for hearing the renewal of WBNX, New York City, and issuing it a temporary license because of a program alleged to have depicted a white slave situation. The broadcast, it is understood, was in Polish and was sponsored by a motion picture theatre advertising a picture titled "Girls in Danger."

It is alleged to have been broadcast last February.

Another complaint against the station was alleged to have involved broadcast of a song in Italian titled "Potto Woodward Wilson." The word "potto" was interpreted at the Commission as meaning "crazy" in English. A third charge alleges Fascist propaganda programs.

Stations which had been granted temporary renewals were the Pulitzer prize-winning "Beyond the Horizon" broadcast last July all were NBC-Blue outlets. They include: KMED, Portland; KMED, Medford, Ore.; WFBG, Greenville, S. C. These stations were granted regular renewals for the usual six-month period.

The FCC release of Oct 25, based on Commission actions, stated that KLO, WFBA, WORK, KMED and WFBG all had been given temporary three-month extensions and that Commissioners Sykes and Craven had even voted for renewals on a regular basis. On Oct. 27, however, the Commission press room issued a "correction" stating that these stations had been given regular renewals from Nov. 1 to May 1, WHOM, Jersey City, was given a three-month extension, with Commissioners Sykes and Craven dissenting in connection with a further investigation of a complaint also alleged to involve pro-Fascist broadcasts.

The new law department study probably will be greeted with enthusiasm by the industry because of the turmoil that has raged over the practice in the last couple of years of setting down stations for hearing or giving them temporary licenses pending investigations, seemingly of any complaint, however insignificant.

Beyond the Horizon

It is understood the law department investigation does not actually supplant the work of the program complaint committee, created early this year, which was directed to set up new procedure in the handling of complaints received from the public. The committee comprises Payne, chairman, Sykes and Craven. So far as known, it has held only two or three meetings.

The law department was asked some time ago to submit memoranda to the committee in connection with this work.

The "Beyond the Horizon" citation has evoked nationwide interest. Following first disclosure in the Oct. 1 issue of Broadcasting, strong editorials condemning the FCC for poking into things which did not concern it were widely published in the newspapers. The play won the Pulitzer Prize in 1929 and it also was pointed out that the Federal Theater Project.

(Continued on page 60)
Federal Decision Fails to Clarify Status of Artists

Revenue Bureau Action Merely Applies to Social Security

RECENT decisions of the U. S. Bureau of Internal Revenue that radio performers when they are employees of the companies sponsoring those programs and not of the advertising agencies will not be used by agencies as a means of sidestepping responsibility. Broadcasting was told by a number of leading agencies queried on this point.

In almost every instance agency executives said that although the rulings might be construed to give them a technical out, they were perfectly willing to perform the same responsibility for artists they have previously taken and that when, as, and if a standard agreement is worked out in the present conferences between the A A A and AFRA they will work out individual contracts on that basis without passing the buck to the advertisers.

Bureau rulings were on specific cases concerning applications for Social Security benefits by artists, whom the Bureau found to be employees and not independent contractors, as had been contended in some cases.

The Bureau further found that the artist is entitled, while the advertiser, who "has the right to exercise control over his [the artist's] activities," is not, an extent sufficient to establish the employer-employee relationship. It is not necessary to the existence of such relationship to establish that the artist is in a separate occupation, as several agencies pointed out.

Sustaining Artists

Artists employed on sustaining programs are employees of the broadcasting companies for which their services are performed. Talent on "areaway" programs produced by a broadcasting company and sold as a package to a sponsor, is held by the advertising agency. Writers and others engaged in the program's production are held to be in the same status as artists.

Pointing out that these decisions apply not only to specific examples to and them only from the angle of Social Security, several agencies said the decision may be necessary to determine the exact legal extent of artist-agency-sponsored television and radio programs with their contracts, agency controlling or even to the employer agency controlling the artists, or on their behalf. These anxieties are shared by agencies among others engaged in the program's production are held to be in the same status as artists.

HARRY SHAW, former president of the NAB and a founder of Broadcasting, died in Sarasota, Fla., Oct. 16, after a protracted illness. A coroner's jury on Oct. 17 de
decided that Mr. Shaw had taken his own life. His body, a pistol wound in the head, was found at his home.

Funeral services were held in Sarasota Oct. 18. Interment, fol
dowed by a service in Des Moines, was in Waterloo at a later date.

Mr. Shaw had been stricken with a heart ailment and moved from his home in Waterloo to Sarasota with his family. Though his condition has been serious, he was able to do some editorial work during the last few months. In recent weeks, however, his condition became more serious and 10 days prior to his passing he had not left his home.

In the newspaper business prac
tically all his life, Mr. Shaw in 1923 procured WMT, then in Cedar Rapids, Ia. He moved it to Water
do where he operated it in conjunction with the Waterloo Tribune. He sold the station to the Des Moines Register-Tribune in 1931.

Mr. Shaw was president of the NAB during the 1931-1932 year. He is the first past executive of the trade association to die since its formation in 1923. Twelve others have served in that post.

In the fall of 1931 Mr. Shaw, who had then just disposed of the Tribune, furnished the initial cap
ital for Broadcasting. For that capital he retained only a minority interest, with control and management left in the hands of its ed
tors. He disposed of his minority interest in Broadcasting to its editors in early 1933.

While president of the NAB, Mr. Shaw devoted practically his entire time to Shaw's and his, the firm's activities. He spent personal funds traveling about the country in his own airplane to attend sectional and committee meet
ings and to deliver speeches.

Harry Shaw was born in Sala
down, Conn., Feb. 8, 1886. A self
made man, he began his own sup
port after finishing grammar school. In 1908 he entered the employ of the Waterloo Courier in the want ad collection division. Soon he was allowed to "chase" copy for the advertising. Then the morning competitor, the Waterloo Tribune offered him a position in the display advertising department. Within a year-and-a-half he was advertising manager; within three years business manager, and in 1922 he bought the paper. In 1928 he first saw the possibility of radio as an adjunct to his newspaper and purchased a 100-watt in Cedar Rapids, which he moved into Waterloo as WMT.

In May 1936, after two years' retirement from the broadcasting business, Mr. Shaw began publica
tion of the Cedar Falls (Ia.) Daily News, with employees as sharehold
ers. He suspended publication of that paper about a year ago—just after his first illness.

Mr. Shaw is survived by his widow, Margaret Brandon Shaw, and two daughters and a son. The eldest, Mrs. Beverly Shaw Com
fort, lives in Waterloo, Williamsport, 17, and Margaret, 14, have lived in Sarasota with their parents.

Retailers Show Interest in Weekday Symphonies

ALTHOUGH the plan to broadcast the Sunday afternoons programs of the New York Philharmonic Sym
don Orchestra on CBS as a com
mercial feature, sponsored cooperatively by retail merchants through
to the country [Broadcasting, Oct. 15], was not carried through and the concerts are now being broadcast for the ninth year on a sustaining basis, so much interest was aroused on the part of the retailers that new plans are being pushed for a similar series to be broadcast on a weekday evening.

Nearly 100 merchants in more than 50 cities have responded en
thusiastically to this idea. CBS re
ports. The orchestra would be pre
sented as usual from Carnegie Hall, New York, with John Barbi
rolli as conductor, Deems Taylor as commentator, and an under
standing speaker to tell the story of retailing to the public.

POTTER DRUG & CHEMICAL Co., Malden, Mass., is using daily announce
ts for 28 weeks to promote Cutchera soap on about 10 or 15 stations. Agency in charge is Atherton & Currier, New York.

Three New Locals Get FCC Grants

Florida, W. Va. and Hawaii Are Sites; WHEF Quits Air

THREE new local broadcasting stations were authorized for con
struction and one existing station ordered decisions to cease broadcasting in FCC in latter October. The new station grants bring to 46 the num
ber of new outlets authorized since Jan. 1, 1938. They will be erected in Jacksonville, Fla., Beckley, W. Va., and Honolulu.

The new Jacksonville station, a full-time outlet with 260 watts on 1520 kc., was allocated to the Metropolis Co., owned by John H. Perry, owner of WCOA, Pensacola, Fla., and the Jacksonville Journal, Pensacola Journal and News, Panama City (Fla.) News and Evening News. Free Press, St. Andrews Bay (Fla.) News and Reading (Pa.) Times.

The decision to grant a new sta
tion to the Metropolis Co. in Jack
sonville resulted in the decision in June in which the Commission de
nied the application, Commissioners Walker and Speke, s ent i to. After reargument a Commission majority, Speke and Craven dis
sented to the grant, which is effective Oct. 31.

The new station in Beckley, W. Va., on WJJL1, will operate with 100 watts night and 250 day on 1210 kc., will be license
ed to the Beckley Chamber of Commerce, which plans to operate the station for a number of leading agencies in the area.

The new station in Hawaii will operate with 100 watts night and 250 day on 1500 kc., and will be licensed to the Garden Island Pub
lishing Co., Ltd., publisher of the weekly Hawaii Commercial Republican. The grant is effective Oct. 31.

Kosciusko Quits the Air

The station leaving the air is WHEF, Kosciusko, Miss., a local board-licensed for 500 watts on 1110 kc. It has been seeking on license renewal but offered no evidence in support and indi
cation and decision to quit the field. Its denial of renewal application is effective Oct. 31 when it auto
matically ceases to exist.

In other decisions, the FCC au
thorized WMBS, Uniontown, Pa., to increase to full time with 250 watts on 1420 kc. Heretofore it has operated as a 250-watt daytime outlet. An application of Artex Electronics and Radio Service Inc. for a new 1,000
watt daytime outlet on 1140 kc. in Arlington, Va., opposite Washing
ton, D. C., was turned down on the basis that no need for the service had been shown.

Applications of four concerns, joined in hearing, were also de
ned. They were Voice of Detroit seeking 500 watts at 1120 kc. in Detroit; Cadillac Broad
casting Corp., seeking 500 watts on 1090 kc. in Detroit; WWPO Inc., seeking 250 watts on 1120 kc. in Pittsburgh, and Chatta
nooga-Relay, Inc., seeking 500 watts on 1190 kc. in Chattanooga, Tenn. In all instances the Com
mission held no need shown.
FCC Adopts Chain-Monopoly Program

Staff Shifts, However, Only Temporarily Postponed

CENTERING its attention on preparation for the chain-monopoly inquiry, the FCC has slowed down its personnel reorganization but has decided to forego additional changes and “retirements”.

It was announced Oct. 28 that the Chain-Monopoly Committee has already decided how it will conduct the hearings to begin Nov. 14. Somehow, as a result, it is expected he will pursue his personnel reorganization begun last month with a separation from the FCC of Hampson Gary as general counsel and the appointment to that post of Col. William J. Dempsey, who has been serving as special counsel for the chain-monopoly investigation.

Held in Abeyance

Despite widely published reports that the Chairman had dropped the so-called “retirement plan,” he is reported to have stated authoritatively that it has only been held in abeyance and that more moves will probably be made very soon. The Commission has been stymied by the absence from Washington of Commissioner Thad H. Brown, who was in Canada in connection with Commission business, and also by the enforced absence due to illness of Gov. Norman K. Davis, who has been away from his office since last July.

In announcing the chain-monopoly hearing procedure [see text of statement on this page], Chairman McNinch stated there was no intention whatever of further postponement of the hearings, originally scheduled for Oct. 24. Additional personnel has been assigned to the committee for preparatory work under Dempsey, who will personally direct the FCC case.

The committee first will call the major networks, in the order in which they commenced operation. Then regional networks will be called in the order of their inception. There are also witnesses asked to testify respecting various phases of network operations. The second group will include persons and organizations other than station licensees, networks and transcription companies which have filed written appearances. These include CIO, American Federation of Musicians and Asn. of Natl. Committee on Educa.-tion by Radio. So far, as known, these are the only appearances filed in that particular group.

The third category will cover management contracts and leases with station licensees and others called to supply evidence referring to such arrangements involving management, control or operation of stations other than the licensees. Of particular importance in this sphere unquestionably will be the Westinghouse contracts under which NBC manages program and sales operations for four Westinghouse stations. These contracts of a similar nature held by

AGENDA OF CHAIN-MONOPOLY HEARING

CHAIRMAN McNinch, on behalf of the P.C. Committee, appointed to conduct the investigation of chain broadcasting and monopoly in the broadcasting industry pursuant to Commission Order No. 37, made the following announcement Oct. 28 with respect to the procedure to be followed at the Nov. 14 hearing:

The Committee has subdivided the subject matter to be covered in the November hearing pursuant to Order No. 37 into four general headings:

1. NETWORK OPERATIONS. The Committee will first call all networks in the order in which they commenced network operation; next, regional networks. Mr. McNinch will call the Committee and then other witnesses to testify with respect to various phases of network operations.

2. MATTERS SPECIFIED IN NOTICES OF APPEARANCES. Following this the Committee will call persons and organizations other than broadcast station licensees, networks, and transcription and recording companies. There will have been filed written appearances pursuant to the hearing notice issued Sept. 20, 1938.

3. MANAGEMENT CONTRACTS, LEASES, ETC. Broadcast station licensees and other persons will be called by the Committee to supply evidence with reference to contracts, agreements, arrangements and practices involving the management, control or operation of stations by persons or organizations other than the licensees thereof.

4. NATURE AND EXTENT OF COMMON OWNERSHIP OF BROADCAST STATIONS. Broadcast station licensees and other persons will be called by the Committee to supply evidence with reference to the concentration of ownership or control of one broadcast station in the same or affiliated interests; and to supply evidence with reference to the business activities, other than broadcasting, of broadcast station licensees and persons exercising control through stock ownership or otherwise over licensees.

5. TRANSCRIPTION SERVICES. Transcription and recording companies, and other persons and organizations will be called upon to present evidence with respect to relationships between companies, and organizations engaged in the production or distribution of electrical transcriptions and recordings for broadcasting purposes and evidence with references to the quality of such recordings and transcriptions, both from the technical and program standpoints.

A specific order of persons or organizations appearing under heading (1) Network Operations, together with an estimate of the time that will be consumed in hearing such evidence, will be issued so far as possible in advance of the first day of the hearing. Action on both transcriptions and recordings for broadcasting purposes, and evidence with reference to the persons appearing under each of the remaining headings as far as possible in advance of the date such persons or organizations will be called.

In the case of S. Case, it is expected that the Commission will be able to accomplish a more orderly development of the great mass of material to be presented, and to eliminate unnecessary delays and inconveniences to persons participating as witnesses or otherwise in the hearing.

The Commission will go into full covering the evidences relating to transcription and recording companies information on the relationship between the broadcast industry and organizations engaged in recording for broadcast purposes. Quality of recordings both from the technical and program standpoint will be discussed.

As to this latter sphere, the Commission will seek to ascertain whether “canned music” complaints are justified. But more important, it desires that the further development of the transcriptions field is in any wise been stifled or impeded by others.

The Commission said the specific order of persons or organizations appearing before it will be issued in no probable in advance of the first day of the hearing. It explained that the procedure was adopted by the committee in the hope of obtaining a more orderly development of the material to be presented and to eliminate delays and inconveniences to persons participating as witnesses or otherwise in the hearing.

The committee held a meeting on Oct. 27 to approve the procedure. In addition to Chairman McNinch, who is chairman of the committee, its membership comprises Commissioners Brown, vice-chairman, and Commissioners Smythe and Replogle.

In addition to the 18 appearances [BROADCASTING, Oct. 15] filed prior to the Oct. 5 deadline, several new notices were filed last week, bringing the total to 28. It is expected that the number of additional appearances will increase as more notices are filed.

Transfer of Attorneys

It has been apparent that he has in mind rather sweeping changes in three departments—Law, Examiner and Press. He started the purge in the law department with Mr. Dempsey’s appointment. Presumably he intends to await the new general counsel’s recommendations before taking any further steps there.

It is expected the law department changes will be gradual and that Mr. Dempsey may reallocate work among lawyers. A number of attorneys may be reassigned to particular types of work for long periods may find themselves “reallocated” to other positions of an entirely different nature. Moreover, the transfer of regular staff attorneys to work in connection with the preparation for the chain-monopoly inquiry has been requested, and it will mean the retention of additional attorneys to fill their posts on the regular staff.

The status of Chief Examiner Davis G. Arnold, who has been among those prominently mentioned as another possible transfer, is still unknown. Col. Arnold con-

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www.americanradiohistory.com
Future of Television Now Up to Public

Out of Laboratory And Into Homes Next Spring

By MARTIN CODEL

TELEVISION steps out of the laboratory into the homes of a few selected cities next spring, with the New York World Fair, starting in May, scheduled to herald its chief public debut. Whether this highly-developed visual art will become a new “billion dollar industry”, as reported in the press, rests in the laps of the gods. It all depends on how the public will take to it.

The emergence of television from the research laboratories was signaled by the board of directors of the Radio Manufacturers Association Oct. 20 after it had heard the announcement of David Sarnoff, president of RCA, that RCA intended to manufacture and sell receiving sets to the public on a limited basis. As a result of these tours, it is expected that within a month or two, television will be available to all who are interested in it.

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The technical developments, however, have not yet reached the point where the public will be able to appreciate the full potential of television. The set must be produced on a large scale before it can be adequately appreciated.

The development of television is a long, slow process. It has been estimated that it will take at least ten years before television becomes a major industry. In the meantime, the public will have to be educated to appreciate the possibilities of television.

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closes, there are now 19 authorizations in effect for television transmission on the several bands allocated by the FCC for that purpose. Of these, all but two are already in more or less regular operation. Some represent licenses issued to the same firm to operate in various bands, including authorizations for the separate use of both fixed and portable stations. In reality, the only firms already actually in the television field, in addition to RCA-NBC and CBS, are Don Lee Broadcasting System, Los Angeles; First National Television Inc., Kansas City; General Television Corp., Boston; Kansas State College, Manhattan, Kan.; Philco Radio & Television Corp., Philadelphia; Purdue University; Radio Pictures Inc. (John V. L. Hogan), Long Island City, N. J.; University of Iowa.

Holding construction permits for new television stations only recently authorized by the FCC are Allen B. DuMont Laboratories, Upper Montclair, N. J., and Zenith Radio Corp., Chicago.

In addition to these, General Electric Co., Schenectady, recently was subject of an FCC examiner's report favoring the granting of it of four licenses to operate in three different television bands. It is expected the FCC will grant these in normal routine. Pending before the FCC also is a station from CBS, NBC, Don Lee and Farnsworth for authority to use bands in addition to those now designated in their television licenses.

Can Operate in Ultra Bands

The television broadcasting bands now designated by the FCC, whose rules and regulations still brand television as experimental and not to be used for commercial purposes, range from 2,000-210,000 kc. (in which only the several universities are operating); 42,000-56,000 kc.; 60,000-86,000 kc.; any 6,000 kc. band above 110,000 kc., excluding 400,000-401,000 kc.

It is planned that the new transmitters will be capable of operating on any of the high-frequency bands, starting from 42,000 kc. and ranging up to 400,000 kc. Thus far the high frequency band authorized for use is the 204,000-310,000 kc. band allocated to Philco at Philadelphia.

Because high-frequency television transmission requires extremely high radiating points in order to gain the widest horizon, and because its radii for practical purposes thus far is limited to the horizon, television at the outset will be restricted to local communities. This probably means first that service will be provided only in the larger cities, and that condition will prevail until more local broadcasters secure transmitters. Thus television's chief "proving ground" at the present time is New York, and possibly Philadelphia and Los Angeles, where developed transmission services are already available.

The coaxial cable will eventually permit the linking of local stations into networks, receiving service from key production points as in network broadcasting. However the only coaxial cable so far laid is that of the A. T. & T. Linking New (Continued on Page 29)

DESIGN of the 1 kw. television video transmitter being placed on market by RCA, to be made available with full servicing facilities to all holding FCC authorizations for experimental television. This design may be altered to a certain extent as actual orders are taken.

The RCA 1 kw. television transmitter is a recently developed unit designed for meeting the highest standards of television transmission. The transmitter is arranged for DC transmission and negative modulation in accordance with the recommendations of the Radio Manufacturers' Assoc. It has been designed for a somewhat wider video band than is required for present day standards in order to allow for improvements in detail in the future.

Although the transmitter is rated at 1 kw. carrier power, due to the use of the DC transmission system, there is no fixed carrier power in the sense that there is a carrier in broadcasting practice. The carrier amplitude will vary during the picture transmission in accordance with the light and shade values of the picture. However, the equivalent power of the equipment, considering it on the basis of a similar sound transmitter, would be 1 kw.

The transmitter is contained within the frame (illustrated in the picture) with the video frequency oscillator and amplifiers in the upper portion. In the lower section is contained the power supply equipment and the modulator system. Video amplifiers are provided so that a level of about two volts is required at the input from the video amplifier system.

The transmitter makes use of a number of ingenious circuits which enable the extremely wide frequency bands to be transmitted. It uses a line controlled oscillator system which possesses the advantages of generating relatively large amounts of power thus reducing the necessity for a large number of buffer amplifiers. At the same time the stability is maintained by the use of an invar line in the oscillator system. Several rectifiers are used to supply the various circuits in order to avoid interaction.

An external filament motor generator set and water cooling unit are supplied, and certain of the larger power and filter components are also mounted externally. The transmitter includes arrangements for inserting the DC component into the signal for producing DC transmission.

Maytag Using 84

MAYTAG CO., Newton, Ia. (electric washing machines), on Oct. 31 started six weekly chain break announcements on 84 stations in a national spot campaign. McCormick-Erickson, Chicago, has the account.

Option on WPTF Exercised by NBC

Figure of $210,000 Is Named; New Company Being Formed

IN AN unheralded move, NBC on Oct. 25 disclosed it had exercised its option to acquire WPTF, Raleigh, N. C., for $210,000. Formal papers were being prepared for submission to the FCC.

The station, a 500 kw. outlet operating on the 680 kc. channel, has been under option to NBC for some four years. The option grew out of an arrangement whereby NBC consented to WPTF's operation during evening hours on the 680 kc. channel, a clear wave assigned to KPO, San Francisco. WPTF regularly is licensed as a limited time station, with 5,000 watts power. Licensed in the name of WPTF Radio Co., it is operated by the Durham Life Insurance Co.

Sale Negotiations

It was understood that NBC does not intend to operate WPTF, though the application for assignment will go to the network company. Negotiations now are under way, it was stated, for sale of the station to a company representing NBC's North Carolina interests. Presumably this company will be formed at once and an application for assignment to it filed prior to a hearing on the transfer from the Durham Life Insurance Co. to NBC.

No reasons were given for the decision, NBC exercising its option Oct. 14 when it was due for renewal. WPTF has not announced any plans to combat the NBC action. The 680 kc. channel occupied by KPO, under the proposed allocations based on the Havana Treaty, would become a Class I-B channel, this channel is to be duplicated on the East Coast. At the superpower hearings last June WPTF offered testimony seeking a duplicated clear channel, or Class II, assignment on the East Coast. The NBC option, first procured four years ago, has been renewed from year to year. Existence of the option was not previously officially disclosed, and papers filed with the FCC by WPTF under the revised ownership forms.

SMPE Talks Video

TELEVISION problems were discussed in two of the talks scheduled for the fall convention of the Society of Motion Picture Engineers, held Oct. 31-Nov. 2, at the Hotel Statler, Detroit. On Nov. 1, J. J. Kaar, General Electric Co., Bridgeport, Conn., discusses Some of the Problems Ahead in Television, and later in the day G. L. Engstrom, and I. G. Maloff, RCA Mfrg. Co., Camden, New Jersey, demonstrate Some Television Problems From the Motion Picture Standpoint. Other talks scheduled deal with problems of motion picture sound recording and other questions of film engineering.

DR. FRANK B. JEWETT, president of Bell Laboratories, has been awarded the 1938 Nobel medal for scientific leadership, highest honor in American Engineering, previously won by Lord Kelvin, Thomas A. Edison and Guglielmo Marconi.
Cuba Orders Reallocation Under Treaty
(Assignments Effective Oct. 31, 1938)
D—Daytime Operation Only; All Others Unlimited Time

<table>
<thead>
<tr>
<th>Frequency in Kc.</th>
<th>Power in Watts</th>
<th>Call Letters</th>
<th>City</th>
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<td>100-200</td>
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<td>15,000</td>
<td>CMCT</td>
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NEW ARGUMENT SET IN BROOKLYN CASES
IN KEEPING with the mandate of the U. S. Court of Appeals of the District of Columbia in the "Brooklyn cases" last month, the FCC Oct. 27 set aside its decision of deletion of WLTW and WARD, Brooklyn, and called new oral arguments for Nov. 10.

The decision deleting the stations was promulgated June 27, 1937, to become effective the following Sept. 15, and at that time of the two stations to WBBB, Brooklyn, also sharing time on the same frequency. The FCC asked the court to remand the appeals taken by the aggrieved parties—a virtually unheard of action. [BROADCASTING, Oct. 15.]

The FCC said that so much of the order and decision was based on the reasoning that it is not valid, that the court may remand the case for another argument. [BROADCASTING, Oct. 15.]

The court said that the validity of the decision was not involved, but that the parties, in the new oral arguments, should be able to present their case to the court. [BROADCASTING, Oct. 15.]

WHFB Starts on Jan. 1
On Regional Assignment
WHFB, Rock Island, Ill., plans to begin operation on Jan. 1 with its new regional assignment authorized last month by the FCC, according to announcement Oct. 26 by John W. Potter, president.

The station, now operating as a local, was authorized to change to 1420 kc. with 1,000 watts day and night. It has purchased a new RCA 1 kw. transmitter and has added two Truscon 350 ft. towers for directional operation. Installation was completed WED, and the station went on the air in the afternoon. Approximately $50,000 is being expended on new equipment. The Rock Island Herald (Rock Island, Ill.), states that Mr. Potter is president, affiliated with the station.

Power Boosts in Wisc.
TWO Wisconsin stations won power increases in FCC decisions issued Oct. 25, dated to become effective Oct. 30. WHBF, Sheboygan, 500-watt full time outlet on 1300 kc., was authorized to increase its daytime power to 1,000 watts. WEMP, Milwaukee, now operating with 100 watts daytime on 1310 kc., was granted 100 watts full time power on the same frequency.

WHQA, Green Bay, Wis., was authorized to increase its daytime power from 1,000 to 5,000 watts with a directional antenna for daytime operation on 1330 kc. with 1,000 watts unlimited time and uses a directional at night.

CLASSICAL music is heard on CBS six days a week, 3-4 p.m. Saturdays the first 11 a.m. to noon and Sundays the Music Hour is extended an hour for the concert of the New York Philharmonic Symphony Orchestra.

More Stations in Cuba Given Reallocation

Revised Lineup Conforms to Havana Treaty Provisions
REALLOCATION of Cuba's broadcast stations, conforming to the Havana Treaty of last year, was approved by the Cuban National Radio Commission Oct. 21 to become effective Oct. 30, according to license received by the State Department.

The decree promulgating the reallocation first was drafted to become effective Oct. 10 but was twice deferred.

In addition to Cuba, the United States, Canada and Mexico are parties to the broadcast reallocation, covering the band 550-1600 kc. This country, in addition to Cuba, has ratified the treaty but Mexico and Canada has not, with action expected before the end of the year.

New allocations projected for the United States were considered by the FCC at hearings last June and are proposed regulations tying into them likewise were taken into account. Actual promulgation of the new allocation in this country, it is expected, will await ratification of the treaty provisions by Canada and Mexico.

In the accompanying columns are the new Cuban allocations, as promulgated by Francisco Gomez, Cuban Minister of Communications.

More Sponsors Signed For Cooperative Series
ADDITIONAL sponsors have been decided upon for the cooperatively sponsored Show of the Week program, which is heard on 18 Mutual stations and the newly-formed Texas State network [BROADCASTING, Oct. 15]. New sponsors with stations as follows:

Howard Clotho, WFIL, Philadelphia, and WABJ; Dairy Farms Partnership, KJY, Kansas City; Howard Bakery, KHJ, Los Angeles; Weilberger Co., WHKH, Columbus; Aron & Reis, WAKW, Washington, D.C.; Schmitt & Hery Mfg. Co., KSD, Des Moines; Fontenay & Soller, WOR, New York; Daniels & Fishier Shoe Co., KFEL, Denver; Nash Coffee Co., KSTP, St. Paul; Davey, WSPD, Toledo; and John L. Brown Co., KTOK, Oklahoma City.

General Baking Co., Washington, D.C., joined the list of local sponsors for the Lone Ranger series on MBS, sponsoring the program on WJW, Washington, Monday, Wednesday and Friday, 7:30 to 8 p.m.

Two new accounts were added on Oct. 20 to the cooperatively sponsored program conducted by C. H. M. H. D. on WHK, New York: C. F. Mueller Co., Jersey City (mackaroni), and the National Sales Agency of New Jersey (Jack Frost Sugars). Sponsors already using the thrice-weekly series are E. O. East & Co., Chicago, Richardson & Robbins, Dover, Delaware (boned chicken), Kraft-Phenix Cheese Corp., Chicago, and Rapin-Wax Co., St. Paul.

THE 15-round title bout between Harry Greb and Cesar Cebrian, Chicago, on Nov. 2, will mark the beginning of a new series of 15-round fights on CBS radio, sponsored by Adam Hat Stores, New York, on WBC-Blue.

Page 16  November 1, 1938  BROADCASTING  Broadcast Advertising
New FTC Division Is Created To Scrutinize Broadcast Copy
P. B. Morehouse Transferred to Take Charge of Increased Work Under the Wheeler-Lea Act

A NEW division to handle the Federal Trade Commission's control over radio advertising, along with periodicals, was formed Oct. 18 by the Commission to utilize the enlarged powers afforded by the Wheeler-Lea amendment to the FTC Act. Known as the Radio & Periodical Division, the new agency replaces the special board which since 1929 has reviewed advertising continuities and copy.

Director of the division is P. B. Morehouse, FTC attorney. Other members include E. J. Adams, chairman of the former board, and W. F. Davidson, former vice president of the Commission.

Reorganization of the FTC radio and newspaper advertising setup is designed to provide greater efficiency and was made necessary by the increased activity brought about by the Wheeler-Lea amendment. The entire personnel of the special board was transferred to the new division, with no changes in grade or salary.

Not a Purge

Mr. Morehouse said it had not yet been decided whether members of the new division would function as a board or act individually in dealing with advertising matters. Although no personnel have yet been set by the FTC, it is probable that an assistant director will be named to take the place of Clyde M. Hadley, former member of the special board and recently transferred to the chief examiner's division. Robert E. Freer, youngest member of the FTC, will be in supervisory charge of the new division.

Mr. Morehouse joined the FTC in 1930 as a trial attorney after having been in private practice in Washington since 1916. He had charge of some of the many cases in which blenders and bottlers posed as dealers, an FTC worry immediately after repeal. He characterized the reorganization as "anything but a purge," pointing out that with the new division yielding even greater efficiency, more complete cooperation and help could be given advertisers.

Called the division would do all the work possible with funds and personnel at its disposal, but that there would be in no sense any "drive" on advertisers beyond the regular functioning of the department.

The special board investigating deceptive advertising was created in May, 1929, with one full-time and two part-time members drawn from the FTC legal division and two clerks. At present, the personnel has grown to approximately 20. The work of the new Radio & Periodical Division will remain the same as that of the special board, re-examining advertising copy and determining when proceedings should be started.

Specific type of FTC powers over advertising was broadened by elimination of the unfair competition factor through the Wheeler-Lea bill amending the FTC Act [Broadcasting, July 15]. These powers will broaden further, Mr. Morehouse pointed out, as personnel and funds for the division increase. Under the revised statute the Commission's jurisdiction extends to any business involving fiction or misleading representations in advertising, with no requirement that any unfair practice resulting in injury to a competitor be shown.

Recent Actions

Among FTC orders and stipulations during the last fortnight of interest to broadcasting were these actions:

Devoe & Raynolds Co., New York, and Wadsworth-Howland & Co., Boston, a subsidiary, stipulated that claims made for various paints would be discontinued. Firms agreed to cease alleged claims that their paint contained a new pigment whiter than other paints; that their paint lasted twice as long as other paints unless such claim is limited to average paint jobs, and that it "overcomes" sun, rain and dust.

Willard Tablet Co., Chicago, was ordered to discontinue alleged misrepresentations about the therapeutic benefits of Willard Tablets. It was found that the company distributed to buyers literature with dietary and hygienic advice which referred to as the Willard Treatment. The claims involved statements that the tablets or treatment constituted complete, positive treatment for stomach or duodenal ulcers, or that either will do more than produce a temporary effect, or that preparations caused by enzymes acid or provide temporary relief. The words "remarkable" and "marvelous" are not to be used, nor is it to be stated that the formula is unique or more dependable than any other or for correction of ailments for which the FTC holds the remedies do not work.

Julep Tobacco Co., Boston, agrees to cease claiming that Julep cigarettes neutralize the throat irritation day or night, never tire the appetite, and banish "morning-after" taste, that the mint helps counteract irritation of the throat irritated by heavy smoking, or that it has any other therapeutic action.

Longines-Wittnauer Watch Co., New York, agrees to cease claiming that Longines watches are Government standard for air or sea navigation and are better timepieces than the sun or stars.

United Drug Co., Boston, in selling Mi-Z-Whiz for colds, agreed to cease claims that it will kill all germs unless the claims are limited expressly to germs exposed to direct contact with the solution.

Favorable Figures From Rural Survey

Form Basis of NBC-Blue Sales Drive

RESULTS of a rural listener survey by the cooperative radio sales promotion staff of NBC, reveal such a good showing for the Blue Network that they will be making a chief sales argument in a three-point intensive drive for this network, Roy C. Witmer, vice president in charge of sales, has announced.

The survey is one of the most extensive listener-habit studies ever published in general form, Mr. Witmer stated, but will be presented exclusively by NBC stations as it applies specifically to the stations of whatever network combination they are offering their prospect clients.

NBC's dual network system, with its various interchangeable supplementary programs, offers such a variety of choices to the advertiser that the decision was made to try to make NBC a new network norm, especially to the needs of individual clients rather than to make any general presentation, he continued, adding that to publish the complete findings would serve only to smother the edge from the salesmen's story.

Other points in the Blue campaign are the fact that time is limited to those who desire to open in so-called premium hours and the new discounts for advertisers using one or more Blue supplementary groups [Broad- casting, October 1]. Emphasis of the plan stresses the temporary nature of this "economy" rate structure, which NBC claims offers the actual cost of radio over any network and which is being offered as a special inducement to get advertisers to give the Blue Network a chance to show the hitherto unsuspected strength disclosed by the survey.

Study, made under the supervision of Jack Green, covers one out of every 100 radio homes in the 57 counties, those containing no city of more than 20,000 population nor any radio station, as the survey was particularly concerned with the listening habits of those remote from metropolitan areas. Crosley and other surveys, it was pointed out, are confined to cities and towns as far west as San Francisco, are available to all listeners, the choice depending entirely on the relative appeals of competing programs.

In the remote areas, however, listeners' choices are limited by the ability to reach their sets which in many cases give them only one or two network programs at any time. Clerks of licensed stations are the chief source of programs to 75% of this rural audience, it was stated, with many listeners depending on stations hundreds of miles away from their homes because these stations supply the best signals. More NBC found that program preferences were frequently at variance with the Crosley rating since people do not listen to what they cannot hear.

First advertiser to extend its coverage of Blue stations in response to the inducement of the new low rates is Adam Hat Stores and radio advertising manager, W. F. Freer, pointed out that by extension of the broadcasts in Madison Square Garden in the interest of its low-priced hats for men. For several years a sponsor of boxing bouts on local stations in New York, this company began on NBC last year, returning this fall with a network of 27 stations for which it has now increased to 57 by adding the four Blue supplementary groups. Network broadcasts have been responsible for increasing the Adam sales area from New York metropolitan area and a few others in eastern cities to 400 U.S. cities, and Fort Worth, according to Leon Goldberg, advertising manager of the company.

The double-broadcast on April 1, covering the Apostoli-Lee bout in New York and the Thomas-Shears fight in Chicago, preceded the opening of a new store in Columbus, Ohio. "In spite of a spindrift and 1-day rain, by evening we had sold every one of our 200 dozen hats," Mr. Goldberg said, adding that leads resulting directly from the broadcasts had kept 30 salesmen on the air from Jan. 1 to when they were recalled because the factory could not keep pace with the orders.

WEVD, New York, which recently absorbed WJAF, New York, on Nov. 11 will start a series of dedicatory concerts to open its new studios at 117 W. 40th St., New York. The first program will be a free-bird and will be followed by 19 salute programs from 9 to 11 p.m. every Tuesday through December, each presented by different organization.

HISTORIC MIKE Used by KDKA Is Presented To Smithsonian

NBC has presented to the U. S. National Museum of the Smithsonian Institution, as one of a series of historic microphones illustrating the development of the microphone, the "tomato can" mike employed to broadcast the Harding-Lewis broadcast of Nov. 2, 1920, on KDKA, Pittsburgh, pioneer station then operated by Dr. Frank Conrad of the Westinghouse Electric & Musical Instrument Co. about to celebrate another anniversary. The series illustrates the efforts of radio engineers to produce the ideal microphone.

Included in the exhibit are one of which all network programs are carbon transmitters; the "tomato can" and later refined models of microphone, used in the first broadcast of the Metropolitan Opera in 1921 and in the first broadcast involving world-wide relays with shortwave relay transmitters; and induction apparatus.

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WBS Names Wight Chicago Manager

Roy Holmes Joins Disc Firm; Lewis, Jacobson Promoted

PROMOTION of Read Wight of the Chicago sales staff of World Broadcasting System, as resident manager in Chicago in charge of Midwest activities, was announced Oct. 18 by Percy L. Dombach, also with other appointments.

Mr. Wight, WBS sales vice-president, announced formation of a new creative selling organization to function on behalf of World Transcription System. The new sales force will operate in conjunction with the market analysis staff, also recently formed under the consulting supervision of Dr. Herman S. Hettinger, radio economist and research expert.

Roy H. Holmes, former NBC traffic manager, has joined WBS in a similar capacity in New York.

Leonard Lewis, sales editor of World News, WBS house organ, has been elevated to the sales department, and Herbert L. Jacobson was transferred from the continuity department to advertising and publicity, succeeding Mr. Lewis. Also named under the consulting force were Don Miller, David F. Crosier, and George Podeyn.

Former Affiliates

Mr. Wight for five years has been a member of the Chicago sales staff of WBS under A. J. Kendrick, vice-president. With Mr. Kendrick's transfer to New York as general manager of World Transcription System, launched Oct. 1, Mr. Wight was named temporary successor and now is appointed resident manager. A graduate student, he was formerly in the advertising department of Procter & Gamble, and then joined the H. W. Proctor & Sons Adv. Co. as radio director. He also has served with Packard and International Business Machines.

Mr. Holmes was with NBC for 11 years and prior to that time served as assistant sales manager of the American Bank Note Co. In his new post he will organize a traffic department and handle time clearances, orders and routine for World Transcription System accounts. He will also compile station data for WBS' new "Gold Group."

Mr. Lewis was formerly radio editor for ABC and joiner and WBS to take over editorship of World News. His successor, Mr. Jacobson, was a contributor to the

Jurisdiction to Be Disclaimed by FCC

In Protest Over Swinging of Classics

A PROTEST, asking heavy penalties upon stations which broadcast music "swinging of classics," as assent to FCC Chairman Frank R. McNinch, will get the usual retort of "jurisdiction," it was learned Oct. 27.

Alfred L. Dennis, president of the Bach Society of New Jersey, announced he had sent a letter to Chairman McNinch proposing that stations which violate the canon of decency by permitting transposition of classics, particularly Bach's music, be penalized by having their licenses suspended for the first offense and punished by revocation of licenses for the second.

While Mr. McNinch had not responded to the communication at the time Broadcasting went to press, it was learned officially that the obvious response from the Commission would be that under the law it has no jurisdiction over the matter, that they happen to be obscene, profane or indecent or otherwise violate laws. The Dennis letter assailed the "savage slurring of the saxophone and the jumbled discord of the clarinet." It added that if the trend is permitted to go unchallenged "swing renderings of the Mass in B Minor will follow, offending all religious and aesthetic grounds."

Three New Affiliations

Announced by Networks

THREE new network affiliations were granted to stations in the last week. WABI, Bangor, Me., will become a CBS affiliate under a five-year contract for a station outlet which has been carrying both CBS and MBS programs. It operates on 1420 kc. with 250 watts day and 100 watts night.

WAPO, Chattanooga, will join the NBC Blue Nov. 1, becoming its 140th affiliate. It operates on 1200 kc. with 250 watts local sun seven days and 150 watts night.

KOME, new 1000-watt, will join the Oklahoma and MBS Networks on Nov. 6. The 1010h MBS outlet, the station will operate on the 1310 kc. channel with 250 watts daytime.

CIO Affiliate Advocates WPA Employment Aids

A DELEGATION representing the American Communications Association, CIO affiliate, conferred with FCC Chairman Frank R. McNinch Oct. 21 regarding a proposed WPA project to relieve unemployment among communications workmen and the general field. A number of plans advanced by the ACA-CIO group were discussed along with several ideas. Mr. McNinch is understood to have developed.

Market Consultant

Don Miller formerly covered the New York, Philadelphia and Connecticut territories for Cosmopolitan. He was previously advertising manager of Today and his radio experience began in the early days of WOR. Mr. Podeyn, one of the earliest WBS commercial radio stations, came to WBS-WNYE on 21 kw commercial radio, a station he was used to Fuller & Smith & Ross where he was radio manager. Prior to that he was with BBD0 and with NBC.

Mr. Deutsch announced appointment of Dr. Herman S. Hettinger, radio economist, author and research expert as market consultant for WBS. He will serve in an advisory capacity on marketing problems connected with WBS. He will retain post as assistant professor of marketing at the University of Pennsylvania as well as his general consulting practice. At WBS he will work in cooperation with the market analysis staff of the sales department.

Joint NAB Drive Endorsed by RMA

فوائد العمل للعمال

A COOPERATIVE promotional campaign to be sponsored jointly by the NAB and the Radio Manufacturers Association, was endorsed by the latter organization at the Oct. 20 meeting of its board of directors.

Plans to sell broadcasting both from the transmitting and receiving standpoint have been evolved. The NAB in the past has gone on record favoring such an undertaking and the RMA board had before it those responsible for the drive, at which time William Miller urged action. A. S. Wells, RMA president, is expected to serve as chairman of his committee, with Mr. Miller serving for the NAB.

Every Dealer a Salesman

NAB and RMA, it is expected, will sell broadcasting to their customers who would work together and submit plans to each organization. A substantial fund for the promotion was planned. The idea is to have every dealer act as a salesman for broadcasting and every broadcaster in the position of promoting receiver sales.

Would Take Over KIDW

SURRENDER of the Southwest Broadcasting Co., lease on KIDW, 100-watt outlet in Lamar, Col., was disclosed Oct. 20 in an application filed with the FCC for transfer of the license to Lamar Broadcasting Co. The Southwest Broadcasting Co. is headed by Leonard E. Wilson, operator of KGW, Ala., and KOKO, La. The owners of KIDW, who would resume operation of the station, are G. Brown, Lamar lumberman, 85 shares; Fred Kehoe, 65 shares; E. C. Gordon, attorney, 10 shares.

Met. Life to Return

METROPOLITAN LIFE INSURANCE Co., after a three-year absence, will hold an hour show to be presented as a national network program. Young & Rubicam, New York, reports that the chain is considering several types of programs.

Magazine Drive

HOUSEHOLD MAGAZINE, Topeka, on Nov. 24 starts a two-week contest of the magazine, with weekly quarter-hour library discs on WLS KLZ WOWO WHO KMA WACE WMUR in addition to the usual quarter-hour program. Annually has been FPEQ KWNX KGLH KFAB WHAM KF YR WDAY WLM WHJB WSM KGKO WWYA. The national contest offers more than $24,000 for the best recipe. Presby, Fellers & Presby, Chicago, has the account.
WHO offers
308,000 EXTRA
RADIO HOMES
from "IOWA PLUS"

The daytime primary area of big station WHO touches or includes every county in Iowa—an area of approximately 462,000 radio homes.

But in addition to this tremendous coverage, WHO offers you an EXTRA listening audience of 308,000 EXTRA radio homes in the PLUS of "Iowa Plus".

These PLUS families alone represent a market that would put many an advertiser on easy street. But they’re only 40% of the audience you reach with WHO. . . . May we send you all the facts?

WHO
FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

40% FROM OUTSIDE OF IOWA
60% FROM IOWA ITSELF
Clear Channels and High Power Urged
By RMA in Resolutions to the FCC

RESOLUTIONS urging the FCC to maintain clear channels and provide equitable power on all broadcast channels were adopted by the board of directors of the Radio Manufacturers Association, at a meeting in New York Oct. 20. The resolutions were forwarded to the FCC.

The RMA later will present similar resolutions to all members of Congress and otherwise "develop sentiment" in favor of high powered broadcast channels. It notes that the RMA is the only association of clear channel station stationers with the FCC.

The Committee's conclusions and recommendations follow in full.

The amount of power has been demonstrated as a method of amortizing investments in remote rural areas as well as in towns which do not have or cannot support local transmission facilities, an improved service. When an applicant has been a pioneer in the field, it would be unfair and unjust to the public to be an exception. who should be permitted to continue such experimentation, provided, first, that its plan of radio is such as to result in substantial contributions to the public interest, and second, that the successful completion of such plan requires the use of power and operating facilities substantially in excess of those used in the primary and secondary service areas. The public interest is served by making no attempt to restrict the amount of power used, as it may be used on the location of the principal radio station and power. The power of 50 kw. is essential to the program of experimentation. Senior licensees' stations are not controlled by varying types of an excessive amount of power. The amount of power used has no bearing on the location of the primary and secondary service areas. The decision to be received from a 50 kw. transmitter in a clear channel broadcast may not be unduly affected by the measured signal received from a 50 kw. transmitter.

Under the present conditions of propagation and public interest, the extension of any activity, there is sufficient excess of power to permit study in the secondary service areas and Government stations which would have no bearing on the location of the primary and secondary service areas. The decision to be received from a 50 kw. transmitter in the clear channel broadcast may not be affected by the measured signal received from a 50 kw. transmitter.

EXECUTIVE COMMITTEE (Continued on page 64)
Martha Crane and Helen Joyce, America's leading saleswomen of foods, backed by casts of nationally famous radio entertainers.

The FEATURE FOODS PROGRAM was inaugurated on Station WLS in January, 1935. This program has set records for sales increases and mail response over Station WLS. The program is a half-hour, six-day-a-week show featuring Martha Crane and Helen Joyce, accepted as authorities on Foods and Homemaking problems in the WLS area. Martha and Helen are supported by a cast of nationally known entertainers heard on coast-to-coast NBC network programs originated by WLS.

The FEATURE FOODS SERVICE embraces: (1) Radio Advertising on WLS, a 50,000-watt station which covers 10.1% of U. S. grocery potential, (2) Calls on the trade, (3) Placement of store Display Material, (4) Circular Advertising, (5) Demonstrations weekly at Women's Club Meetings.

This plan has been in successful operation since January, 1935—serving such food manufacturers as Bird's Eye Frosted Foods, Spry, Scottowels, B & M Baked Beans, Rap-In-Wax, Ma Brown Pickles and Preserves, Pillsbury's Pancake Flour, Brer Rabbit Molasses, etc. Cost of the service is moderate and is employed successfully by concerns with and without large sales organizations.

FEATURE FOODS IS READY TO MAKE THE CHICAGO AREA YOUR LOWEST INQUIRY-COST MARKET — TO MULTIPLY THE MOVEMENT OF GOODS THROUGH GROCERY CHANNELS — WITH A PLAN THAT BATTERS DOWN SELLING COST!

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
Hollywood Radio City an Ideal Plant

NBC Gradually Moving Operations Into New Site
By DAVID GLICKMAN

Without premiere or fanfare, NBC on Oct. 17 officially “opened for business” its new ultramodern RCA-equipped western division headquarters in Hollywood. Making news by the very absence of blazing lights and fanfare, NBC executives, headed by Don E. Gilman, western division vice-president, were present to open the massive new building at Sunset Blvd. and Vine St. and the staff went to work.

“We complete this link in an ultra-modern chain of broadcasting plants with faith in Hollywood’s future as a center of radio,” Mr. Gilman said. “NBC Hollywood Radio City is doubtless the most beautiful and practical broadcasting plant in the United States. With the facilities now at our command, NBC from its West Coast headquarters is in a position to broaden the scope of its service tremendously and adequately meet all likely demands of this rapidly expanding production center for the next few years. Our western division headquarters are the most modern that science has produced. No effort or expense has been spared to provide a practical working network unit on a major scale.”

No Interruption to Business

Move-in has been gradual, starting in early October when the network began using its first completed auditorium-studio on Sunset Blvd. and also started shifting production units and other departments from the former headquarters on Melrose Ave. to the new plant. Although it will be some days before the entire plant is completed, all departments are now housed in the new edifice; the shifts being made without interruption of routine.

The structure, representing an investment of 30,000,000, is officially tagged Hollywood Radio City. It occupies half of a 4 1/2-acre tract and is bound by Sunset Blvd., Selma St., Vine St. and Argyde Ave. The three-story executive building and eight broadcasting studios are of modern classical design. Four large auditoriums, built as individual and built as individual and located on the main floor. Large studios are similar in detail design. Each has its own lounge rooms and sound-proof glass panels which permit visitors to see rehearsals from the individual lobby. Client’s room in each studio, visible to the audience, overlooks the stage and is directly over the control room.

Three-Story Foyer

At the rounded apex of a triangle, on the northeast corner of Sunset Blvd. and Vine St., is a three-story foyer which links the executive office building and the four main auditorium studios. Daylight is admitted to the foyer through glass brick panels, running 40 feet up to the ceiling. By night the foyer is suffused with indirect light. The ceiling is acoustically treated with mica tile. The public enters the auditorium-studios from Sunset Blvd.; Artists and employees use a private corridor entrance opening directly to the network’s rear parking lot. Erected by Austin Co., nationally-known builders and contractors, the structure and engineering design throughout reflect the ultimate scientific development in broadcasting facilities at this time, said G. H. Hanson, New York vice-president and chief engineer, under whose supervision it was designed and built. He pointed out that the edifice was planned according to strictly functional requirements to assure highest efficiency for the working personnel, but with equal emphasis on public convenience and comfort.

A Dream Realized

“Hollywood Radio City is an answer to the radio engineer’s dream of an ideal broadcasting plant,” he said. “We have always considered the sound stage type of construction an ideal plan, but until now we have never had an opportunity to depart from the conventional studio design of building the auditorium-in steel buildings and on separate floors. Spread horizontally, centrally located with all studios located on one working floor, this is the ideal broadcasting plant. Acoustically, the studios are as perfect as knowledge of man can make them.”

The edifice was built without a rivet. The steel skeleton of the structure was put together with electric torches. The welded steel construction is ultra-modern and stronger than rivet binding, according to J. G. Strang, NBC engineer in charge of construction. He declared that during erection of the building, the new process, practically all noise was eliminated. Building exterior is painted a soft blue-green, chosen scientifically to reduce the California sun glare and to blend with the blue of the sky and green of landscaped grass, palm trees and shrubbery. The 300-foot terrace wall which graces the Sunset Blvd. side of the building and leads to the auditorium-studios, is painted a deeper green, with a floor of red cement and steps of terracotta and terrazzo. Only exterior decoration are aluminum strips on round corners, huge illuminated metal NBC and RCA signs and three colored neon tubes parallel the terrace on Sunset Blvd.

The flat-domed roofs of the individual studios and office building are painted with aluminum to deflect heat rays of the sun and increase air-conditioning efficiency.

Functionalism is stressed throughout. Walls and ceilings have been treated to absorb or disperse the sound. The network is served by way of a central workroom by five hundred people. Production quarters will also be provided. Columbia Square building now contains 7 studios and an auditorium which seats 1050. CBS also has outside accommodations in Hollywood. Besides its Radio Playhouse on Vine St. and Columbia Music Box on Hollywood Blvd., the network rents one of the KFWB studios located on the old Warner Bros. lot on Sunset Blvd. Sponsors of several shows which now originate in Columbia’s outside theatres are seeking smaller and more intimate quarters for their studio audience programs. CBS erected its Columbia Square building on Sunset Blvd. between El Centro Ave. and Gower St., less than a year ago.

Texas Net Expands

ELLIOTT ROOSEVELT, president of Texas State Network, on Oct. 25 signed contracts for erection of a second floor on the main building of the headquarters office. A second building will also be added to house additional studios, control rooms, music library and additional office space. The second floor of the main building will be devoted entirely to office quarters, the main floor housing only executive offices, studios and control operations.

FROM the fifty quarters at the left, radio and advertiser executives watch the performance of programs in NBC’s Hollywood Radio City. A sound proof glass panel separates observation rooms from auditorium studios. At right is a portion of Studio D, showing control room below, observation room above. Vd ceiling surfaces scatter sound. Announcer’s panel is at the right. Baby spotlights are mounted in the upper left.
Broadcasting today is a highly modern production operation...it calls for even more exacting control than most modern manufacturing processes. Talent of the best, super-equipment, skillful continuities, split-second timing all contribute to fine entertainment, and the promotion of countless products and services for industry. No manufacturing business has greater need for a functional plant than does the Radio Industry.

With the opening of its new "Radio City" in Hollywood, NBC looks ahead...with a new broadcasting plant representing the latest in radio and studio construction progress.

Layout and arrangement to provide for the efficiency and convenience of its own working staff have been dovetailed with accommodations for the public. The fruits of research and development and new ideas from every available source, contributed by many different industries, have been focused upon this interesting project.

Notable among them are—attractive appearance, highly functional in character; complete air conditioning; acoustical treatment and sound isolation; new standards of lighting; nonvibrating floors, glass block, welded structural steel; the scientific application of color, outside and inside, to create new effects.

In the actual erection of the buildings themselves, consideration for the public and neighbors was shown. Austin Engineers employed silent construction by electrically welding all structural steel and by using electrically driven hoists, concrete mixers, compressors, etc.

These are all indications of the exhaustive study and applied research which helped create this modern studio group in the "Radio City" of the West.
License Return Clause Forms Basis of KSFO Lease Denial

FCC Holds Lease Contrary to Communications Act
In Refusing CBS San Francisco Plea

BASING its opinion wholly on the premise that a station lease carrying a provision for return of the licensee to the lessor at the expiration of the lease period is contrary to the law, the FCC Oct. 20 denied an application of KSFO, San Francisco, for voluntary assignment of its license under lease. Commissioner Brown concurred in the result in a separate opinion in which he disagreed with the reason for the decision.

In deciding the case, which has been pending since 1936, the FCC sustained the recommendation of Examiner Rosel H. Hyde, who observed that KSFO and CBS have different viewpoints on the proper control of stations were not touched upon in the decision.

Since KSFO is now the CBS outlet in San Francisco under a new station license, Commissioner Brown would determine whether they stationed to FCC's consideration or appeal to the courts. The FCC has previously indicated that the KSFO owners and CBS will determine whether they will return the station to the Commission on the basis of the lease agreement. In the event of a decision by the courts, however, is considered unlikely.

Terms of Proposed Lease

The lease transaction was to be on the basis of $25,000 per year plus one-seventh of the gross annual income above $175,000. Terms provided for lease of the station from the time of the FCC's consent until Jan. 1, 1942, with options for two extensions of five years each. The station operates on 500,000 watts功率. KSFO is the principal owner and Philip Lasky the general manager. KSFO now has an entirely new transmitting plant and new studios.

The FCC majority brought out that although the lessee proposed to assign its license to the licensee, it reserved the right to employ counsel and enter into any action or proceeding involving the license, and that there were definite provisions for recapture of the license by the lessor upon expiration of the lease. Emphasizing that the license is a personal privilege and not transferable without the consent of the FCC, the Commission stated that to recognize such a right in the assignor "would be tantamount to the recognition of an outsider to the lease for a future time." It held further that the provision for recapture constituted an arrangement "which is misleading to the public generally and clearly misleading to the investing public."

A lengthy opinion made reference to the arrangement under which WMAL, Washington, was leased by the M. A. Leese Radio Co., which holds the license. Also brought into this decision was the purchase by the Washington Star of the stock in the Leese company. Citing the WMAL proposal, the Commission said in this opinion that the assignment of license from Leese to NBC pursuant to a provision agreed to not and does not operate as approval of or consent to the terms of the agreement as such, nor was there any written recognition of any rights, equities or priorities of Leese or its assignee so far as the license of WMAL is concerned.

Public Interest

The Commission majority stated that it now finds that lease provisions "assuring the lessee of renewal of the license, and/or assuring the licensee of the continued operation of the station license existing at the termination of the lease, are contrary to the Communications Act and the public interest." Recalling that the FCC and its predecessor Radio Commission, previous to this opinion, had granted authority for assignment of stations based on leases containing provisions which were now found contrary to the Communications Act, the Commission added that if any of these previous actions may be construed as an approval of lease provisions, assuring the lessee of station license renewals or the possession of the license at the termination of the lease "then such actions are hereby overruled."

In his separate opinion, Commissioner Brown said that he concurred with the result reached by the majority but could not subscribe to the reasons advanced by them. Under the Communications Act, upon which the majority largely relied, he declared that ownership of equipment is not required. In the KSFO case, he said, the parties agreed to make application for reassignment of the license to the lessor upon termination of the lease. Some witnesses said, they have attempted to determine the right to use the frequency "as between themselves" but he held this assertion would not affect the opinion. The FCC, he continued, that the public interest was the standard which should be applied.

Disagreeing that the reversionary provision in the lease was per se contrary to public interest, he added it was difficult to show how the public would be harmed by the fact that the proposed assignee would now have his station with equipment leased rather than purchased. The sole test, he held, was whether the granting of the application would permit the lease. "From the record," Commissioner Brown stated, "I am unable to find that any benefit whatever would be derived by the public if this application is granted. The public will have the benefit of the continued operation of the station KSFO and in addition, will not be denied Columbia Broadcasting System's programs ** **. He continued that the public interest was not affected by the fact that the applicant "has failed to show sufficient reasons in the public interest to warrant the granting of this application."

Sale of WNAV to Gardner Cowles Jr.

For $200,000 Is Approved by the FCC

SALE of WNAV, Yankton, S. D., to the South Dakota Broadcasting Corp., of which Gardner Cowles Jr. and publisher and proprietor of the Yankton Press & Tribune, is the principal stockholder, for $200,000, was approved by the FCC Oct. 20, Commissioner T. A. M. Brown concurred.

The Commission's decision had been awaited with interest because of the type of newspaper station involved in the transaction. The Yankton Press & Tribune is the daily newspaper of the community of Yankton, S. D., and the only newspaper of the Yankton area owned by a newspapers association.

Newspaper Angles

Operating on the 570 kc. channel with 1,000 watts night and 5,000 day, the WNAV station will provide local programming and news as well as financial, music and sport events.

Jack Storey Dies Following Illness

DEATH claimed John J. (Jack) Storey, 50, veteran managing director of the Children's Mercy Hospital, a onetime vice-president of the NAB, following a heart attack Oct. 16. He has been in poor health about two years but his death was unexpected.

One of the most popular figures in the broadcasting industry, Mr. Storey was in charge of WTAG, WNYC and the New York Telegram & Gazette. From the time it was acquired by the newspapers of a dozen or more years ago. He had spent his entire business life with the newspapers and for many years was their assistant business manager, a post he held in addition to his radio duties.

He was preparing to leave on a long vacation as a result of his illness but he was suddenly and shockingly stricken. He had been visiting his office several hours a day.

Roi-Tan Drive Ready

AMERICAN TOBACCO Co., New York, is returning to the technique used successfully in its Creme Caramel campaign last year by offering for its new drive for Roi-Tan cigars which will start on CBS Nov. 7, 1936, a three-weekly quarter-hour program, starring the best-known of all blue blouses, Sophie Tucker, who will also feature a slogan contest, the slogans to be written on Roi-Tan cigar bands and a daily automobile giving away the best slogan submitted. Details are being worked out by Lord & Thomas, New York advertising agency in charge of the campaign and the agency which also directed the TV commercials in the third American Tobacco program on CBS. Others are the 45-minute Saturday night Hit Parade show, Lucky Strike cigarettes and the Sunday evening half-hour Ben Bernie show for Half and Half smoking tobacco.

Magazine Placing

POULTRY TRIBUNE, Mt. Morris, Ill. (magazine), on Oct. 1, 1936, started a campaign using three-weekly 15-minute discs on KSL and KWTO; daily five-minute announcements on KGLO KFEP and KWWB; and two announcements on WEML KCMJ WJHC WNWX WQDM KFNF. The campaign, which is expected to result in sales in the near future, according to Roy E. Dodge, radio director of Albert Kircher Co., Chicago, agency in charge.

The deal for the purchase of 75% interest in WLAK, Lakeland, Fla., for $400,000, has been called off with the transaction held by David E. Smiley and Ralph Nicholson, owners of the Tampa Times and WDBB.
WABC is the best known and best liked station in New York... the world's largest market*

*For proof, and information of established programs available for local sponsorship, write or call WABC, 485 Madison Ave., New York, or any Radio Sales office

WABC is KEY STATION of the COLUMBIA BROADCASTING SYSTEM—WORLD'S LARGEST NETWORK
Liquor Advertising On Air Opposed

Federal Chief Advocates Law; Duristine Gives His Views

USE OF RADIO as a medium for advertising liquor and beer was defined as a "serious social problem" during the National Conference on Liquor Advertising in Washington Oct. 25. Speaking during a forum on radio advertising, Roy S. Duristine, president of the NAB, told distillers' and brewers' representatives to the meeting that the radio industry recognized the "serious social problem" involved in liquor advertising, and that it could be relieved. "Radio advertising can fill the situation without necessity of any restrictive legislation," he said.

The statement of the Federal Alcohol Administration, opened the discussion on radio advertising, as listeners object to liquor advertising by radio because of alcohol's "forceful intrusion" into the "intimacy of the home," Mr. Duristine recommended that Congress and the FAA act to prohibit such advertising.

Refers To Beer Advertising

Mr. Duristine, citing the "tacit control" exercised over program material by the FCC, declared that "radio's political power" allowed it to "elevate to a negative effect" public taste.

Vocal To Radio Analysts

In another statement, W. C. Gillispie, manager of WKY, San Francisco, and former manager of KNX, Los Angeles, and formerly of WOR, New York, also pointed to the favorable audience reception of liquor advertising on the radio and called for "less confusion, not more regulation.

NAB President Miller said that broadcasters recognize the "serious social problem" and have voluntarily refused "highly remunerative" distilled spirits advertising.

Mr. Miller said that wine advertising was "more acceptable" as it complies with regulations, good taste, and public health. Federal broadcasters have at all times extended the fullest measure of cooperation, he added.

Wesley Sturgis, executive director of the Distilled Spirits Institute, said that although the Institute still holds to its practice of not using radio, it does not favor any definite restriction against radio advertising of liquors. There is a need for defining advertising, he emphasized, and radio programs not designed to promote sales, specific brands or labels could help the industry.

G. Selmer Fougner, New York Sun columnist, declared that radio could fill the need for "a courageous stand" and stress the dangers of excess in the use of liquors, a phase of educational advertising which the industry was completely skipping.

"Through self-regulation," Mr. Miller said, "the radio industry has already demonstrated its concern for the public interest and its ability to correct social problem in denying its facilities to the promotion of the consumption of intoxicating spirits, in the enforcement of supervision of advertising copy of brewers and wine producers. However, the broadcasters are opposed to any proposed legislative action or regulation which would prohibit the advertising of any alcoholic beverage through radio.

Naylor Rogers Resigns IRS Post in Chicago

NAYLOR ROGERS, former general manager and part owner of KNX, Los Angeles, and since the first of the year Western manager of International Radio Sales, announced his resignation as of Oct. 15. He has resigned to make his own decision to leave IRS developing conversations with E. N. Steer, Hearst Radio comptroller. He did not disclose his future plans.

Western manager of IRS, Mr. Rogers headquartered in Chicago and organized the office for Hearst Radio.

Loren Watson, manager of IRS, headquarters in New York, plans to take over the Chicago office temporarily, and cooperate in any part of the reorganization. Under the reorganization, the Chicago office will be subject to New York headquarters and will not operate independently as heretofore. Mr. Watson plans to divide his time between the two cities. It is understood there will be no direct successor to Mr. Rogers, for the present in any event. Mr. Watson asserted that there are plans for additions to the Chicago staff.

Wine Firm on WOR

GAMBARELLI & DAVITTO, New York (Spears Apple wine), on Oct. 21 began a musical program, the "Moonbeams," on WOR, Newark, Fridays, 9:30-10 p.m., a program of dramatic choral music. The program, a half-hour, had been signed the Westminster Choir of Princeton, N.J., for the production. Benedict, manager of the program. Each week, seven clergy of the Protestant, Catholic and Jewish faiths will meet in the studios of WOR where each records his short prayer. The recorded broadcast will be played at signoff nightly the following week, with organ background of the signature. Mr. Benedict identifies the speaker each night.

Chapel chimes offering "Abide With Me" as a background while announcer reads a biblical exposition, on the newly sign-off for W S Y R, Syracuse. Regular identification follows.

Mr. Duristine, with Neville Miller, president of the NAB, told distillers' and brewers' representatives at the meeting that the radio industry recognized the "serious social problem" involved in liquor advertising, and that it could be relieved. "Radio advertising can fill the situation without necessity of any restrictive legislation," he said.

Mr. Duristine recommended that Congress and the FAA act to prohibit such advertising.

Gillispie to Manage Both

It was announced that Mr. Gillispie will serve as vice-president and general manager of both stations but KOMA will operate separately from KTUL. Both stations are CBS outlets. If FCC approval is required, it was pointed out that several months necessarily will elapse before the new station will go on the air.

Lorillard's Change

P. LORILLARD Co., New York (Old Gold cigarettes) sponsoring the twice-weekly hour-long radio show "Screencos" in the "Old Gold" program, announced this past week that the show will continue, as its chain break announcements will be on the air.

Wrigley-RKO Deal

WILLIAM WRIGLEY Jr., Co., will soon start a variety show featuring talent from RKO movie studio and CBS stations according to reliable sources. A Friday night network program, the show will be the Los Angeles "Liner show" which is continuing for the present.

Elgin Making Up List

ELGIN NATIONAL WATCH Co., Chicago, on Nov. 21 will start a spot campaign on about 12 stations. The ad states that the E. on the "E.余万元" went on press was WDAF, Kansas City, using 36 weekly recycled chalkboard billboards. W. J. Thompson Co., Chicago, has the account.
WKY Sells This

eternal triangle

in Oklahoma

WKY is the solution to the “eternal triangle” of distribution in Oklahoma. WKY sells all three sides... reaches and influences Oklahoma wholesalers, dealers and consumers... moves merchandise off shelves into homes. No vague, unproved statistic is WKY's power to step up sales in Oklahoma, but a vital force that can be measured in dollars and cents at the cash drawer. Give your jobbers and dealers the benefit of this power... add WKY to your selling plan and multiply sales in Oklahoma. WKY sells more because it sells all three!

State Wholesale Business Controlled by Oklahoma City Jobbers

Oklahoma City is the wholesale capital of Oklahoma. City jobbers, for example, handle 65% of the state wholesale machinery business; 85% of the wholesale drug business; and 88% of the state's food brokerage business. With these jobbers, with retailers and with consumers, WKY ranks as Oklahoma's First Station.

WKY - OKLAHOMA CITY

Representative - The Katz Agency, Inc.

Owned and Operated By The Oklahoma Publishing Company
This Broadcasting Business

* No. 5—Net Income of Various Classes of Stations

By Dr. Herman S. Hettinger, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

How profitable are various classes of stations? Information on this phase has been made available for the first time on the basis of data compiled and released recently by the Federal Communications Commission.

Profitability may be calculated on a number of bases, including the ratio of net income to net sales, to capitalization or to total investment. Since capitalization figures and total investment, including working capital which of necessity tends to be high in radio, are not available, analysis has been made of the ratio of net income to net sales. Significant facts revealed by this analysis are as follows:

1. The importance of network affiliation to regional and local stations is strikingly illustrated. The ratio of net income to net sales for network affiliated unlimited regional stations is 24.5% as compared to 6.7% for network affiliated local stations of the same class. The corresponding percentages for part-time stations are 20.4% to 7.0%; for unlimited time locals 10.1% to 6.6%, and for part-time and daytime locals 9.6% to 5.5%. It is extremely important to remember, however, that regional and local stations affiliated with networks are for the most part located in the more important markets. This fact, probably even more than network affiliation, affects their profitability.

2. Regional stations located in central cities under 1,000,000 and over 50,000 population are the most profitable, and are due to sales of this class being particularly well adapted to serving communities of this type.

Small-Town Regionals

4. Unlimited regional stations in towns between 10,000 and 25,000 population are unexpectedly profitable. Their ratio of net income to sales of 5.6%, somewhat more than might be expected.

5. Part-time regional stations situated in towns under 10,000 population have a ratio of net income to sales of 5.6%, somewhat more than might be expected.

6. Day and limited time stations are generally unprofitable.

7. The ratio of net income to sales for national networks (without key stations) is 11.9% and 61.1% for regional networks.

8. The influence of the market upon station profitability is illustrated in an interesting way in Table X. As the proportion of stations of any class which are located in secondary markets is increased, the percentage of the total profits from broadcasting which this class of station gets decreases, as compared to the proportion of net sales for which it accounts.

9. There has been little or no change in the proportion of total revenues which have been accounted for by clear-channel regional and local stations since 1935.

RATIO OF NET INCOME TO NET SALES

For Various Classes of Stations

<table>
<thead>
<tr>
<th>Class</th>
<th>Clear Channel</th>
<th>High Power Regional</th>
<th>Local</th>
</tr>
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<tr>
<td></td>
<td>Unlimited</td>
<td>Part-time</td>
<td>Local</td>
</tr>
<tr>
<td>Net income%</td>
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<td>7.6%</td>
<td>3.4%</td>
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<td>Unaffiliated</td>
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<td>15.0%</td>
<td>6.5%</td>
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<tr>
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<tr>
<td>Affiliated with regional non-network</td>
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<td>15.0%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Not affiliated</td>
<td>61.8% 4.5%</td>
<td>15.0%</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

* After deduction of Federal Tax.

** Loss as a group.

DIGNITARIES JOIN INAUGURAL OF WIBC

INAUGURATION of WIBC, Indianapolis, was scheduled for Oct. 30 with the state's highest officials scheduled to participate, according to C. A. McLaughlin, general manager.

Mr. McLaughlin has announced one of the principal policies of the station as that of developing talent and of "giving beginners a chance". The first program will feature that policy, he said. Mr. McLaughlin formerly was sales manager of WIK and WCLE, Cleveland.

DEVELOPMENTS at the general Pan-American Congress, to be held in Lima, Peru, Sept. 25-Oct. 1, will be brought to NBC listeners in the United States in frequent international broadcasts from the scene by Edward Tomlinson, NBC's commentator from Latin America, who is doing a series of preliminary Sunday broadcasts on the Blue.

Proportion of 1937 Total Net Sales and Income Going to Different Classes of Stations

<table>
<thead>
<tr>
<th>Class</th>
<th>Net Sales</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Stations</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Clear Channel</td>
<td>37.5%</td>
<td>37.5%</td>
</tr>
<tr>
<td>50 kw. unlimited</td>
<td>39.7%</td>
<td>36.7%</td>
</tr>
<tr>
<td>50 kw. part-time</td>
<td>27.3%</td>
<td>27.3%</td>
</tr>
<tr>
<td>50 kw. unlimited</td>
<td>25.9%</td>
<td>25.9%</td>
</tr>
<tr>
<td>50 kw. part-time</td>
<td>18.0%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Regional</td>
<td>39.3%</td>
<td>39.3%</td>
</tr>
<tr>
<td>High-power regional</td>
<td>22.8%</td>
<td>22.8%</td>
</tr>
<tr>
<td>Other unlimited</td>
<td>15.1%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Limited and daytime</td>
<td>59.5%</td>
<td>59.5%</td>
</tr>
<tr>
<td>Part-time</td>
<td>23.3%</td>
<td>23.3%</td>
</tr>
<tr>
<td>Local</td>
<td>11.2%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Unaffiliated</td>
<td>10.1%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Limited</td>
<td>19.2%</td>
<td>19.2%</td>
</tr>
<tr>
<td>Part-time</td>
<td>12.6%</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

* After deduction of Federal Tax.
Television Opens Up
(Continued from Page 15)
York and Philadelphia. It is extremely costly and probably will not be extended until there are plenty of local visual stations. New York is about two years behind London in introducing television publicly, but the American researchers and manufacturers have been following the London public visual broadcasts intently in order to gain ideas from British experience. There, the development is part of the British Broadcasting Corp. and governmentally subsidized, the public has not reacted with any too great enthusiasm for the best estimates are that not more than 10,000 receiving sets have been marketed since the BBC began its twice daily schedule of one-hour visual broadcasts from Alexandra Palace.

The British system is practically the same as the American standard, RCA having been interchanging patents on it. Even with the British almost from the beginning of experimentation there.

Receiving Sets a Problem
The design of receiving sets is still a big question mark. RCA officials say they do not yet know exactly what kind of sets will be marketed and what their price will be. For the last three or four years experimental sets have been installed in the homes of RCA and NBC executives and engineers to enable them to follow the Empire State and Camden transmissions. As further knowledge was gained, these sets were simplified in design so that today the RCA engineers are confident they can produce various sizes of receivers that can be operated simply by any person. The test sets have included as many as 32 tubes in addition to the cathode ray tube on which the pictures are framed.

The cathode ray tubes have been tested in various sizes, including 6, 9, 12 and 15 inches in diameter. Pictures have been received accordingly to the size of the tube. It is believed likely that RCA and its licensees will produce receivers with one or more sizes, framing images from 3x4 to 10x12 inches. The price range probably will start at about $150 and run up to more than $1,000 for so-called "luxury models."

There is also a plan afoot to build television attachments to ordinary sound receivers, the attachments to receive the images while the sound receiver carries the synchronized voices and music. This may bring costs down somewhat. Eventually, there is no doubt that receiving sets will be combinations of sight and sound receivers, with facsimile reproduction included in the same machine.

Not all radio manufacturers are enthusiastic about the introduction of television, some fearing it will retard the market for ordinary sound receivers. It was learned that considerable disension was voiced at the RCA meeting by some set makers that the market, if agreed with Mr. Sarnoff that the time had come to test out public demand for television. Markets for receivers naturally will be restricted to communities where transmitters are operating. How many transmitters will be licensed and where, remains for the FCC to decide on the basis of demand, for broadcasters who regard television as their natural heritage.

Patent to Zworykin
DECISION that a patent for a cathode ray scanning tube for use in television should be awarded to Vladimir K. Zworykin and that the Patent Office erred in assigning the patent to Henry F. Round was handed down by Judge John F. Nields in the U. S. District Court in the Hudson, Dec. 10. Suit was filed by Westinghouse Electric & Mfg. Co., employer of Zworykin in 1923 when his original patent application was made, against RCA, Zworykin's present employer. The suit was based on the application of Round for a similar invention that had previously been awarded priority by the U. S. Commissioner of Patents. RCA did not offer any defense, since the records clearly show Zworykin's priority and since RCA is a licensee under the Westinghouse application and can operate under the patent when it is issued to Zworykin.

DuMont Gets Television
ALLEN B. DuMONT Laboratories, Upper Montclair, N. J., on Oct. 8 was granted a license by the FCC to construct a new experimental television broadcasting station to operate with the S.A. set up on the 66,000-56,000 kc. band. In order not to interfere with other stations in the band. The DuMont Laboratory, headed by the former chief engineer of the old DeForest Radio Co., is engaged largely in the manufacture of cathode ray tubes and associated equipment.

Test Video Makeup
FOR experimental purposes and to perfect facial makeup for television programs, Max Factor & Co., Hollywood, cosmetic manufacturers, in cooperation with Farnsworth Corp., San Francisco, will install a television receiving set in its beauty studios, in Hollywood. Experiments with Farnsworth television apparatus have produced satisfactory results, it is pointed out, but refinements in the makeup continue. By present standards, makeup base will be soft blue powder on cheeks, red under eyes and around nostrils, with red-blue lips.

Course in Television
A SIX-LECTURE course presenting the basic principles of television and facsimile, starting Oct. 16, is presented weekly by the communications group of the American Institute of Electrical Engineers, New York. Leaders in this field invited as speakers are: Dr. H. E. Ives of the Bell Laboratories, A. V. Bednorz and J. Young of RCA Manufacturing Co. A. F. Murray of the Philco Radio & Television Corp., R. E. Wheelock of NBC, and J. C. Wilson and H. M. Lewis of the Hazelite Service Corp.

Listened to Series
RECENT world's series broadcasts were heard by an average of 38% of the country's set-owners, according to the Cooperative Analysis of Broadcasting. Thursday's audience was smallest, with 38%; Wednesday (opening game) had 39%; Tuesday, 39%, and Sunday, 38%. Average audience in 1937 was only one-quarter of all set owners.

BROADCASTING • Broadcast Advertising
November 1, 1938 • Page 29
These stations have one common purpose—good care of your audience and your revenue. They appreciate the fact that the station which serves them. Frankly these stations believe many good reasons why advertisers place their...
one constant thought—and it is this: • Take 
ue will take care of you. • Advertisers today 
st serves the public is the station which best 
at the public comes first. And that is one of the 
se stations first in their spot broadcasting plans.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WAGA</td>
<td>Atlanta</td>
<td>NBC</td>
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<tr>
<td>WFBR</td>
<td>Baltimore</td>
<td>NBC</td>
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<td>WAAB</td>
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<td>MBS</td>
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<tr>
<td>WNAC</td>
<td>Boston</td>
<td>NBC</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>NBC</td>
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<tr>
<td>WEBR</td>
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<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
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<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
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<tr>
<td>WBAR</td>
<td>Fort Worth</td>
<td>NBC</td>
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<tr>
<td>KVOD</td>
<td>Denver</td>
<td>NBC</td>
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<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
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<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
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<tr>
<td>WFBM</td>
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<td>CBS</td>
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<tr>
<td>KARK</td>
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<td>NBC</td>
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<td>KECA</td>
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<td>Louisville</td>
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<td>WLLH</td>
<td>Lowell-Lawrence</td>
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<td>NBC</td>
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<tr>
<td>KSTP</td>
<td>Minneapolis-St. Paul</td>
<td>NBC</td>
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<td>Nashville</td>
<td>NBC</td>
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<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
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<td>WHN</td>
<td>New York</td>
<td>NBC</td>
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<tr>
<td>WTXR</td>
<td>Norfolk</td>
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<td>KEX</td>
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<td>WEAN</td>
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<tr>
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<td>Salt Lake City</td>
<td>CBS</td>
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<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
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<tr>
<td>KOMO</td>
<td>Seattle</td>
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</tr>
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<td>KHQ</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by
EDWARD PETRY & CO.
INCORPORATED
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO
J. Leslie Fox Is Named Vice-President of Stodel

J. LESLIE FOX, until recently West Coast manager of International Radio Sales Inc., has joined Stodel Adv. Co., Los Angeles, as vice-president in charge of sales. He became West Coast manager of the Hearst representation organization last April but left it about two months ago.

Mr. Fox started in radio in 1926 as general manager of KFH, Wichita. Later he was sales manager of WSM, Nashville, and vice-president in charge of sales at WMCA, New York. Other connections included sales executive activities with WGAR, Cleveland; WLS, Chicago, and KMBC, Kansas City. He is a member of the National Advisory Committee on Radio for the New York World's Fair.

WABC News Sold

GENERAL MOTORS Corp., Detroit (Chevrolet), on Oct. 17, started a two-week series of new broadcasts on WABC, New York, Mon.-Sat., 6-6:05 p.m., to announce the new 1939 models. Beginning Oct. 21, California Animal Products, San Francisco (Calo Dog Food), takes over the series on WABC, Mondays, Wednesdays, and Fridays, at the same time. Campbell-Ewald Co., New York, is in charge of the Chevrolet account, and Emil Brisacher & Staff, San Francisco, of the Calo account.

Sherwood Using 8

SHERWOOD BROS. Inc., Baltimore, marketing in the Maryland territory, is using eight stations to promote its Betholine, Richfield and oil burner sales. Stations are WCAO, WFBR and WBAL, Baltimore; WJSV, WBC, Washington; WMFD, Frederick; WTBO, Cumberland; WSAL, Salisbury, Md. Agency is Van Sant, Dugdale & Co., Baltimore.

WSM on WSIX

BECAUSE WSM, Nashville, hated to cut into the four-hour Grand Ole Opry schedule Oct. 22 to carry the L. S. U.-Vanderbilt game at Baton Rouge, it bought three hours on WSIX, Nashville, sent Jack Harris to the L. S. U. gridiron, and broadcast both features—the Opry on WSM in its accustomed spot, and the night game, for which it has exclusive broadcast privileges, on WSIX at the same time.

Nash to Use 94

NASH-KELVINATOR Corp., Kenosha, Wis., from Nov. 2 through Nov. 11, will start using 13 daytime and 13 nighttime spot announcements on 84 stations throughout the country to promote the 1939 models. Geyer-Cornell & Newell, New York, is the agency in charge.

Campbell Soup Sponsors Program for Employees

CAMPBELL SOUP Co., Camden, on Oct. 24 started its fourth radio program, a local variety show, on WSM. Camden, being directed by selected from employees of the company. Although the firm is buying the weekly half hour on WSM, no commercial is used and the program is produced "for fun".

Talent is picked by a series of competitive auditions held after working hours. Even the announcements and master of ceremonies are amateurs. For the first show there were 110 applicants. The act receiving the most fan mail is featured on the next week's program. The Campbell Soup Dance Band appears on every program. Other Camden manufacturers are showing interest in the program. The idea was developed, sold, and is being directed by Dick Hooper, of WCAM.

Blackett-Sample-Hummert

Assembly Collection of Station Promotion Pieces

A SIZEABLE stack of newspaper clippings, posters, display cards and photographs of window displays, billboards and other forms of promotion used by various radio stations to attract attention to their programs has piled up in the office of Robert McNell, radio executive of Blackett-Sample-Hummert agreeing to run trade paper advertising publicizing the winner as "the leading station in public relations on such and such a network."

"The basis for deciding the outstanding station will be a total newspaper image (picture cuts to count double) in recognized ABC papers. To give these stations which have difficulty in getting cooperation from newspapers a fair chance, they shall be credited with a 300-image credit for each type of the following relations they use: Billboards, carcards, movie trailers, store windows. If a station uses other specialized promotion they should advise of same as this will be taken into consideration in case of tie.

The letter has already produced evidence of much program promotion on the part of stations of which the agency had not previously known, it was said, with several cases of genuine merchandising of programs coming from stations without newspaper tieups. Material will be used by the agency as one factor in determining the placement of spot business.

Paint Firm to Place

H. B. DAVIS Co., Baltimore (paint) will stage a spring radio campaign in its southeastern territory, which extends southward into Florida and West through Alabama. The firm used 20 stations last spring for a series of five-minute transcriptions. Van Sant, Dugdale & Co., Baltimore, is agency.
WEEI WON THE WORLD SERIES IN BOSTON

Four major Boston radio stations carried the World Series
Same game - same time - same stars - same action!
That gave us a nice, even start for a popularity survey.

More families picked WEEI for the World Series
than any other Boston station . . . 15% more
than the next ranking station!

Immediately after each day's broadcast Crossley,
Inc. called homes throughout metropolitan Boston,
greater Boston and typical New England markets north
and south of the Hub. Found out what stations were
tuned in. Found out the habitual station preference of radio
listeners. Found that WEEI led in World Series popularity
throughout the Boston market.

Not only during the baseball season, but all year round,
listeners throughout 32 New England counties habitually tune
in WEEI to enjoy the finest radio entertainment. For coverage,
for audience, and for results in New England, it's WEEI.

WEEI

A CBS STATION • BOSTON

REPRESENTED BY RADIO SALES

www.americanradiohistory.com
AFA Group Meets

RADIO executives played a large part in the list of speakers scheduled for the 16th annual convention of the Tenth District members of the Advertising Federation of America, comprising Texas, Oklahoma, Louisiana and Arkansas, held Oct. 27-29 at the Hotel Texas in Fort Worth. Sam Bennett of KTAT, Fort Worth, acted as general chairman of the convention, while speakers from the radio field included Niles Trammel, NBC executive vice-president, Chicago; Martin Campbell, general manager of WFAA, Dallas; Elliott Roosevelt, president of the Texas State Network, Fort Worth; and Harold Hough, general manager of WBAP-WFAA, Dallas-Fort Worth.

THE new KVAK, local outlet authorized in Atchison, Kan., will not begin operating until about April 1, 1939, according to Carl Latenser, who will be licensee. Charles Weinmann has been retained as chief engineer.

Networks Laying Plans for Coverage Of Nov. 8 Elections in Many States

COMPLETE radio coverage of election trends and results on election day and night, Nov. 8, is planned by NBC, CBS and MBS. Latest returns from the States where elections are held will be furnished to the networks through Press Radio Bureau, which will make up its dispatches from bulletins supplied by AP, UP and INS. The three networks plan to issue late reports for as long as seems necessary after 1 a.m., their regular closing time.

NBC plans to present talks by many of the victorious candidates and by the chairman of the Democratic and Republican national committees, Postmaster General James A. Farley, and John D. M. Hamilton, respectively. Through both its Red and Blue networks, Graham McNamee, NBC announcer, will broadcast election returns with the assistance of other political observers, in addition to broadcast from various campaign headquarters.

CBS will broadcast flash election returns throughout the evening, with its commentators, H. V. Kaltenborn, Bob Trout and Ralph Edwards, analyzing and reporting returns on gubernatorial, senatorial and congressional contests. MBS also plans complete coverage.

Radio Widely Used

Radio has been an integral part of the political campaigns of practically all candidates. In New York, the campaign between Gov. Herbert H. Lehman, Democratic candidate for re-election, and District Attorney Thomas E. Dewey, Republican candidate, was launched through special hookups of stations in the State. Both nominees have been broadcasting daily talks to voters since Registration Day and will continue to do so until Election Day.

Governor Lehman and Supreme Court Justice Charles Poletti, candidate for lieutenant-governor, made a tour of upper New York State during the latter part of October, broadcasting at night and day meetings on a hookup of WABY, Newark; WXYT, Auburn; WIBX, Utica; WSYR, Syracuse; WHAM, Rochester; WOR or WABR, Buffalo, and WNBF, Binghamton. The Democratic State Committee of New York, through Fisher, Zea- land & Co., New York, arranged a large evening schedule of broadcasts over the Empire State network, including WHN, WABC-WOKO, WIBX, WMBO, WSAW, WBNY and WNBF. Among principal speakers were Raymond S. Tre- maine, seeking reelection for New York State Comptroller and Senator Robert F. Wagner and Rep. James M. Mead, candidates, respectively, for the long and short terms for Governor. Democratic State Committee of New Jersey, through Scheck Adv. Agency, New-ark; presented on WOR, New-ark, by Wm. H. K. Ely for U.S. Senator, and Gov. A. Harry Moore.

Thomas E. Dewey's radio campaign, handled by the Non-Parti- san Citizens' Committee, through Marchalk & Pratt, New York, consisted of a series of talks on five successive Mondays, on WJZ, New York; WABY, Albany; WMFF, Plattsburg; WSYR, Syra- cuse; WERB, Buffalo; WJTN, Jamestown; WHAM, Rochester; WGY, Schenectady; WNBF, Bing- hamton. Mr. Dewey also made frequent broadcasts sponsored by various Republican organizations on state-wide hookups during his tour of the state.

The New York State Communist Party also used radio for daily campaign talks on WMCA, New York, by speakers and candidates for State offices of the party. Israel Amer is Communist candidate for Governor of New York.

The Republican Committee of Connecticut contracted with NBC Transradio for 16 programs to be broadcast throughout Connecticut during the campaign, the series entitled Your Republican Reporter. The Massachusetts Republican Finance Commit- tee has scheduled a political talk for Nov. 3 on WEEI, Boston, and WORC, Worcester. In California, radio was widely used for the campaign for governor between Philip Bancroft and Frank Merriam. The committee backing Bancroft arranged for seven broadcasts to be heard on KPO KFI KFSD KW K senior KNX KPOS and KAR, while the Frank Merriam series were carried on KPO and KFI. The Walter Biddick Co., Los Angeles, is handling the Bancroft account and Lowe Features, San Francisco, is handling the Merriam account.

Raymond Clapper, Washington columnist and political observer for 20 years, has covered election re- sults for NBC at election time.

Torvic Tests on Two

TORVIC Laboratories, New York (electric vitality and Torvic table- lets), is running Transradio news programs on a test campaign on WVEJ, Uniontown, Md., and WORK, York, Pa. The campaign will run 18 weeks and other stations may be added later. Agency is Morgan Reichner & Co., New York.

WHEN YOU RECORD PROGRAMS FOR DELAYED BROADCAST

Play Safe

MAKE DUPLICATE RECORDINGS AND BE SURE OF A PERFECT REBROADCAST

PRESTO field representatives have been amazed to discover the number of leading radio stations that are depending on a single recording to rebroadcast a program that means hundreds of dollars in revenue. The owners of these stations have emergency transmitters ready to go at a moments notice... duplicate wire lines to every remote job... spare parts of every description, yet they are going without recordings, assuming that no accident will ever happen during the recording of a commercial program.

PRESTO RECORDING CORPORATION

147 W. 19th STREET • NEW YORK CITY

Page 34 • November 1, 1938

BROADCASTING • Broadcast Advertising
NBC Blue Announces

Lowest Cost

per Listening Family

in the History of Network Broadcasting

Startling savings offered by new economy
discount schedule on NBC Blue

MONTHS of research, including a
nationwide study of listening
habits, have produced new, important
evidence of the size and scope of the Blue
Network’s regular listening audience.

An analysis of time schedules shows
that the Blue Network is now the only
complete, nationwide network offering
advertisers any choice of periods at the
preferred broadcasting hours.

After careful review of these two fac-
tors, NBC now adds a third advantage
by offering advertisers an opportunity
to broadcast sales messages over the
Blue Network at the lowest cost per
listening family in the history of net-
work broadcasting. To make it easier
to "go National" on a modest advertis-
ing budget, a new "economy" discount
schedule has been set up. You can now
buy the Basic Blue Network plus sup-
plementaries at greatly reduced cost.

In your own interests, we believe you
will want to understand clearly what
this new, lower-cost network cover-
age can do for you — how it offers you
a new, efficient solution of your own ad-
vertising problems.

If your NBC representative hasn't
already called to tell you the whole new
story, we suggest that you phone him
and tell him you want to hear all about
it — immediately!

"Better Buy Blue"

NATIONAL BROADCASTING COMPANY

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

BROADCASTING • Broadcast Advertising

November 1, 1938 • Page 35
NAB Disc Negotiations Still in Discussion Stage

CONVERSATIONS in connection with disposal of the NAB Transcription Library are still going forward, NAB President Neville Miller declared Oct. 21, but a contract is not likely for several weeks.

Mr. Miller spent most of the week of Oct. 17 in New York in connection with this and other NAB activities. He originally had called a meeting of the NAB Executive Committee in Washington Oct. 24, coincident with the FCC chain-monopoly investigation. With the postponement of those hearings until Nov. 14, however, he deferred the meeting until that time when he hopes to have a definite plan to present.

GERALD BOURKE, new manager of CKCA, Kenora, Ont., announces that the station, located in a mining and lumbering region, will be completed as quickly as possible and will install a Canadian Marconi 100-watt transmitter.

NAB District Meeting

FIRST district of the NAB will hold its first meeting at White Sulphur Springs, W. Va., Nov. 19-20, under a call just issued by John Kennedy, president of the West Virginia Network and NAB director for the district. Neville Miller, NAB president, and other NAB officials will be present at the meeting which is expected to attract broadcasters from all the stations in Maryland, the District of Columbia, Virginia, West Virginia and North Carolina. After the White Sulphur meeting the sales managers of the stations will meet Nov. 21 in Roanoke, Va.

Union Pacific Adds

UNION PACIFIC BUS Co., Los Angeles (transportation), thru Beaumont & Hohman, Omaha, having started Oct. 17 for 13 weeks, the daily quarter-hour News by Air on KEHE Los Angeles, is now broadcasting a total of 82 sponsored news programs a week.

Radio Pulls Twins

LINKING the Dionne quints, new picture, KGBX, Springfield, Mo., helped promote a "Twin Party", with Leon Robertson, manager of the local Gillois Theatre, entertaining twins at a free show and Charles Sansone, dining them at his hotel. When 126 twins turned out, Greyhound buses were commandeered; the theatre was one-quarter filled with non-paying guests, and the hotel dining room overflowed. In years before the stunt had been promoted by newspapers, and 50 twins had been considered "quite a party". Sincere but sorrowful credit for the big jump is given Manager Foster by Messrs. Robertson and Sansone.

SPARKS-WITHINGTON Co., Jackson, Mich., radio set manufacturer, in Oct. 18 was authorized by the FCC to operate an experimental facsimile broadcasting station WXAN.

Paid Broadcasting Grows in Europe

Media Records Prints Unique Appraisal of American Plan

DESPITE the ban on radio advertising in Great Britain, sponsored programs in English from Continental stations, directed toward the British audience, have increased from less than $1,000,000 in 1954 to nearly $4,000,000 in 1937.

These data were published in an article in the Statistical Review, of London, which was sharply critical of American radio advertising. The article was circulated by Media Records Inc., of New York, to its subscribing membership (if any) and other periodicals in this country. That portion of it relating to an appraisal of American radio advertising was written by Amos Stote. Among other things, it predicted that a showdown would come this fall, with some agencies likely to give more serious attention to the "serious side of advertising and less investment of time and money in boosting its radio services."

The Other Side

In an editor's note, however, Statistical Review brought out that the other side of the picture should be taken into account and quoted BROADCASTING to show that broadcast advertising is increasing tremendously in this country.

Apropos the situation abroad, it stated that in Great Britain, according to statistics compiled by Legion Information Services Ltd., on sponsored programs in English from continental stations, "there has been a steady increase in expenditures for time only from 176,000 pounds ($860,000) in 1934 to 750,000 pounds ($3,750,000) in 1937 and the present tendency here is for more advertisers to spend money on the air." It added that curiously enough, many large national advertisers who have allocated money to radio have at the same time increased their press advertising expenditure.

The Stote article argued that radio in general cheapens advertising and cheapens the products advertised. Moreover, he contended it was demoralizing agency service and introducing into agency personnel people who have their concern to the "emotional value of entertainment stunt without concern for, or knowledge of, the problems of production, distribution, display and consumption." It was contended further that accounts have been changing agencies on the strength of stunt features and that the move far outweighs and cautions agency chiefs that radio while "not quite on its way out" is "none the less weakening its routes by overstaining its expansion."

Little Crow Spots

LITTLE CROW MILLING Co., Warsaw, Ind., on Oct. 24 started five weekly quarter-hour discs or participations for Coco-Wheats on eight stations including WWVA WGY WMMN WHO WLS KDRA and thrice-weekly quarter-hour discs on three stations for its pancake flour. Rogers & Smith Adv. Agency, Chicago, has the account.
Station **WWJ** is First in Detroit in Community Service, Too...

**WWJ** is proud to have been of this service to the Michigan Unemployment Compensation Commission, and to have had still another opportunity of serving the Detroit community.

Since WWJ was established—more than 18 years ago—it has been the conviction of the management that a radio station's first duty is to SERVE the community in which it is located. That is why, over the years and continuing right now, WWJ's program presentations include broadcasts by the Detroit Council of Churches; by the Wayne County Medical Society; by the Detroit Board of Education; by the Detroit Police Department; by Wayne University; by the University of Detroit; by the Community Fund; by the Federal, State and City governments, and other programs devoted to civic betterment, or of general community interest.

Undoubtedly, the strict adherence to this policy of ALWAYS placing the listeners' interests first is one reason why WWJ is so greatly preferred by the great home element in Detroit's population—a fact established by actual survey!

**Established Aug. 20, 1920**

**George P. Hollingbery Company**

**Basic Red Network Station**

**Broadcasting • Broadcast Advertising**

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Broad Changes in FCC Rules Are Urged by Bar Association

Responsibility on FCC for Formal Actions, Not On Subordinates, is Theme of Proposal

APPROVING the bulk of the recommendations made by its Committee on Practice and Procedure, the Federal Communications Bar Association made public Oct. 25 a series of sweeping recommendations for changes in the proposed rules of practice and procedure of the FCC.

The final recommendations, based on action of the executive committee following suggestions from the entire membership of attorneys practicing before the FCC, were not reached without considerable controversy, it was learned. Disagreement developed particularly on the suggestion that examiners be not permitted to make recommendations as to ultimate disposition of cases unless specifically directed by the Commission in its order of reference. The Association, however, finally supported this view though it explained that the executive committee action was not unanimous.

Wherever it could, the Association recommended adoption in substance of provisions of the new Federal rules and civil procedure which became effective Oct. 1 in general court practice. Rules of the Federal courts, it was pointed out, are applicable to Commission procedure and will facilitate the handling of matters in the Commission by attorneys in general practice who are already familiar with the Federal court rules.

Motion Docket Favor

The main theme of the Association's recommendations was to make the FCC itself, rather than its subordinates, responsible for practically all formal actions. Setting up of a motion docket to be presided over by a commissioner was urged. Similarly, the Association supported the recommendation of the FCC rules committee, which drafted the proposed rules for repeal of the controverted "two-year rule" preventing FCC legal employees from practicing before the Commission for two years after their retirement from Government service. It questioned deletion of a sentence which it claimed was unnecessary.

Numerous changes in phraseology were suggested. Moreover, many of the changes in actual procedure are fundamental.

Because of the far-reaching changes advanced, Duke M. Patrick, president of the Association, suggested to William J. Dempsey, FCC general counsel and chairman of the rules committee of that agency, that it might be deemed advisable for the Association to present arguments on its proposed changes before the Commission or a member of it. This suggestion was made in Mr. Patrick's letter of transmittal and probably will be considered by the Commission.

Regarding the proposed new complaint provision, the committee urged that any licensee made the subject of a complaint be given opportunity to answer the complaint in the same manner as other Commission licensees such as common carriers. "Such opportunity is more in accord with orderly procedure, and in many cases would eliminate needless investigations and misunderstandings," the Association said.

General new procedure on applications was suggested. The Association recommended that an application granted without a hearing and protested be designated for hearing and heard in the same manner as if originally designated for hearing. Whereas, the rules committee suggested that a motion docket be set up, to be presided over by a commissioner or an examiner, and to meet on Tuesday and Friday of each week for routine motions, the Association urged that the docket be presided over by a commissioner rather than any subordinate. It held that the procedure provided for is orderly, in the best interest of good administration, and will permit more expeditious and proper disposal of procedural matters.

New Depositions Procedure

The Association went on record against holding open records of hearings for the submission of evidence after the close of the public hearing. It said this procedure is unwise and unnecessary and believes that a party should have his case prepared at the time of hearing with respect to the issues involved and that a record should not be kept open in order that a deficient presentation might be corrected. Then it urged that where a hardship would result, the person conducting the hearing may in his discretion grant an adjournment to permit the submission of additional evidence without the necessity for a specific rule.

Entirely new procedure on the taking of depositions and issuance of subpoenas was suggested in con-

(Continued on Page 44)
A LONGER ROPE — A BIGGER LOOP

... and every day is round-up time for KDYL advertisers in the rich, responsive Salt Lake market. Increased power, with up-to-the-minute broadcasting equipment—most modern in the west—delivers your message with most brilliant clarity into additional thousands of homes. This, coupled with KDYL showmanship and popularity, adds up to an unsurpassed opportunity for advertisers who want to reach out for more sales.

Now 5000 WATTS NBC RED NETWORK

KDYL
"THE popular STATION"
SALT LAKE CITY

National Representative: John Blair & Company - Chicago - New York - Detroit - San Francisco - Los Angeles - Seattle

BROADCASTING • Broadcast Advertising

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WHA Political Fairness
In Use of Time Defended
POLITICAL opponents of Wiscon-
sin's Progressive Party joined last
month in defense of WHA, Uni-
versity of Wisconsin station at
Madison, following an editorial at-
tack on the station by the Chicago
Tribune in protest against WHA's
application for 50,000 watts on
670 kc, the clear channel now as-
signed to WMAQ, Chicago [Broad-
casting, Oct. 1, 19].
The newspaper had charged that
the station "is used to promulgate
the social and political ideas of
the LaFollette... and offers no
adequate time for reply." Frank
W. Smith, gubernatorial nominee
on the Union Party ticket, which
opposes the LaFollette machine, as-
serted WHA "knew all candi-
dates

FARMERS DEPEND ON WSYR

Syracuse is the hub of one of the country's richest farm
markets. Here are located the vast, new
Regional Market; the important farm supply
houses; and The New York State Fair attracting
400,000 persons. Here, too, the official per capita
farm income averages over $1,500 per year!
Therefore, WSYR presents such outstanding farm
programs as:

- The National Barn Dance
- The National Farm & Home Hour
- Goodyear's Farm Radio News
- Firestone's Voice of the Farm
- The Farm Bulletin Board
- The Dairylea News
- The Daily Produce Reporter

...and other frequent news and market prices
broadcasts. WSYR sent out 96 programs from the
State Fair Grounds to keep farmers informed and
a highlight of the fall season is our quest to
determine a Potato Champion.

And so, day in and day out, WSYR arises at six
o'clock to salute its friends and neighbors... the
farmers of upstate New York. Mail from 400 cities
and communities tells us we're doing a good job in
a great farm area.

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BROADCASTING • Broadcast Advertising

NEW technique of covering trials is being used by WMA, New
York, during trials in the Federal courtroom, New York, fea-
turing Martin Stark as courtroom reporter. Because microphones
are used, logged from courtroom proceedings, Stark records the events of
the trial as they take place and involves each member of the court-
room to a special microphone set up across the street, thus allowing
for broadcast to be heard while the trial is in session.

Sitting at a special table near the
trial stand, Stark prepares his
broadcast from the evidence be-
ing given, while another reporter
uses a nearby telegraph office
flash highlights to WMA. Details
are left for the resume programs.

solicitation of funds by D. B. Gur-
ney, president of the licensee cor-
poration. The program appeared
primarily designed to employ ad-
vertising and other media to "in-
fluence legislation pending before
the United States Congress which,
if passed, would result in the es-
stablishment of claims against the
United States," the Commission
said. "It is the opinion of the Com-
mission that an advertisement by a
licensee of broadcasts of the type
above referred to, under the facts
involved herein, and for the pur-
pose indicated, is not consistent
with the standards of public inter-
est which broadcast stations are
expected to meet."

The purchase price of $200,000,
it was pointed out, involved an ad-
vance of $50,000 in return for a
note in like amount. After ap-
proval a final payment of $100,-
000 was to be made within ten
days with the final payment of
$50,000 to be made four months
after approval. In the sales con-
tract, the House of Gurney agreed
to lease all of the premises occu-
pied by WABC for three years. In return the trans-
fer fee agreed to was a broadcast-
time over WABC for use of the
House of Gurney in the amount of
2 1/2 hours per day for the first
year; two hours daily for the sec-
ond year and 1 1/2 hours for the third
year. All program matter on the
radio station would be subject to
the approval of the licensee.

The opinion went deeply into the
financial structure and bookkeep-
ing operations of the Gurney or-
ganization. It was concluded, how-
ever, that there appears to be no
substantiation of contents that
the Gurney company had tried to
"lead" or "control" 2 1/2 hours of the earning
capacity of WABC. In this con-
nection it was also said that there
is no existing requirement that sta-
tions observe a strict system of
accounts. It is possible, therefore,
that said, that the system of book-
keeping in use by a particular sta-
tion will not readily lend itself to
transposition onto the balance
sheet or form approved by the Com-
mision.

"It follows, therefore," the op-
ion stated, "that a variance be-
tween amounts shown for accounts
reflected on the FCC balance sheet
form and the accounts carried in
the books of the corporation which
may or may not have been set up on a similar clas-
sification, is reasonably to be ex-
pected."
When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry’s entire history. Having pioneered the vertical radiator, having unequalled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna... Blaw-Knox fully justifies complete confidence in results. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.
Additional stations are being added regularly to complete the major market coverage of the United States.
New medium for advertisers!

THE WORLD
TRANSCRIPTION SYSTEM

Tested Stations of the Nation

First Completely Flexible Coast-to-Coast Group of Radio Stations!

The World Transcription System offers radio campaigns on a basis never before available to advertisers, combining all the flexibility and other desirable features of selective broadcasting with the efficiency, control and economy of network radio.

Now W.T.S. makes it possible to schedule transcription programs on sales-tested stations from coast-to-coast through one organization—covering as many or as few markets as desired! For the Gold Group is completely flexible... not only a new medium for advertisers but a medium for new advertisers... big and small.

In addition to providing a transcription campaign “in a package,” W.T.S. has solved the problem of mechanical costs, arranging for them to be absorbed in whole or in part. Thus, to the advertiser with a test program as well as to the one with larger-scale requirements, the World Transcription System offers definite advantages... in convenience, in economy and in dependability.

Advertisers and their agencies will be interested in learning about this new development in radio. Address your inquiry to the World Broadcasting System, 711 Fifth Avenue, New York City, New York.

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

Transcription Headquarters

World’s vertical-cut transcriptions have been accepted as the standard of quality by leading advertisers. Only World delivers true Western Electric Wide Range quality, because only World records on Western Electric equipment, by the Western Electric Wide Range method.

www.americanradiohistory.com
Television Emerges

WHEN the Radio Act was being written, and then rewritten as the Communications Act, it will be recalled that it was the sentiment of the Congress that the commissions it set up should devote their energies to advancing the art and science of radio. Now comes television out of the laboratories after a decade of costly experimentation, as the latest child of an industry that has been battered about unmercifully by the political elements. With the emergence of television as a potential public service, the Government, and the FCC in particular, have an unparalleled opportunity to prove whether their regulators basically have the public interest at heart.

It is impossible to prophesy whether television will “take” with the public. It has progressed very slowly in England, even with governmental subsidy. Even the most convinced researcher and industrial executive in the field won’t hazard a guess as to how it will be received in this country. Actually, the radio set manufacturing industry approaches television with trepidation lest it upset its half billion dollar per year business.

We won’t venture to predict whether the American public, in its close centers where television by reason of natural limitations will first be introduced, will take to their hearts the rather small images first offered. Time alone will tell. But it does appear that television is starting out properly and modestly and fairly. RCA, is making its machinery and its services available to all comers qualified by the FCC. Thus there can be no monopoly except as dictated by the limitations of the wave lengths, which are under the control of the FCC.

Here is an opportunity for the FCC to direct the destinies of what may, with care and foresight, become a new “billion dollar industry.” It is our firm belief that broadcasters, by reason of their knowledge of public desires, their experience with technical operation and their investment in research are the natural inheritors of television. Some of them are already pioneers in the field. Others may choose to enter it, cautiously perhaps but certainly with their chief object the rounding out of their service to the public. They should be given every encouragement by the regulators of radio and every assurance that television will not, like sound radio, become a political football.

Otherwise the public will be the chief loser, for even without television, sound broadcast-
MANY success stories start where the small town boy comes to the big city. In only a few cases, however, does that phase of the story happen as early as it did with C. Halstead Cottington, vice-president of N. W. Ayer & Son. For he was just five years old when he left Adrian, Mich., the place of his birth, and struck out (in care of father and mother) for the big city—this instance, Chicago.

Mr. Cottington—or if you know him, just "Cotty"—watches the business angles of radio for Ayer, makes his home in suburban Philadelphia, but might be seen in a half-dozen places around the United States in the course of a normal week. He is one of the sparkling in the noteworthy job that Ayer is doing this year for Atlantic Refining Co., presenting the largest program of commercially-sponsored play-by-play intercollegiate football broadcasts ever put on the air.

Cotty got his elementary and prep schooling in Chicago at Lewis Institute, then went to the University of Michigan at Ann Arbor, where he hurled a 300 righthander at his meals with the good brothers of Phi Kappa Psi. When Uncle Sam entered the World War, Cotty, who was in his junior year (he was born Jan. 5, 1897) left school to become a gob, finishing his term of service as a second lieutenant, C. H. Cottington, ensign, U. S. N.

The war over, Cotty skipped school and went right back to Chicago where he got a job in that famous old school for advertising men—the classified department of the Chicago Tribune. From classified he was graduated to local, and from local to national advertising for the "Trib." Then, in 1921, he started his own advertising art business in Chicago—a business he stuck to until he came with N. W. Ayer and Son as art buyer in 1925.

An agency man ever since, he has done about every chore that turns up in the servicing of a wide variety of national advertising accounts. In 1931 he was drafted into the radio field, and his apitude and natural inclinations have kept him there ever since.

When Cotty, a man who has made music float in the air, was asked recently the name of the man who is doing the best job of all in extending radio, his answer was: "John Shepard, Jr.

Cotty's first ambition was to play the saxophone, but when he heard on the air the voice of John Shepard, Jr., he deserted his instrument and went to the man who has been president of the Shepard Store in Providence, R. I., for his entire term, and who has been president of both Shepard organizations at annual banquet in Boston's Copley Plaza Hotel Oct. 23.

Cotty has resigned as national director of SYA radio in Los Angeles. When Uncle Sam took him over, he was station manager at KYA, San Francisco, resigned Nov. 1.

LOUIS K. SIDDNY, general manager of WHN, New York, is head of the producing committee for the fifth annual "Night of Stars," to be held in Madison Square Garden Nov. 16. Radio dictatorship of the committee includes: Alfred J. McCooker, president of WOR, Newark; Herbert I. Rosenberg, general manager of CBS Artists' Bureau and Nick Kenny, radio editor, New York. "Mirrors" Proceeds will go to the United Palestine Appeal.

JOHN E. THAYER, formerly with WGN, Chicago, is for the last two years secretary of the Asheville Merchants Association, has been appointed commercial sales manager of WWNC, filing the vacancy created by the resignation of J. W. McElroy, according to an announce ment Oct. 20 by Don S. Elias, WWNC executive director.

THEODORE C. STREIBERT, general manager of WOR, Newark, and Mrs. Streibert are the parents of a son, born Oct. 19 at the Brooklyn Hospital.

WINSTON L. CLARK, manager of WLAE, Lexington, Ky., for the last five years, has resigned effective Nov. 1. He has not announced plans.

PAUL WHITE, CBS director of special events, is in Los Angeles where he addressed the annual meeting of the Los Angeles Community Chest campaign. Assisting him are Lee V. Ty son, manager of KOA, Beverly Hills, Cal., William Baker, manager, Benton, and Roy Mass, KOA's new radio musical chairman.

ALAN HENDRY, formerly advertising manager of department stores in Syracuse, Rochester and Detroit, has been selected as one of local regional sales of WIX, Utica.


ROYAL O. PENNY, sales manager of KYW, Philadelphia, and southern representative of Radio Sales, has ended the firm's relationship with that operation which is expected to keep him from his work for at least two weeks.

LESLIE W. JOY, manager of KYW, Philadelphia, has been appointed chairman of the radio committee of the Red Cross in the Philadelphia area.

DOUGLAS MERSERÉ, assistant to John Royal, NBC vice-president in charge of programs, returned from his vacation in Bermuda. He was married to Mrs. Thelma Trieste Oct. 11 in New York.

W. BURTON EDWARDS, recently of the announcing staff of WHT, Charlotte, N. C., has joined the WBT sales staff.

DANIEL WEBSTER has been named editor of the farm and rural department of WHO, Dayton, Ohio. Richard R. Butts, veteran reporter of that station, is now placed in charge of farm marketing.

R. R. PATTERSON, former of KYW, Philadelphia, has joined the commercial department of KRMD, Shreveport.

STEVEN FULD has been assigned to the station relations department of CBS, replacing Lincoln Delfair, now manager of WOR, Newark. Mr. Fuld was formerly with Radio Sales, CBS subsidiary.

EDWARD R. MURROW, CBS European correspondent who arrived in New York on the Queen Mary Oct. 18 for a two-week vacation after his strenuous tour covering the recent Czech-German crisis.

JERRY NORTON, formerly account executive at Allied Advertising Agency, San Francisco, has joined the sales staff with KTY, San Francisco, resigned Nov. 1.
LENOX R. LORH, president of NBC will discuss the place of radio in American life today in a speech before the biennial conference of the Federal Council of Churches of Christ in America at Eighteenth and North T. Ralph W. Sockman, conductor of Radio Pulpit on NBC-Red and pastor of Christ Church, New York, will also be a featured speaker.

HOBP H. BARROLL Jr., vice-president and manager of KCMO, Kansas City, has been elected vice-president-at-large of the Chesapeake Bay Broadcasting Fair Association in Baltimore, Maryland, in connection with an annual fishing competition.

R. L. (Larry) KIRK, formerly of KAST, Astoria, Ore., has joined the staff of KHKQ, St. Paul.

HUGH A. HALPF, president and general manager of WQAM, San Antonio, is the father of a seven-pound daughter, Catherine Marie Halpf, born Sept. 12.

T. ARTHUR EVANS, secretary of the Canadian Assn., of Broadcasters, Toronto, on Oct. 8 married Miss Alice Myles of Toronto.

W. J. WOODWILL, formerly with western stations has been appointed manager of WLS, Chicago.

HUGH FELTS, commercial manager of KOMO-KJR, Seattle, recently addressed the National Press Club on the importance of radio in the Pacific area.

M. R. HARRIS, auditor of Don Lee Broadcasting System, Los Angeles, has made account executive, A. T. Quinn, audi- tor of KNX, Los Angeles, has been transferred to Los Angeles, taking over Mr. Harris duties.

JACK O'MARA has joined KYTC, Dayton, Ohio, as account executive.

WARREN KERR, new to radio, has joined KFAC, Los Angeles, as account executive.

LEWIS A. SMITH, formerly of Fred A. Minnick News Service, New York, and later on the sales staff of WHFB, Rockford, Ill., has moved to the sales department of WHJZ, Chicago. Earl Fenton, new to radio, has also joined the WHJZ sales staff.

EARL H. GAMMONS, manager of WCCO, Minneapolis, recently was elected to the board of directors of the Northwest Radio Trade and Appliance Assn.

AL HARRINGTON, announcer of WCCO, Minneapolis, has been transferred to the WCCO sales department to work under Carl J. Burkland, sales manager.

Manning Honored

TOM MANNING, sports announcer of WTAM, NBC outlet in Cleveland, has been named the "baseball announcer whose work was considered outstanding for the year" by the Sporting News Weekly, official publication of organized baseball. The award is in recognition of Manning's descriptions of the All-Star game in Cincinnati, and the World Series broadcasts between the New York Yankees and the Chicago Cubs. Mr. Manning has described the World Series for NBC since 1932.

Court Rules Out Suit

CHRISTIE R. BORNSACK, former program director of WJZ, New York, on Oct. 6, filed suit against the station, claiming he was subjected to "maliciousness" in an effort to force his resignation. Justice Ferdinand Pecora in Supreme Court denied Bohnsack's petition for a preliminary in- dention presented. For further re- dress, Mr. Bohnsack may appeal to the appellate court. A hearing on the filing of the suit, which, to date, he has not done.

LEHMAN OTIS, formerly radio editor of the Columbus Citizen, has been named news editor of WKH-WCLE, Cleveland, replacing Milton C. Hill, appointed commercial continuity editor. Mr. Otis, formerly in position, has joined the program production department, which has been under the direction of Mr. Jenkins. Don Dewhirst has been named executive announcer and Harvey Miller, formerly of WBYC, Utica, and WMGO, Auburn, has been named the WKH-WCLE announcing staff.

ALBERT D. SHAMBERGER, office manager of WKH-WCLE, Cleveland, is the father of a girl born Oct. 19.

HOWARD KEMPER, announcer of KBST, Big Spring, Tex., recently married Miss Jean Dubil of Big Spring.

ROBERT CARPENTER, new to radio, has joined the continuity department of KMA, Shenandoah, la.

JERRY HOLLAND, publicity director and scene writer of KMON, St. Louis, returned to his desk Oct. 22, following an illness.

Mr. Bohnsack may have been denied Bohnsack's appeal.

W. F. LEMONS, manager of KNBR, San Francisco, has a throat ailment.

ROBERT D. HODON, manager of KWSR, Richmond, Va., has returned to the studios after illness from pneumonia. He joined the station recently coming from WHIP, Hammond, Cliffs Johnson, former station manager of WHK, St. Paul, has been placed in charge of KYSM merchandising. He recently married Luella Goss of Sioux Falls, Cecil Smith, of Georgia, at one time with the old network KYSM.

TED TURNER, radio programs division manager of Walter Bickel Broadcasting, Los Angeles, has returned to the studio.

L. R. (Larry) KIRK, formerly of KAST, Astoria, Ore., has joined the staff of KHKQ, St. Paul.

Jack HOHLBROOK, chief announcer of WJIC, Miramar, Fla., has recently returned to the studios after illness from pneumonia. He joined the station recently coming from WHIP, Hammond, Cliff Johnson, former station manager of WHK, St. Paul, has been placed in charge of KYSM merchandising. He recently married Luella Goss of Sioux Falls, Cecil Smith, of Georgia, at one time with the old network KYSM.

FOR SERVICE to Palm Beach, Richard Ray (left), C. of C. secretary of that city, presented an honorary membership to Miss Alice Martin, general manager of WJNO, West Palm Beach, Fla. Mr. Ed Abbott, of the announcing staff, International Broadcast System, WJNO now is using this slogan: "The Voice of the Palm Beaches."

Darin Sustained

INTERVIEW with Guargantua the Great, the temperamental gorilla now being exhibited by Al G. Barnes-Sells Floto Circus, was accomplished by Henry Dupre of WNL, New Orleans, recently when he crawled into Guargantua's air-conditioned cage with Frank Burdick, who answered Special Eventer Dupre's queries on the care, treatment and habits of the gorilla.

ROY W. WINSOR, assistant production manager of WCCO, Minneapolis, recently married Martha Ricker, also of the WCCO production department. Ramona Gerhard, staff organist, and Andrew C. Bonin, jr., of the production unit, also have announced their engagement.

ROBERT HARRACK, KEHE, Los Angeles, continuity writer, is recovering from a serious hand injury which has confined him to his home since Oct. 16.

RAY GRANDER, formerly of CBS, Hollywood, is now KYVQ, Bellingham, Wash., program director.

ERNEST ADAMS Jr., of WRA, Atlanta, Ga., on Oct. 8 married Frances Elizabeth Bonner.

HANK WHITAKER, former Dart- mouth football player, is making his radio debut this fall as football annoucer for WMCA, New York.

THOMAS A. BENNETT has been named as a production director at NBC, New York, replacing Lilford S. Roberts. Mr. Bennett was formerly a musical arranger and composer for NBC and CBS.

FRED WEIHE has been transferred from the NBC guide staff to the production staff as junior director.

HERBERT H. MAY, formerly CBS, Toronto, announcer-producer, has joined the CBS Hollywood announc- ing staff.


WANDY RICHARDS, announcer of KSL, Salt Lake City, on Oct. 15 married Lucile Cannon.

DON THOMPSON, director of special events and news editor of WNCO, San Francisco, recently married Kitty Morgan of the NBC coating depart-

RICHARD L. EVANS, 32, announcer and special features director of KSL, Salt Lake City, recently became the purchased the franchise of the Mormon Church to take office since 1908 when he was named a member of the President's Council of the Seventy, Mr. Evans is managing editor of the Church New Medium, the monthly organ of the Mormon Church, and special announcer-producer of the KSL Morning Buzz, his radio program on KSL.

JAMES MCKIBBEN, former program director of KWFC, San Luis Obispo, Calif., has joined KFKE-KJR, Los Angeles, as writer-producer.

JOSEPHINE LESEUR, formerly director of the Better Homes in America show, CBS, has been named to conduct the Women in the News program. "Women of the World," which conducts women's programs in New York and Cleveland, is producer of Your Radio Hostess program.

NAT BERNIE, formerly of Carvel Farms, New York, to Sterling St. Agecy, New York, is writing the script for Your Radio Today on WNYC, New York.

DRESSES DAHLSTEDT, NBC San Francisco announcer, has been trans- ferred to KCMO-KJR, Kansas City.

SCOTT WISEMAN and wife, known as "Lulu Belle and Scotty" on WLS, Chicago, have gone to Hollywood where they will appear in movies for Republic Productions.

J. DONALD WILSON, Hollywood announcer, is doing narration of a John Hix "Strange as It Seems" col- umn for the Associated Cinema Studios.

CHARLES KAPPES, in charge of production at NBC, New York, is to go to the West Coast. His plans are not known. James McCFate, director of the engineering department of WMCA, replaces him.

ELLIS HARRIS, announcer at KQW, is handling a weekly radio production class at Duluth Central High School. Students plan to produce their own half-hour weekly show show on KDAL as part of their class work.

GOODWIN, formerly NBC Hollywood announcer-producer, has moved to CBS in a similar capacity.

BILL PARK, owner of WJEJ, Hagerstown, has joined the sales staff of WRTD, Richmond.

GUNNAR BACK, recently the program director of WXYZ, Detroit, has been named program director of WJNO, West Palm Beach, Fla. Mr. Back was formerly with KFAB-KFOR, Lincoln; KSTP, St. Paul, and the NBC Network in New York.

CHARLES ARLINGTON, formerly of CBS, New York, and other cities. has joined the training staff of WHT, Charlotte, N. C.

EDDIE MURPHY, formerly of WGO, Jacksonville, Fla., and Webr, Dubuque, has joined WROK, Rockford, Ill., along with Frank Justin.

CHARLES LUTZ, formerly of WHK, Cleveland, and KDE, Columbus, has joined WKRK, Cincinnati.
"Say, boss," I says, bursting in.
He looks up. "Where's the conflagration?"
That brand of sarcasm don't phase me. I know my boss. I pops the question.
"Say, boss, how would you like to hire the best salesman in the business?"
"Why, I thought I had the best in the business," he replies.
"Didn't you give me to understand only yesterday you were absolute tops?"
"Sure," I agrees, "and it's no lie. But this is different."
"Well, just for argument's sake," he says, "what's this super-salesman got that you haven't?"
"Plenty!"
"Let's get down to cases."
"Well, for one thing, he makes a couple of thousand calls a day. No cooling his heels in outer offices, either. He's a buddy to every prospect in the radio advertising business. He's on the job every day in the year. I hate to tell you how little he asks. And, boss, how he knows his stuff!"
"Stop, stop," yells the boss. "What are you talking about?"
"The 1939 BROADCASTING YEAR-BOOK Number, of course!"
I guess I must have fired the boss with enthusiasm, for he smiles and says,
"If he's that good, we ought to hire about two pages worth."
"Hooray," I yells!
So, lo and behold, I'm sending in the reservation today.
FLORENCE MURPHY, for the last seven years in the continuity department of WCCO, Minneapolis, has re-signed to free lance as a radio script writer. She is succeeded by Donna White, formerly in the traffic department. Betty Almers has taken over Miss White's traffic department post.

MICHAEL BLAIR, KFWB, Hollywood, light announcer, has resigned.

JANET STRUGBELL recently joined the accounting department of KYA, San Francisco, succeeding Louise Verdiere, resigned. Irene Wigen, home economics conductor, and Homer Griffith, the Friendly Philosopher, have also resigned from KYA.

JOE GRAHAM has joined Myron Selznick & Co., Beverly Hills, Calif., talent agency, as aide to Nat Wolfe, head of the radio department.

BILL DEAN, formerly of KABR, Aberdeen, has joined WDAY, Fargo. Ken Kennedy, WDAY program director, is to marry Jeannette Dunkirk on Nov. 3.

CHARLES HUD, formerly of WOSH, Portland, Me., and Joyce Allmand, has joined WTC, Hartford.

TOM CAMPBELL and Don Hopkins, seniors at Montana State University, have joined the announcing staff of KGVO, Missoula.

GEORGE McGOWAN, of KALE, Portland, married Bonnie Reed Oct. 16.

NORMAN BARRY, announcer of NBC-Chicago, has been named commentator on the WENR Radio Feature, an NBC sustaining show devoted to gossip about Chicago radio personalities.

HAROLD TURNER, staff pianist of WGN, Chicago, was succeeded by Jerry Svara.

VERDIER, resigned.---THE SHOPPING NEWS

San Francisco, Susie is

NATIONAL PETERS INC.

FREE SHOPPIN' in

SD 32.9%.

ZON

Red

LEO REMES

WIGTON, Fargo.

AFRA in Hollywood

AFRA's membership directory, with its yearbook, has been published to update members on the latest radio news. The directory contains information on members' locations, programs, and station affiliations.

AFRA Names Smith

MARK SMITH was reelected president of the West Coast chapter of the American Federation of Radio Artists at a recent meeting of the chapter. He was reelected along with Ted Doria, first vice-president; Ben Grauer, third vice-president; Alexander McKee, fourth vice-president, and Lucille Wall, recording secretary. Ted Doria was elected fifth vice-president and Ned Wever, treasurer.

Trade Forecast

LEE CHADWICK, continuity director of WTAG, Norfolk, claims to have found "a reliable but all-purpose business barometer" which works every week but those in which it is repeated.

VERGIL CORRY, for the last several years, sports editor of the Wichita Eagle, on Oct. 19 re-joined KANS as sports editor. He is conducting a daily sports review, "Sports, Sports, Sports," and plans to conduct his sports department much in the same fashion as a newspaper.

WILLIAM B. RAY, manager of advertising information service for the NBC Columbia Division, Chicago, is the father of a boy, Wm. B. Ray, III, born Oct. 16.

WILLIAM J. FARLEY, formerly of WCBN, New Haven, has joined WICC, Bridgeport, as producer of "The New Haven Nutcracker," an hour-long Christmas program.

OURNAL OF RADI0 ADVERTISING

W.C.A.

"The Gateway to Central Illinois."

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BROADCASTING • Broadcast Advertising
formity with the new Federal rules of civil procedure.

Regarding the controversial provision relating to instructions to examiners, the Association said the executive committee and the Courier were in agreement that the new rule establishes a flat provision that they submit conclusions of fact and law but also on recommendation unless the Commissioner makes an adverse rule within the Commission which such report is released to the public and to the parties.

The majority for any of the three points of view, a majority did agree to recommend the third view," the Association said.

By way of further explanation, the Association gave its views on which it believed the Association are entitled to question examiner's reports.

It stated:

"The Association desires to record its views with respect to certain practices which have grown up in connection with the cases, which seem to require comment rather than changes in the language of the rule. It is the understanding of the Association that the customary procedure within the Commission which the Examiner is in dealing with applications, petitions or other requests addressed to the Commission which are granted or denied without hearing is as follows:

A public hearing is held before an examiner at which hearing not only the parties but the Commissioner's law department and the accounting department and sometimes its accounting department, are represented. Ordinarily, the Commissioner's examiner testifies, his direct examination being conducted by the Commissioner's attorney; if the accounting department is represented at a hearing, testimony by its representative is handled in a similar manner. At the conclusion of the public hearing, the record is closed and upon a record is prepared by the examiner which is released to the public and to the parties. To this record the parties file exceptions and oral objections, when requested to the examiner's report and the exceptions filed thereto.

Departmental Reports

Between the date of the examiner's report and the Commission's ultimate decision, there are, however, certain reports which are made to the Commission by its department heads, none of which is part of the record and none of which is available to the parties. At the present time, these include: (a) a report by the Commissioner's engineering department containing comments on the examiner's report, if any, presented by the case and if no such questions are presented, a statement therefor: (b) a report of the Commissioner's law department which is similar in substance as to questions of law which may or may not appear: (c) a report by the Commissioner's accounting department similar in substance to that of the engineering and law departments.

As heretofore indicated, it is our understanding that such reports from the engineering department and from the law department are required and submitted in cases where reports by the accounting department are submitted in such cases as in the judgment of the Commissioner involve accounting questions. It is our further understanding that under a practice now discontinued but formerly in use, the examiner was likewise called upon to submit to the Commission, either in writing or in person, a report upon one or more of the questions of fact dealt with in any exceptions filed to the report.

That any such procedure is patently improper is demonstrated by the case of Morgan v. Wallace, 204 U.S. 1. It is essential to the orderly conduct of the Commissioner's business that each examiner's report should reflect the views and opinions of the three departments. In some cases, the Examiner's view is not a reflect of the two other views.

The examination of the examiner's view, in the opinion of the Commission's law department, is of various cases or both, rather than in any one case such a course would involve the public disclosure of matters prejudicial to either a party or the examiner. If it is established that the three points of view are not in agreement, the Examiner's view is not a reflect of the two other views.

In certain instances (for example, in similar cases) in cases of the Examiner's view, in the opinion of the Commission's law department, it is of various cases or both, rather than in any one case such a course would involve the public disclosure of matters prejudicial to either a party or the examiner. If it is established that the three points of view are not in agreement, the Examiner's view is not a reflect of the two other views.

The examination of the examiner's view, in the opinion of the Commission's law department, it is of various cases or both, rather than in any one case such a course would involve the public disclosure of matters prejudicial to either a party or the examiner. If it is established that the three points of view are not in agreement, the Examiner's view is not a reflect of the two other views.
THE BUSINESS OF BROADCASTING

WHO, Des Moines
Household Magazine, Topkea 3 sp weekly, thru Preba, Fellers & Pressa, Chicago.
Gooch & Miller & Elevator Co., Lincoln, Neb. (feed, 39), t, thru Pott-Turnbull Co., Kansas City.
Brown & Williamson Tobacco Corp., Louisville (Six Walter Rieig cigarettes), 3 sp weekly thru BBDO, N. Y.

WHN, New York
Royal Typewriter Co., New York, 3 sp weekly for 5 weeks thru Buchanan & Co., N. Y.
Famous Furriers, New York, 2 sp weekly, 12 weeks, thru Miller Adv. Agency, N. Y.
American Jai-Alai Corp., New York, 6 sp weekly, 6 weeks, thru Co., N. Y.
I. J. Fox, New York (furriers), 8 sp thrice weekly, 4½ weeks, thru Kashuk Adv. Agency, N. Y.
Liq-Lore, New York (liquid lipstick), 2 sp weekly, 13 weeks, thru Wesley Associates, N. Y.
Fruit Industries Ltd., New York, 5 sp weekly thru Lawrence Fertig & Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth
Geoger Laboratories, St. Louis (Brono Quinine), 7 sp weekly thru H. W. Kastor & Sons Adv. Co., Chicago.
American Cranberry Exchange, New York (Eatmor cranberries), 6 sp weekly thru BBDO, N. Y.
All-Chalmers, Milwaukee (tractor), 2 sp weekly thru R. S. Gittis, Milwaukee.

WKRC, Cincinnati
Leh & Fink, New York (Hinds cream), 5 sp and 6 sp weekly thru Wm. Eady & Co., N. Y.

WMCA, New York
Lydia E. Pinkham Medicine Co., Lynn, Mass., 3 weekly thru Erwin, Wiesner & Co., N. Y.
Amae Co., New York (hair treatment), 6 sp weekly, direct.

WLW, Cincinnati
Household Finance Corp., Chicago, 3 weekly thru BBDO, Chicago.

KSF, San Francisco
Proctor & Gamble, Cincinnati (Oxydol), 5 weekly thru Blackett-Sample-Humert, Chicago.

KGO, San Francisco
Firestone Tire & Rubber Co., Akron (tire tires), 2 f weekly thru Sweeney & James, Cleveland.
Lea & Perrins, New York (must sauce), 2 sp weekly thru Schimmer & Scott, Chicago.
RCA Mfg. Co., Camden, 6 weekly thru.

WBT, Charlotte, N. C.
American Memorial Co., Atlanta, 3 weekly thru Groves, Atlanta.
BC Remedy Co., Durham N. C., 6 sp weekly thru Harvey-Massengale Co., Durham, N. C.
Swift & Co., Chicago, 7 to weekly thru J. Walter Thompson Co., Chicago.

WTMJ, Milwaukee
Smith Bros., Poughkeepsie, N. Y. (proprietary), 56 sp, thru Brown & Tarcher, N. Y.
Cherry Specialty Co., Chicago (Dalmex), 23 sp, thru Oskar L. Co. & Associates, Chicago.
Ryegrave Co., Newton, 18 sp thru McCann-Breland, Chicago.
Wisconsin Agricultural Authority, 7 sp thru Stot-Toland, Milwaukee.

WHN, New York
Potter Drug & Chemical Co., Malden, Mass. (Cottura soap), 6 sp weekly thru Atherton & Currier, N. Y.

WIND, Gary
Aurora Labs, Chicago (Clear-Azin for colds), 10 weekly thru E. & E. Winesey & Co., Chicago.

WQAQ, Cleveland (in clothing), 6 sp weekly thru George H. Harman Co., Chicago.

KDCA, Pittsburgh
Arco Tubular Ice Skate Co., New York, weekly thru German-Rahn & Co., N. Y.
Little Crow Milling Co., Warren, Ind., 3 weekly thru Rogers & Smith, Chicago.
Firestone Tire & Rubber Co., Akron, 20 t, thru Sweeney & James, Cleveland.

Mantle Lamp Co., Chicago, 6 sp weekly thru Preba, Fellers & Pressa.


KYA, San Francisco

Generil Mills, Minneapolis (Korn Kix), weekly thru Blackett-Sample-Humert, Chicago.

WICC, Bridgeport
William Jay Barker, N. Y. (Hirsutus hair tonic), subsidiary of Progressive Drug Co., N. Y., 3 sp weekly thru Grant & Wardsworth & Casimir, N. Y.

KYA, San Francisco
California State C. of C., San Francisco, 4 times a year thru G. & C. D. Agency, San Francisco.


WOW, New York

WAAM, Omaha
Uncle Sam Breakfast Co., Omaha, weekly sp (football), thru Bessell & Jacobs, Omaha.

WSAI, Cincinnati
Estate Stove Co., Hamilton, O. (Heatorko), 2 daily, direct.

KHP, Los Angeles
Safeway Stores, Oakland, Calif. (curate cream milk), 10 sp thru J. Walter Thompson Co., San Francisco.
Davis Distribution Bakers, Los Angeles (chain bakery), weekly sp thru A. A. Bert Butterworth Agency, Los Angeles.
Potter Drug & Chemical Co., New York (cream & ointment), 12 sp and 10 sp weekly thru Attherton & Currier, N. Y.

KJL, Los Angeles
Associated Oil Co., San Francisco (petroleum products), 10 sp thru Lord & Thomas, San Francisco.
Sears, Roebuck & Co., Los Angeles (retail diesel), 6 sp weekly thru Mayers Co., Los Angeles.

KARK, Little Rock
Chattanooga Medicine Co., Chattanooga, 52 sp thru Nelson-Chesman Co., Chattanooga.

Creider & Judge Co., Chicago, 52 t, thru John H. Dunham Co., Chicago.
Gehhardt Chill Powder Co., Dallas, 120 sp thru Grant Adv., Dallas.

WLS, Chicago
Household Magazine, Topkea, 3 weekly thru Preba, Fellers & Pressa.
Libby McNell & Libby, Chicago, 3 sp weekly thru Transboradcasting, Chicago.

Mantle Lamp Co., Chicago, 5 weekly thru Preba, Fellers & Pressa, Chicago.


Distr. of Agricultural Assn., DeKalb, Ill., 3 weekly thru F. Prevakcy Co., N. Y.

KFI, Los Angeles
Jones Grain Mills, Los Angeles (fruit cake), 10 sp thru Leslie Sheldon Adv., Los Angeles.
American Cranberry Exchange, New York (cranberries), 6 sp weekly thru BBDO, N. Y.

Lyons Van & Storage Co., Los Angeles (furniture), 5 weekly thru Chas. H. Mayne Co., Los Angeles.

Lyons Van & Storage Co., Los Angeles (moving & storage), 6 weekly thru Chas. H. Mayne Co., Los Angeles.

Interstate Transit Lines, Omaha (transportation), 6 weekly thru Burgan & Hoffman, Omaha.

KFSD, San Diego, Cal.

Lyons Van & Storage Co., Los Angeles (moving & storage), weekly thru Chas. H. Mayne Co., Los Angeles.

WEVD, New York
Ublo Co., New York (Bella Stella olive oil), 52 weeks thru J. Franklin Voila, N. Y.

Clauss Chemical Co., New York (cleaning fluid), 6 t weekly, 52 weeks thru J. Franklin Voila, N. Y.

WRLB, Columbia, Ga.
Ralston Purina Co., St. Louis (cereals), 104 sp weekly thru Nehi Bottling Ails, 104 sp direct.

KDLY, Salt Lake City
Thomas Leeming Co., New York (Boume Bengce), 110 sp thru Wm. Eady & Co., N. Y.

WJJD, Chicago
William's Automatic Heating Co., Chicago, daily sp direct.

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Broadcasting • Broadcast Advertising

WWW.AMERICANRADIOHISTORY.COM
Horn on High.

FOR THE third broadcast of the season by the NBC Symphony Orchestra, conducted by Arturo Toscanini, NBC purchased a unique trumpet especially adapted for Bach's Second Brandenburg Concerto, the first number on the Oct. 29 program. The trumpet plays one octave higher than the usual orchestral B flat trumpet and thus prevents unpleasant technical problems. NBC First Trumpeter Bernard Baker played the instrument, which was presented to Maestro Toscanini by NBC after the broadcast.

KNX, Hollywood

Reliable Manufacturing Co., Los Angeles (gas heaters), 6 sp weekly, thru Charles Richart Co., Los Angeles.

Southern California Building & Loan Assn., Los Angeles (finance) weekly, thru McCarty Co., Los Angeles.


Mackey Seed Co., Huntington Park, Calif. (Marco Dog Food) 6 sp weekly, thru Ivan F. Wallin Jr. & Staff, Los Angeles.

Thomas Leeming Co., New York (Homme Beauregard) 5, 6 sp weekly, thru Wm. Eady & Co., N. Y.

KNX, Hollywood

Goodyear Tire & Rubber Co., Akron, O., (auto supplies), 6 sp weekly, thru Arthur Kerner Inc., N. Y.

George A. Hormel Co. & Austin, Minn. (meat products), 6 sp weekly, thru B.S. , Minneapolis.

CKKL, Toronto, Ont.

General Motors of Canada (Cadillac), Oshawa, Ont., daily ad, thru MacLaren Adv. Co., Toronto.


Mother Parkers Tea Co., Toronto, daily ad, thru A. J. Devere & Co., Toronto.


Vick Chemical Co., Greensboro, N. C., daily ad, thru Morse International, N. Y.

CKXG, Wingham, Ont.


Royal Canadian Telephone Co., Toronto (Glenclaire Tobacco), 20 sp, thru Metropolitan Broadcasting Service, New York.

Dr. M. W. Locke Ltd. (shoes), 21 sp, thru a number of local dealers, Station of Canadian Ltd., London, Ont. (radios), 21 sp, direct.

1938 cash income of
KENTUCKY FARMERS
for tobacco and other crops will total over $159,738,000

Sell this market via WHAS
LOUISVILLE, KY.

50,000 Watts—820 Kilocycles
CBS Basic Station
Edward Petry & Co.
National Representatives

"Just as I suspected! That broadcaster's lost clients are making tracks for this new Western Electric station!"
The highest per capita spending in Minnesota is in the primary area of KYSM.

From report by U. S. Dept. of Commerce.

Folks in KYSM territory have the money to buy the things they want when they want them. And they do want the things they hear talked about on KYSM—it's their own station. It will pay you to investigate!

WILKES-BARRE in the heart of the Anthracite Pennsylvania

Mr. Advertiser:

WBRE is not just a plug plodding along.

WBRE IS A SPARK PLUG.

If WBRE is not on your station list, then you are not hitting on all six in Wyoming Valley with its half million people within ten miles of us.

WBRE "IF YOU THINK THEY'RE BUSY, YOU SHOULD SEE CKAC... CANADA'S BUSIEST STATION!"
BLACKETT - SAMPLE - HUNTER, New York and Chicago, effective Jan. 2, 1938, will add six West Coast stations to the NBC Red network schedule now being used by three of the agency's accounts for NBC daytime shows. Stations to be added are: KDFY, KTV, KGW, KOMO and KHQ. Shows to increase in their network are: American Biscuit Products, Jersey City (Louis Philips Comices), John's Other Wife, Mon., thru Fri., 10:15-10:30 a.m. American Electric Products, Jersey City (Anastas-Kolynes), Jack Benny, Mon., thru Fri., 10:30-10:45 a.m. and A. S. Boyle Co., Cincinnati (floor cleaners), Mon., 10:30-10:45 a.m. "Wiggs of the Cabbage Patch", Mon. thru Fri., 10:10-10:15 a.m.

Burt's Boyle Fri., 10:30-10:45 a.m. 10:15-10:30 a.m.

BURT'S Boyle Fri., 10:30-10:45 a.m. 10:15-10:30 a.m. are: daytime work schedule now being used by three of the agency's accounts for NBC daytime shows. Stations to be added are: KDFY, KTV, KGW, KOMO and KHQ. Shows to increase in their network are: American Biscuit Products, Jersey City (Louis Philips Comices), John's Other Wife, Mon., thru Fri., 10:15-10:30 a.m. American Electric Products, Jersey City (Anastas-Kolynes), Jack Benny, Mon., thru Fri., 10:30-10:45 a.m. and A. S. Boyle Co., Cincinnati (floor cleaners), Mon., 10:30-10:45 a.m. "Wiggs of the Cabbage Patch", Mon. thru Fri., 10:10-10:15 a.m.

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**Exposition Agency**

A GENERAL service agency to assist participants in the Golden Gate International Exposition, Exposition Printers Inc., was recently established in San Francisco at 200 Bush St. Robert W. Robb, formerly vice president and director of publicity and promotion of the fair, is the manager of the new enterprise.

The directors include: Carl M. Eastman, N. W. Ayer & Son; Garnet J. Weigel, Knight-Coonihan Co., vice-president; Nathan Danziger, past president of the San Francisco Advertising Club; Robert Davis, Sterling Engraving Co.; Austin Shean, Knight-Coonihan Co.; Thomas Coakley, attorney; and Frank Martinelli, proprietor of the Bai Tabarin cafe.

**Laboratory**

LARRY SHENFIELD, president of Pedlar & Ryan, New York, and Greg Williamson, radio director, were in Chicago Oct. 21 to discuss the NBC weekly life program with William Ramsey of Procter & Gamble Co., and NBC officials. The show recently moved to Chicago from New York.

GLENDA SHIELDS has joined Hugo Schifrin Inc., Los Angeles, as copy writer. She previously worked with a San Antonio, Tex., agency.

JACKSON L. SEDWICK, for the last two and a half years with Brooke, Smith & French, Detroit, where he handled the Hudson Motor Car Co. account, has joined the copy staff of Gardner Adv. Co., St. Louis. Mr. Sedwick formerly was advertising manager of the Fisk Frencadale unit, Furniture Corp., General Motors unit in Dayton.

RAY M. ROGERS recently was named space buyer of Bowman, Deutme, Cummings, San Francisco.

CHET CRANK Inc., Los Angeles agency, has moved to 1012 E. Main St.

T. L. BATES, Benton & Bowles, New York, vice-president and executive on the Continental Baking Co. account, was in Hollywood during mid-October for start of the CBS Jack Huley show, sponsored by the latter concern. Mr. Bates formerly was Cedric Seaman, Continental advertising manager.

IRENE BARNUM, Ruthrauff & Ryan, New York executive, was in Hollywood during October to confer with Harry E. Rudder, west coast manager on the agency, on Lever Bros. radio program.

**General Foods Names**

CHARLES G. MORTIMER Jr., vice-president of General Foods Sales Co., New York, has been appointed advertising manager of its Food and Drug Corporation. Ralph Stauffer, New York, who had been assistant advertising manager and vice-president, continues as vice-president and also becomes promotional sales manager, with general supervision over both, merchandising and advertising. Announcement has also been made of the resignation of William M. Robbins, sales manager in charge of the field sales force, to vice-president of the sales company. Mrs. E. E. Myers, associate advertising manager, becomes merchandising manager for Calumet Baking powder, Sanka and Kaffee Hag coffees, Log Cabin Syrup, Certo, and Sure-Jell.

**WEBC**

Tells Your Story In

**AMERICA'S SECOND PORT**

**DULUTH & SUPERIOR**

And In The
IRON RANGE ITS

**WMFG**

**HIBBING**

**WHLB**

**VIRGINIA**

**THOUSANDS!**

Started more than a thousand days ago, the WHN ORIGINAL AMATEUR HOUR still gets thousands of telephone calls, thousands of listeners every Friday night. Almost a thousand facts, figures, statistics to show you why it will sell your product! Write WHN now.

E. J. BANNYVART has been named vice-president in charge of new business of Biow Co., New York. For two years, Mr. Bannynart was account executive on the Procter & Gamble and Swift & Co. accounts for Blackett-Semple-Hunter Inc., Chicago, and previously to this was vice-president of Cecil Warwick & Legier for 13 years.

NORMAN MORRELL, former assistant production manager at NBC, has rejoined the radio production department of Lord & Thomas, New York.

ALVIN GARDNER, president of Gardner-Rothschild Adv. Agency, New York, has announced that with the dissolution of the firm Oct. 15, he will continue the agency as the Alvin J. Gardner Co. at the same address, 527 Fifth Ave., New York.

NED DOBSON, who formerly operated a Hollywood talent agency, has joined the radio department of William Morris Agency, that city.

L. B. SIZER, who left N. W. Ayer & Son, New York, to become associated with Marshall & Co., Chicago, has joined N. W. Ayer as a member of the program division of the agency's New York department.

ROBERT LUSK, vice-president of Benton & Bowles, New York, and executive of the Continental Baking Co., account, has rejoined the Chicago office. The agency's Chicago office is in Hollywood to confer with William L. Seabury, west coast manager.

RAY BUFFUM, continuity writer of Ruthrauff & Ryan, Hollywood, is recovering from pneumonia.

DELLIE WALSH Ad. Service, Los Angeles, has moved to 417 South Olive St.
J. Walter Thompson Co. To Occupy New Site in Hollywood About Jan. 1

**OCCUPANCY** of its new building at 1549 North Vine St. in Hollywood will be made about Jan. 1 by both the Los Angeles and Hollywood units of J. Walter Thompson Co., according to announcements by Arthur Farlow, Pacific Coast manager of the agency, headquartered in San Francisco. The agency has taken a long-term lease on the structure across the street from the new NBC studios and two blocks from CBS. The building is being remodeled at a cost of $250,000 and will be ultra-mod. Mr. Danker is in design with air conditioning and indirect lighting. A private audit studio and other innovations are included.

J. Walter Thompson Co. will occupy the entire top floor of the two-story structure. By combining the two offices, all operation of the firm in Southern California will be unified under the direction of Dan

**NY DANKER**, vice-president in charge of the Hollywood unit. The Hollywood office, now located at 6331 Hollywood Blvd., at present handles radio exclusively, while the Los Angeles division is managed in general agency practice.

John J. Reber, J. Walter Thompson Co., New York vice-president in charge of radio arrived in Hollywood on Sept. 28 for two weeks of conferences with Mr. Danker, including discussion of the proposed new half-hour NBC-Red network program scheduled to start Jan. 15 under sponsorship of Kellogg Co.

**WMCA Chicago Office**

JOHN MACKENZIE WARD and C. McDermott have been appointed account executives in charge of the Chicago office of WMCA, which was opened Oct. 24 at 360 N. Michigan Ave. Mr. Ward had been on the staff of Transamerican Broadcasting & Television Corp. since that company's inception and was formerly with the advertising department of the Chicago Tribune. McDermott was formerly manager of NBC's Chicago stations, WMAG and WENN, and also directed NBC's national spot department. Previously he had been with World Broadcasting System.

**KFWB, Los Angeles**, has appointed Paul H. Raymer, Chicago, as national representative, replacing Transamerican, effective Nov. 1, according to Harry Mandish, KFWB manager.


D. W. DAVIDSON, a manager of the firm, has been named executive vice-president and director of operations of the New York office. He will be responsible for the entire organization and for the national office, including the New York and Los Angeles sales offices.

**DEAN C. JENSEN**, a manager of the firm, has been named executive vice-president and director of operations of the New York office. He will be responsible for the entire organization and for the national office, including the New York and Los Angeles sales offices.

**JOHN J. Devine**, a manager of the firm, has been named executive vice-president and director of operations of the New York office. He will be responsible for the entire organization and for the national office, including the New York and Los Angeles sales offices.

**GEORGE HOLLINGBERG**, Chicago, has been named manager of the Washington office of the firm.

**DON DONAHUE**, formerly with the firm, has been named manager of the Washington office of the firm.

**R. C. WOOD**, formerly of WOR, Newark, has been named manager of the Washington office of the firm.

**WADC, Akron, has signed with** the firm for exclusive representation.

**STEVE DE VITO**, manager of the firm's New York office, has been named executive vice-president and director of operations of the New York office. He will be responsible for the entire organization and for the national office, including the New York and Los Angeles sales offices.

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**STEVE DE VITO**, manager of the firm's New York office, has been named executive vice-president and director of operations of the New York office. He will be responsible for the entire organization and for the national office, including the New York and Los Angeles sales offices.
Crossing the Bars
FAN MAIL, coming to Nelson Olmstead, who journeys to the Texas State Penitentiary at Huntsville each week to announce Three Minutes Behind the Walls for WBAP, Fort Worth, included this from a former schoolmate: "I heard your program from the Huntsville prison the last Wednesday night for the first time. I was never so shocked in all my life. I remember how you were in school, and I just couldn't imagine what you were doing in a place like that. How long have you been there and when did you get in trouble? I'm enclosing some stamps, and if you need anything else, be sure and tell me."

HELLO, MR. HANK HUDSON
(H. W. Kaster & Sons)

I don't know whether you need any of the information on the back of your letter, but I thought you might enjoy reading it.

Bible for Children
POPULARIZATION of the Bible for children is the idea of a new program now being aired on KSST, St. Paul. The show, called "The Bible," obtained a sponsor on its first submission. It consists of two programs, one on Jean and one on Dickie B, with the former introducing the talk on children's books and the latter on his for his brother who admits he doesn't like Sunday school. The show will focus on the ends of the PTA, Sunday school groups and other civic organizations.

Five New Chryslers
Two New Floor Men
One Happy Dealer

... all because of one broadcast on WFBL SYRACUSE

Says Jerry Rusterholtz of Rusterholtz & Rossell, Inc., Syracuse Chrysler dealers: "It's a great return on this investment and on any comparable expenditure in many ways."

It all happened this way: Rusterholtz & Rossell were holding a dealer-distributor breakfast to discuss the new 1939 Chrysler cars. And for 15 minutes, a WFBL newsman reported the assembly, broadcasting the questions and answers—all related to the new Chryslers.

Result—an amazing rush of prospects to the salesrooms. Two extra floor men were required. Four new Chryslers were sold on the spot... and dozens of other prospects.

Of course, we've got to admit that Dealer Rusterholtz was offering a great deal. But you've got to admit that the people of Syracuse must have been listening at their favorite spot to hear the news. And that spot is 1560—the place where WFBL comes in on the dial... and the place where most radio in Central New York are tuned RIGHT NOW and every day of the year.

Write for rates and time available to WFBL, Syracuse, N.Y., or to Free & Peters, Inc., National Representatives.

 packed in a Packard
J. M. VANDEVERE, Special Events Supervisor at WAFI-KECA, Los Angeles, demonstrates how he presented his Let's Take a Ride programs for Carl C. Anthony, California Packard distributor and owner of these sister stations. The station's pack transmitter, WEXC was installed in a 1938 Packard and the car driven through downtown Los Angeles traffic. Then the passengers were shifted into a 1937 model, driven the same quarter-hour, and asked to describe their experience. To the best description went a $5 bill. Program was aired on KFI and KEXC daily for two weeks.

Information Ease
LIVESTOCK market reports, air from afternoon direct from Denver's stockyards, are carried by KLZ, Denver, and KVOR, Colorado Springs as a new service to Rocky Mountain region farmers and stockmen. Along with market reports from principal national markets, the program also includes information supplied by the Colorado State Agricultural College and the U.S. Department of Agriculture.

WHO Diesing Vox Pop
PENN TOBACCO Co., Wakes Barre, Pa., is rebroadcasting its Vox Pop in transcription on WHO, Des Moines. Since the WHO Iowa Farm Dance Fable has standing Saturday night primary from 8 to 10:30 p.m., WHO is unable to take Vox Pop on NBC, 8:30 to 10 p.m. The show is transmitted by WHO engineers as it comes over the lines and rebroadcast the following Sunday, 5:15-5:45 p.m.

Wakened by Wals
Most melancholy tunes available, along with blue notes added here and there by the announcer, are featured on Rise & Shine, heard on KJIC, Beaumont, Tex., 6-6:30 a.m. daily. Husbands are told, typically, to be sure not to like wife's coffee" wives, to "be sure to talk to hubby when he reads the morning paper."
Religious Event
WITH Paul Williams, noted Catho-
olic educator, giving a running com-
mentary on the scene and
translating Latin chants into
English, WMBG, Richmond, on Oct.
9 broadcast the first pontifical
mass from Sacred Heart Cathe-
dral, Richmond, at which the Most
Reverend Amleto Giacometti, Pope-
corn, apostolic delegate to the
United States, was present along
with 22 bishops.

Winner Take Less
NEW SLANT on question-answer
programs is The People's Quiz, a
Sunday afternoon MBS series fea-
turing John B. Kennedy and Bob
Hawk. Calling the humorous ques-
tions "Quixie-Doodles", Bob puts
up $5 for every question used, $2
going to the contestant answering
correctly, $3 to the writer of the
question. Writer gets $5 if contest-
ant fails. Series is sponsored by
the Menen Co., Newark.

Wisconsin Lore
DRAMATIZED tales of pioneer
days in Milwaukee and Wisconsin,
historically accurate, are carried on
Your Wisconsin, 25-week series
being sponsored on WTMJ, Mil-
waukee, by local Sears Roebuck
retail stores. Actual names of ear-
ly settlers are used, to increase
educational value. The half-hour
feature is written and announced by
George Comte, of WTMJ.

Of By. For the People
RECREATION of old town meet-
ings at which all the citizens had
their say is People's Quiz, spon-
soed on MBS by Mennen Co., New-
ak [Broadcasting, Oct. 1]. The
show stars John B. Kennedy lead-
ng discussions on issues of the day,
assisted by Bob Hawk, and listeners
express personal opinions on
questions by postcard voting. Tab-
ulations of audience votes are an-
nounced on subsequent broadcasts,
along with new questions.

Music at Dawn
WNYC, New York, pioneer station
in the daily broadcast of recorded
Symphonic music, recently inaug-
rated a new program, Sunrise
Symphony, 7.8 a.m. Over nine
years ago, WNYC started the
Masterwork Hour, heard daily at
10 a.m. and again at 7 p.m. All
three programs are devoted to the
best classical music as recorded by
distinguished artists and musical
organizations.

Another Bard Cycle
WITH the help of Charles War-
burton on NBC, CBC is presenting
a series of Shakespeare's plays, fea-
turing Mr. Warburton, Sir Ced-
ric Hardwicke, Margaret Anglin,
Walter Huston, Walter Hampden,
Eva Le Gallienne, Raymond Mas-
sey, and Maurice Evans, supported
by all-Canadian casts. The cycle is
heard on intermittent Sundays
through Dec. 18.

WHO's News
MATERIAL for five daily news-
casts, sports summaries, weather
reports and four specialized news-
casts is compiled by WHO, Des
Moines, from UP and Transradio
services, Western Union ticker
service, leased telegraph lines and
additional local coverage by the
WHO news staff. Personnel of the
WHO bureau includes R. Gross,
Jack Shelley, Herb Plambeck, Bill
Brown, Leonard Howe, Otto Weber
and Lorana Ellsworth.

Indoor Focusing
THE MACHINES in gun mike, previously
used for parades and other outdoor
events to pick up sound from a par-
ticle s point, has been brought
below inside by WNYC, New York's municipal
station, which uses it to pick up
the voices of speakers at the
City Council sessions, elimi-
nating the buzz of conversa-
tion. WNYC broadcasts all
ouncil meetings as one meth-
od of developing an informed
electorate.

Second Guessers
LISTENERS are given a chance to
answer questions on cooking and
household hints that selected con-
testants cannot crack on Cookbook
Quizzes, sponsored by National Gro-
cery Co. on KOMO, Seattle. Heard
Tuesdays and Thursdays, the show
features four quiz participants,
two announcers, and a referee. List-
eners win a pound of coffee for
correct answers.

Lessons in Spanish
WCFL, Chicago, has started a
quarter-hour Sunday afternoon
series of Spanish lessons in coopera-
tion with the Berlitz School of
Languages. Instructors slant the
show to aid short wave listeners in
understanding Latin and Spanish
American" broadcasts.

Dormitory Aspects
STUDENTS air their opinions on
questions of the day on Campus
Forum, carried by KGVO, Mis-
siota, direct from the campus
of Montana State University. The
open forum discussions are pre-
sented under auspices of the
Associated Students of the school.

Timely Rhyming
POEMS written by Gustavo Cec-
chini about human interest items
appearing in newspapers are read
against a background of symbolic
music in a new program being
sponsored on WOV, New York, by
the Public Service Optical Co.

WTIC Aids Jobless
STARTING Nov. 13, WTIC, Hartford,
will take an active part in Con-
necticut's unemployment drive
with a regular Saturday night
feature, Let's Go to Work. Only
persons with some definite training
will be presented.

Get Your Share
IN HAWAII'S
$142,186,243.47 Market
With
KGMB - KHBC
HONOLULU HILO

*Retail Sales:
Fiscal Year 1937-8

Conquest Alliance Co. Inc.
Chicago, 203 N. Wabash Ave.
John Blair & Company
San Francisco, Russ Building

Morning Items
MUSICAL background of Rise 'n'
Shine, on KVOE, Santa Ana, Cal.
sets off weather and temperature
reports, a bulletin board of club
and lodge news, flashes from local
high schools and junior colleges,
and interviews with college, high
school, and city personalities. The
program, heard 7-7:45 a.m., is con-
ducted by Fred Briggs and Jack
O'Mara.

Salt Lake Bee
NEW ANGLE on old spelling bee
idea is advanced by KDL, Salt
Lake City, with The Word Bee.
Broadcast from the stage of a local
theatre, the announcer on the stage
writes the words, and two in the
aisles solicit spellers. Instead of
plain recital of words to be spelled,
the stage announcer gives a run-
ning story, certain words of which
are earmarked for spelling.

TRANSCRIBED PROGRAMMES
are more numerous than ever at
CHNS
Halifax, Nova Scotia
If you have the Maritime
Provinces of Canada on
your schedule for this winter
they do not delay as very few
stations to be heard.

TUNE IN THE NORTHWEST TO YOUR ADVERTISING

Schedule It on

NBC BLUE NETWORK STATION
WITC
Minneapolis—St. Paul

FIRST IN ENTERTAINMENT
FIRST IN SPORTS
FIRST IN NEWS

THE NORTHWEST'S MOST POPULAR
RADIO STATION
Owned and Operated by the
ST. PAUL DISPATCH-PIioneer Press and MINNEAPOLIS TRIBUNE

FREE & PETERS—NATIONAL REPRESENTATIVES
Chicago
New York
Detroit
Los Angeles
San Francisco
Atlanta

BROADCASTING • Broadcast Advertising
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www.americanradiohistory.com
Canada Complete
RADIO COLLEGE OF CANADA, Toronto, starts a 15-minute transcription show about Nov. 1, which will gradually be placed on practically all Canadian stations, according to R. C. Smith & Son, Toronto, recently appointed advertising agency for the school, which formerly placed its advertising through Norris-Patterson, Toronto.

BROADCASTING facilities are incorporated in the Earl Carroll Theatre-Restaurant, being erected in Hollywood. Acoustical treatment similar to radio studios has been drawn into plans. A master control and an 80-foot revolving stage are included. Carroll is negotiating with both NBC and CBS to use the 1000-seat auditorium for audience shows. The building, to open Dec. 25, is near NBC and CBS on Sunset Blvd.

Hollywood Radio City Ideal Plant
(Continued from Page 22)

per se all unnecessary sound, insuring perfect broadcasting conditions. The studios have been built with "Vd" surfaces—a series of flat triangles which scatter sound and eliminate, in technical terms known as "discreet reflections". Studio ceilings have also been built with "Vd" surfaces which serve ingeniously as safeguards for lights and air-conditioning outlets.

All parallel surfaces which remain flat for acoustical efficiency were treated with a heavy layer of rock wool hidden behind perforated composition panels.

The concrete floor of the main corridor from where artists enter the auditorium is so delicately limped on cork it should not rattle, and it is sound-absorbing material which prevents transmission of vibration. To insure uniform acoustical quality whether a studio is empty or audience filled, all seats are covered with a special sound-absorbing fabric.

Varied color schemes distinguish the business and production offices ranged on the three floors of the executive building which are reached by three stairways and two elevators. Sound-absorbing acoustical plaster and carpet covered office floors deaden noise and spare employees nerves. A special paneled conference room is provided for studio executives near the second floor office of vice-president Don E. Gilman. There are also special audition rooms for clients.

Visible Control

Besides incorporating several architectural innovations, there are numerous other improvements within the studios, control rooms and executive building. The public may watch the "heart" of the studios—the master control—through a brilliantly lighted, sound-proofed shadowless double-glass invisible 20-foot window panel. Master control, like all other engineering facilities of the plant, was especially designed for Hollywood Radio City by NBC engineers. Carried out in full view of the public, the intricate operations are explained by electric signs indicating the sections of the Red and Blue networks to which programs are being sent. Visitors are able to "see" the sound waves of programs being transmitted. Shamel Electric Co., Los Angeles, installed all RCA broadcasting equipment and sound wiring for the studios.

Final note will be a mural, 25 feet high and 40 feet wide. It will cover a curved wall of the main foyer's interior. The dominant painting, executed by Ed Trumbull, Connecticut artist, portrays the far-dung activities of radio. It is centered by a heroic genie, representing the Spirit of Radio. Around him dramatic scenes illustrate the wide functions of the science. The mural was damaged in the recent New England storm and installation has been delayed while repairs are being made.

Hollywood Radio City is air-conditioned throughout with more than 85,000 gallons of water utilized daily. H. C. Alber, who supervised installation of New York Radio City air-conditioning, has been made engineer in charge of that division in the west coast plant.

Programs going on the air from Hollywood Radio City are virtually foolproof against power failure such as that which threatened several broadcasts during the disastrous Southern California flood and storm of last winter. In addition to regular and emergency power lines from the power company plant, NBC engineers have installed an automatic gasoline-driven generator powerful enough for normal broadcasting operation. Should the regular power lines fail, one automatic switch instantly throws on the gasoline driven generator while another turns on the emergency power line, with only a split second loss of time. Should the emergency power line also fail, the gasoline generator is ready to take over the job.

Although there was no formal opening, it is expected that after the building is entirely completed NBC will hold open house for the trade at a great interest is being shown by Pacific Coast agency and radio executives in the many innovations incorporated. For the general public, NBC in late November will inaugurate a 40-cent tour of Hollywood Radio City.

Executive personnel in the new structure, besides Mr. Gilman include Lew Frost, assistant to the vice-president; Sydney Dixon, sales manager; John Swallow, program director; Marvin Young, assistant to Mr. Swallow; Walter Bunker, Hollywood production manager; Hal Bock, press relations manager; Alfred H. Saxton, division engineer; Donald De Wolf, engineer in charge of Hollywood studios; Walter Baker, in charge of building maintenance and general service; Frank Dellett, auditor; Paul Gale, traffic supervisor; Henry Maas, sales traffic manager; William Andrews, night manager. Demo Harshbarger is manager of the NBC Hollywood Artists Service.

In a "Salute to NBC", west coast executives of the network on Oct. 19 were guests of honor at a luncheon meeting sponsored by the Los Angeles Junior Chamber of Commerce and held in the Biltmore Hotel. The luncheon, attended by executives of CBS and Don Lee Broadcasting System, as well as those from independent Los Angeles stations, was to compliment NBC on the opening of its new Hollywood Radio City.

SO MANY golfers associated with Don Winslow of the Navy on NBC for Kellogg Co., played golf at a Chicago course that the course name has been changed to the Don Winslow Golf & Country Club with club privileges at a reduced rate for members of the show.

We Salute...

NBC HOLLYWOOD RADIO CITY

Broadcasting Equipment Installed by
Shamel Electric Co. Inc.

1515 W. Jefferson Blvd. • Phone: Parkway 4146 • Los Angeles, Cal.

Page 58 • November 1, 1938

BROADCASTING • Broadcast Advertising
Welcome to our new neighbor, NBC

KNX COLUMBIA PACIFIC NETWORK
COLUMBIA SQUARE • HOLLYWOOD
Discretion Under Wage-Hour Statute

(Continued from page 11)

Act abrogates the section of labor union contracts providing for a 48-hour week.

In general the Act provides that employers engaged in interstate commerce pay their employees at least 25 cents an hour for a maximum work week of 44 hours, with time-and-one-half for work in excess. It excepts "any employee employed in a bona fide executive, administrative, professional, or local retail establishment capacity of outside salesman." It also bans child labor in general, but excepts "any child employed as actor in motion pictures or theatrical productions."

Administrator Andrews, in an interpretive bulletin, recently made it clear that radio would be included under the Act's coverage and declared that "the benefits of the statute are extended to such employees as maintenance workers, watchmen, clerks, stenographers, (a) message bearers."

No broadcaster paying his employees at least 25 cents an hour and with a work week of not more than 44 hours need concern himself with the wage-hour provisions, according to the NAB, since thus he is complying fully. In cases when employees mean any week, the NAB pointed out, the employer can comply by reducing the work week by four hours or by paying time-and-one-half for the last four hours in the work week. Western Union, in a recent agreement, cut down its employe's work week from 48 to 46 hours, paying time-and-one-half for the hours above 44, and maintained its regular week by wire.

Interpretive Bulletin No. 4 of the Administration said that it "is not a violation of the statute if the employer reduces the hours of work to 44 without altering the hourly rate and if an employer eliminates the excessive hours, he is entitled to an equivalent obligation to increase his total wage bill by increasing the hourly rate".

Overtime Payment

Administrator Andrews has warned, however, that employers might get into trouble by trying to comply with the word, if not the spirit, of the Act by cutting pay to make up for overtime, reducing the regular hourly rate to give employees the same weekly wage as before. Although he did not say that such a plan would be illegal, he did point out in another interpretive bulletin that "it is not safe to assume that Sec. 16 (of the Act) means that any employer who gets his employees to accept a reduction in rates on the strength of the maximum hour provision and time-and-one-half time of performance, as opposed to work subject to direct action and supervision, and (ii) that employees would be subject to the Act, and the Act's minimum wage provisions, had learned the need for effort and hard work.

The NAB has advised that broadcasters "probably are safe" in carrying on their usual children's programs, adding that it had learned no effort would be made to make the regulations retroactive.

Payroll records to show compliance with the Act, as does declaring in the Wages & Hours Administration, should include the name, address and date of birth of employee; hours he worked each day and week; regular hourly rate of pay; amount paid the employee at the regular rate for the wages he receives for overtime; deductions from wages, including social security taxes; total wages paid, and date of payment.

Exemptions Defined

Regulations issued by the Administration Oct. 19 define "bona fide executives", "professionals" and "outside salesmen" as follows: Section 541.4. Executive and Administrative: The term "employee employed in a bona fide executive and administrative capacity of the Act shall mean any employee whose primary duty is the management of the establishment, or a customarily recognized department or division of the establishment, and who customarily and regularly directs the work of other employees therein, and who has the authority to hire and fire other employees, or whose suggestions and recommendations as to the hiring and firing and as to the advancement and promotion or any other change in the status of other employees will be given particular weight, and who customarily and regularly exercises discretionary power, and who does substantial amount of work of the same nature as that performed by non-exempt employees of the employer, and who is compensated for his services at not less than $300 (exclusive of board, lodging or other facilities) for a workweek.

Section 541.4(a) of the Act shall mean any employee (i) predominately intellectual and varied in character as opposed to routine mental, manual, mechanical or physical work, and who customarily and regularly exercises discretion and judgment both as to matters requiring interpretation or judgment, as opposed to work subject to direct action and supervision, and (ii) who is customarily and regularly engaged in work of the same nature as that performed by non-exempt employees of the employer.

Section 541.4 Outside Salesmen: Those (a) who are customarily and regularly engaged in the capacity of outside salesman in the Act shall mean any employee who customarily and regularly performs his work away from his employers' place of business, and who customarily and regularly engages in making sales as defined in Section 541(a)(i) of the Act and who does no substantial amount of work of the same nature as that performed by non-exempt employees of the employer. For the purposes of this definition, regular routine deliveries, whether or not prior orders are placed by the purchasers, and collections, shall not be considered sales.

Borderline Cases

According to the NAB interpretation of these regulations, various executive titles used in broadcasting, titles of themselves, qualify employes for exemption. It pointed out that a "chief engineer" or a "chief technical watchman" or a "chief of the production department" who took a regular turn as announcer would appear to be included under the Act, even if he met the other qualifications for exemption. Both the ACA and the IBEW in the past have classified all technicians except a chief engineer not standing a regular watch as nonprofessionals, the NAB add-
ed, and the regulations appear to support this interpretation.

The NAB reports that it is receiving a large number of queries from members regarding border-line cases. It has sent each member a copy of the Act and issued several bulletins on the General Council’s work and findings. Members of the committee, which met at NAB headquarters last week, include John V. L. Hogan, WWX, New York; H. W. Batchelder, WNIR, Baltimore; C. T. Lynch, WRN, Richmond; William Dolch, WOL, Washington, and Joseph L. Miller, NAB, labor regulations director.

At the Networks

Salesmen, announcers, members of the press and special events departments, as well as stenographers, clerical employees and porters fall under the provisions of the Act, according to the present interpretation by NBC’s legal staff, which is of the opinion that although all employees receive more than the $11 weekly minimum, many of them may be called on to work more than 44 hours a week and under the Act’s provisions will be entitled to time-and-a-half for all overtime.

No problem is presented by the administrative executives, who are exempted by the Act, says NBC, but the definition of which employees are executives and which are exempt may cause difficulty.

NBC is studying these questions also. Are engineers professionals? And how about talent? And if talent comes under the terms of the Act as non-professional, then what about those speakers or performers who appear as guest artists without any pay?

Contracts now in force calling for overtime to be paid for in terms of time off later will have to be revised, as the Act definitely states that overtime must be paid for in cash, it was believed.

At CBS it was learned only that all of the network’s employees are already paid more than the minimum standard wage, with no amplification regarding details of administering the Act’s provisions.

Application of the Wage-Hour law to broadcasting is being closely watched by the American Guild of Radio Announcers & Producers, which will fight any attempts to classify announcers and engineers as professional workers and so exempt from the terms of the Act. Broadcasting was told by Gerald Dickler, AGRAP attorney. Mr. Dickler also said the independent union is investigating contracts of artists’ bureaus with announcers and will probably ask for revisions in the terms of such contracts in the near future.

Calls Contracts One-Sided

“Present contracts are altogether too one-sided,” Mr. Dickler said, “with the advantage all on the side of the bureau. Many talent placement bureaus are so understaffed, so as to make it impossible for them to give adequate representation to their artists. Others, particularly the bureaus may be retained by the networks, have so many announcers under their control that it is a matter of indifference to them which one finally gets any particular job, and so they are not actively engaged in selling the services of any

From Blazing Liner

CBS and NBC carried broadcast of the fire which broke out Oct. 25 in the Netherlands. News of the first SOS at 6:46 p.m. was flashed on NBC, but CBS was first to broadcast with a ship-to-shore conversation with the Netherlands at 12:30 p.m. the following day. NBC followed with a similar interview at 1 p.m., with a brief interview with Sally Pepper, one of the passengers. CBS broadcast another talk from the ship at 2 p.m.

WPIC Makes Its Debut

By Feeding State Hookup

WPIC, new regional at Sharon, Pa., launched its operation suspiciously Oct. 25 when it fed a State network of 17 stations its first night on the air. The station was operated by the Sharon and Co., whose studios are in Sharon. Arrangements were made to feed its talk from WPIC studios to the Queen City, Lawson Deming, formerly with WBO, W. Palm Beach, Fla., and WCLE, Cleveland, has joined the announcing staff. Gordon Greer, formerly of WSYR, Syracuse, and WTJN, Jamestown, N. Y., is production manager. Bill Goodrich is new to radio, also has joined the announcing staff.

Phonograph Test Suit

LONG PENDING case of Paul Whitman versus WBO Broadcasting Corp., operator of WNEW, New York, and the suit of RCA Mfg. Co. against the same defendant were placed on the reserve calendar of the U. S. District Court in New York on Oct. 25 and will probably be called for trial within a month. Cases are expected to test the right of producers and manufacturers of phonograph records in restricting their use in broadcasting.

individual announcer;" Clauses permitting the bureau, but not the announcer, to cancel the contract were also cited as unfair by the attorney.

AGRAP is currently negotiating a renewal of its contract with WBT, Charlotte, covering announcers employed at that station.

Study of Complaints

(Continued from page 11)

A WPA undertaking has performed the same play at least three times, uncensored, and with no resultant complaints.

WTCN, Minneapolis, was the first station to be cited because its alleged first rate and because a complaint allegedly was received from only one family in that area.

The broadcast, Oct. 1-18.

A Score in a Year

In the last year, perhaps a score of stations have been given temporary licenses because of alleged lot-

tery broadcasts involving programs in which prize contests were included. Such programs as "Pros-

perity Night," "Irish Sweepstakes," and other variations of the "Bingo" game were responsible.

Last August when WMN and WMAB were cited for such broadcasts, Attorneys Arthur W. Schaf-

feld and Philip G. Luckass challenged the FCC jurisdiction over such programs. They contended that the stations had not been operating "knowingly" or otherwise in violation of the lottery section of the Act and held that because the provision was penal in character it was only enforceable by local authorities in the respective jurisdiction.

It appears the FCC is taking this new slant, to some degree at least, since it is instructing General Counsel Dempsey to confer with the Department of Justice regarding these "penal provisions."

Theoretically, if a station is convicted for violation of penal provisions, the Commission can then proceed under the Communications Act in punishing the station. Under the law, it is empowered to revoke station licenses for cause.

There is no "middle ground" authority, however, such as suspension or fine, although legislation to this end has been discussed both in Congress and the Commission.

THE race between Seabiscuit and War Admiral set for Nov. 1 at Pimlico Track, Baltimore, was to be broadcast on NBC by Clem McCarth under sponsorship of RCA Mfg. Co., New York.

www.americanradiohistory.com
POPO GO THE PURSES!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesman wants.

WAIR

Winston-Salem, North Carolina
National Representatives Sears & Ayer

A TRIP TO WASHINGTON

STOP at the celeb- rated Willard Hotel for convenience in business contacts and sight-seeing... 2 blocks from White House, near Federal build- ings, scenic and historic spots, theatres and shops.

The Willard's recent improvement program makes it modern throughout.

SIEVEN pickups and ten outlets were used by stations serving Minneapolis, keyed by Harry L. Hafendieh, in a political broadcast of the Republican Party in the campaign of Harold E. Nessan, the Republican candidate for governor. In 30 minutes pickups were originated at Oriskany and two at Minot, at KYSM; Neosho, at WDAY, Fargo; Hibbing by WMPO, Hibbing, and two at Minneapolis by WCCO. The program was carried by KFAM, Minneapolis; KDSP, Grand Forks; KYQO, Moorhead; WLED, Virginia; KDAL, Duluth; KROC, Rochester; WDAY, WMPO, WCCO and KYSM. The circuit was arranged through cooperation of Associated Northwest Broadcasters.

NBC Hollywood Radio City employees entrance is on a newly-created thoroughfare which has been named Gilman Way, in honor of Don E. Gilman, western division vice-president. A TAPEL broadcast of the WOR program will be described by Bob Trout in a quarter-hour CBS broadcast from a TVA airplane and the roof of the CBS building.

WHFI, Rock Island, and the Rock Island Argus sponsored an appearance of the F. T. Marine Band in afternoon concert at the local armory Oct. 19. Over 7,000 persons attended the two concerts, and all proceeds of costs went to charity. Schools and colleges in the territory received the program, by the 4,000 pupils took advantage of reduced prices at the afternoon concert. A tapel added feature of the afternoon concert Capt. Taylor Branson, director of the Marine Band, led a marching band.

WOY, New York, recently presented a special half-hour show, in cooperation with the National Masonic Mrs. Assn., sponsoring National Spaghett;-Voodle Week. The program, fed also to WIPX, Philadelphia, saluted the Masonic Family and drew such favorable comment from food stores in the city as to assure a repeat.
WIBW Erects Mast

WIBW, Topeka, recently completed a 445-foot Lingo tubular mast aerial as part of its new $70,000 transmitter plant. The antenna will be put to use when the transmitter is completed about Feb. 1, 1939, according to Karl Troeglen, chief engineer, who is supervising all construction. The land on which the antenna rests will be partially flooded to increase efficiency. The transmitter building will house two WE 5,000 watt transmitters on the first floor, and garages and an emergency gas-electric power plant in the basement.

WBCM Is Rebuilt

OPERATIONS management of WBCM, Bay City, Mich., has been placed in the hands of Edwards & Martin, Detroit consulting engineers, while they are rebuilding the station. Under the direction of S. W. Edwards, partner in the building and leasing U. S. radio inspector in Detroit, the station has been practically entirely rebuilt. Mr. Edwards is acting manager. Stanley Northcott, former manager, is now on the engineering staff.

WGN Breaks Ground

GROUND was broken Oct. 20 for the new WGN transmitter house which will cost about $60,000, and is expected to be in service in about five months. The new WGN 750-foot Truson radiator is 20 miles northwest of the Chicago Loop on Route 53. The work is going forward under the direction of Carl J. Meyers, WGN chief engineer.

INSTALLATION of a complete new broadcasting plant was recently completed by KINY, Juneau, Alaska. The new transmitter is operating on 1260 kc., 250 watts, and is expected to be in service within about four months. The station's location is on a hill above the city and is located near the Juneau Gold Mine. The studio is situated in the center of the city, and the transmitter is located near the front of the Juneau Gold Mine. The power plant is located on the roof, and the studio is located on the second floor. The station is operating on a 15-hour daily basis.

FAIRCHILD AERIAL

CAMERA CORPORATION

88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

WITH POWER OFF

WSPD Used Mobile Unit and Ingenious Tricks

WSPD, Toledo, was forced off the air for 41 minutes in October when an explosion and fire in the central plant of the Toledo Edison Co. cut off all light and power in most of downtown Toledo. Complete power failure had never before occurred during the ten years the WSPD studios have been located on the roof of the 17-story Commodore Ferry Hotel.

Power from the Edison Co. was off from 9:30 a.m. to 3:40 p.m. After a half-hour the network was patched around the panel and fed to the transmitter outside the city limits. Mary Lucile Roth and Announcer Jack Fitz-Gerald drove three miles to the transmitter where they broadcast their regular program.

At the same time, WSPD's mobile unit, with a 110-volt generator, was placed in the alley beside the hotel, and since insurance regulations prevented use of an emergency gas-powered generator on the hotel property, 500 feet of B-X cable was carried up 18 flights and lowered from the roof to establish contact between the generator and the hotel's input panel. The next day WSPD broadcast a half-hour dramatization of the emergency.

WEXL, Nov. Org., Mich., has applied to the FCC for authority to move its transmitter to a new site at 1210 kc., 150 watts. It is planned to move the WEXL transmitter to a new site at 1210 kc., 150 watts, and to expand the hotel, and since insurance regulations prevented use of an emergency gas-powered generator on the hotel property, 500 feet of B-X cable was carried up 18 flights and lowered from the roof to establish contact between the generator and the hotel's input panel. The next day WSPD broadcast a half-hour dramatization of the emergency.

WBLY Transfer Approved

WBLY, Lima, O., 100-watt daytime station on 1210 kc., on Oct. 24 was transferred to the hands of the Fort Industry Co., under an FCC decision Oct. 18 authorizing its sale by Herbert Lee Blye for $27,000 cash. The station first began operating in December 1936, having been constructed by Mr. Blye. The Fort Industry Co. is headed by George B. Storer as president, with J. H. Ryan vice-president and H. G. Wall secretary and counsel. The same interests also own W.W.V.A., Wheeling; W.S.P.D., Toledo; W.M.M.N., Farmington, W. Va., and have a minority interest in KIRO, Seattle.

WUT, Brooklyn, under the direction of Chief Engineer J. M. Temple, is rebuilding its entire transmitter after fire destroyed the shed at its Flatbush Ave. site early last week, and is practically ready by Dec. 1. Unable to use the transmitter for a week, he utilized the facilities of W.P.W., with which WUT shares time.

SAM HAROPP, vice-president of United Translators Corp., New York, is back at his office after an extended business trip during which he visited many broadcasting stations.

WKBQ, Richmond, Va., recently moved into its new studio building and is installing an RCA limiting amplifier which it says will double its present carrier wave.

WKRC, Cincinnati, has purchased a new RCA OP5 remote amplifier, four turntables, and other special receiving equipment. Two new RCA transmitters also are being installed.

ARTHUR FASKE, operator of WCNW, Brooklyn local, has applied to the FCC for authority to erect a tower and move transmitter to 150 Morgan Ave., Brooklyn.

WDJ, Des Moines, has installed an auxiliary transmitter, which is the RCA FM7-A 1,000 watt transmitter, as an auxiliary to the main transmitter.

RCA Mfg. Co., Camden, has issued a bulletin on the RCA 309-A frequency limit monitor.

WHOM, Jersey City, N. J., on Oct. 24 began construction on a new 3575-foot tower located near the old Morris canal in Jersey City.

KMA, Shennandoah, Ia., has installed new Sypex projectors and WE sound equipment in the local Mayfair Theatre which serves as an auditorium studio for KMA's studio tower, erected 14 years ago and recently replaced by a 48-foot vertical antenna.

JOHNSON CITY Broadcasting Co., Johnson City, N. Y., holding a construction permit for a new local which will operate with a call of WJHL, has purchased an RCA 250-G transmitter and speech input equipment.

COMMERCIAL Radio Equipment Co., Kansas City, operating experimental shortwave station WJXZ, on 2160 kc., has arranged to pick up and retransmit certain sustaining programs of KSL, Salt Lake City, in a series of experiments.

A new antenna on a pole of special construction is being erected by WTAU, Norfolk, atop the local National Bank of Commerce Bldg., for its WXXZ, shortwave experimental adjunct.

DYNAMITE IN CHICAGO!

Get the impartial survey that blasts all prejudices on Chicago radio! Write for new reader with an eye to fall business! The sensational truth about a market you can’t touch without

WGES - WCBW - WSBC

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www.americanradiohistory.com
Antenna Heights

Increased by FCC

New Regulations Are Issued to Conform to Havana Pact

NEW STANDARDS governing minimum antenna heights or field intensity requirements were promulgated Oct. 18 by the FCC as the first change limiting standards of good engineering practice.

Announcing the action taken Oct. 11, the FCC stated that the new requirements would become Section 6 of the Standards of Good Engineering Practice. Previous standards are finally adopted. The standards were a part of the proposed rule-making standards for broadcast stations which were the subject of a hearing before the FCC on June. At the hearings there were no objections raised to the proposed new antenna standards and as a consequence they were not in controversy.

Clear Channel Stations

The new antenna standards raise the height of requirements for dominant clear channel stations and eliminate the differences in heights and field intensity required for regional stations. For example, a dominant clear channel station on the 1000 kc. channel under the old standards was required to have an antenna of 265 ft. The new requirements are for 435 feet. Field intensity at one mile is increased from 200 millivolts under the old regulations to 225 millivolts.

In the new requirements, it was learned, were specific for the so-called Havana agreement for redistribution of broadcast station assignments for the North American Continent. The agreement already has been ratified by Cuba and the United States but awaits action of Canadian and Mexican Governments.

Under the new requirements, local station antenna heights are established at 150 ft. Under old regulations they range between 135 and 150 ft., depending upon frequency. The height of antennas for emotional purposes may still be decreased for frequencies but the field at one mile will be flat at 175 millivolts. For hundred thousand watts or more, the minimum antenna height is 500 feet. These requirements are usually more seriously limited by the inter-station interference during the hours of darkness.

We know that any new areas of stations by multiple power in urban communities are thus severely limited by the prismatic difficulties with high power. Over broadcast frequency assignments shared with other stations is usually more seriously limited by the inter-station interference during the hours of darkness.

We know of no practical method by which antenna height of the clear level may be avoided other than by sufficient amount of the transmission equipment.

We know of no way in which this inter-station interference can be avoided within the confines of the United States except by the use of cleared channels.

We, therefore, believe that the clear channel system can provide only a highly localized broadcasting service and that cleared channels are necessary not only to supply satisfactory broadcasting service to rural areas and distant communities, but also to provide satisfactory night-time service to the suburban areas of larger cities.

We believe that, except as engineering conditions may dictate, the situation of the field strength in nearby populous areas, no limitation should be placed upon the power of stations operating in adjacent areas.

We urgently recommend that the number of channels now assigned to broadcasting service be increased as warranted by the success of the clear channel service and as the development of broadcasting reception.

We recommend all encouragement to be given to the employment of the highest practicable power of stations on cleared channels, subject only to the need for avoiding blanketing, cross-modulation, and interference to other important facilities as result from excessive field strength, particularly in populous areas.

KLO's Power Boost

KLO, Ogden, Utah, won a power increase to 1,000 watts net and 5,000 day under a decision of the FCC, Oct. 29, ordered effective Oct. 24. The station, owned by M. L. Glassman, publisher of the Ogden Standard and managed by Paul N. Hovde, has been operating with 500 watts full time on 1400 kc. and retains that frequency. It is to spend $25,000 for new technical equipment and about $10,000 for building improvements.

GORDON HITCHENMARK, WRCJ, announcer, has been awarded a blue ribbon by the Washington Advertising Club and the most artistic Red Cross Window Display. He has been using a store window as his broadcast headquarters each morning during the membership drive.

New Engineering Aids

For Members of NAB

Planned by Committee

PLANS for additional technical service to NAB members and the industry at large were discussed at a recent meeting of the NAB Engineering Committee in Washington Oct. 25, called by Chairman John W. V. Hogan, president of WQXR.

Work of the NAB committee in connection with the recent allocation hearings of the FCC and the new FCC antenna specifications was discussed. The latter will be considered thoroughly by the committee.

Planned for additional service to NAB members through distribution of data from headquarters which will be collected and prepared by the committee. Aid to NAB members in answering complaints from listeners regarding interference with reception also was taken up with the likelihood that a circular will be prepared to answer frequently asked questions. Thus stations can provide listeners with answers from the NAB. These data, when available, will be made available to NAB members and non-members alike.

Presentation meeting in addition to Messers. Hogan and Miller, were Ed Content, WOR; Paul A. Lippe, ABC; Diamond Guy, Inc.; E. K. Cohan, CBS; Peter Houston, WCBM.
TWENTY-TWO broadcasters from Michigan and Indiana met in Fort Wayne Oct. 13 for the meeting of the 8th District of the NAB. Around the table, left to right, are: C. W. Swartley, WOWO-WGL, Fort Wayne; George L. Young, WSPD, Toledo; R. E. Bloom, WFBM, Indianapolis; Angus G. Pfaff, WHLS, Port Huron; R. E. Baumus, WIRE, Indianapolis; G. F. Ashbecker, WKBZ, Muskegon; W. F. Craig, WLBC, Muncie; Howard M. Loeb, WDFD, Flint; D. A. Burton, WLBC, Muncie; R. E. Baker, WTRC, Elkhart; Dan Jayne, WELL, Battle Creek; O. F. Uridge, WJK, Detroit; J. F. Hopkins, WJBK, Detroit; J. H. Ryan, WSPD, Toledo; John Fetzer, WKKO, Kalamazoo, NAB Director; Neville Miller, NAB President; Walter Evans, General Manager, Westinghouse Radio; W. Ward Dorrell, WOWO-WGL, Fort Wayne; J. E. Comley, WNOO-WPGI, Fort Wayne; Martin Leich, WGBP-WEOZ, Evansville; F. D. Schurz, WSBT, South Bend; S. W. Edwards, WBOM, Bay City.

Midwest Division Debates Copyright

NAB Group Covers Other Vital Problems and Heears Miller

THE GAMUT of broadcast industry problems came under the purview of a score of Indiana and Michigan broadcasters at the meeting of the 8th District of the NAB, held Oct. 13 in Fort Wayne, Ind.

The principal address was by Neville Miller, NAB president, with John E. Fetzer, president of WKKO, Kalamazoo, and NAB director for the 8th District, presiding. Subjects covered included the copyright situation as related to ASCAP and other musical societies; the newspaper-radio relationship; network-monopoly hearings; educational and public service programs; labor problems; political speakers and legislation, both federal and state; educational programs, and numerous other subjects. The group approved the work of the new NAB accomplished to date.

Westinghouse Entertains

Westinghouse stations WOWO and WGL were hosts after the meeting. Walter Evans, general manager of Westinghouse Radio Stations Inc., was present, coming from his headquarters in Baltimore. Messrs. Miller and Fetzer took part in an interview broadcast over WOWO as a climax to the day's activities and discussed television from both the broadcaster's and layman's viewpoints.

NATIONAL Tuberculosis Association and Affiliated Organizations have sent a quarter-hour WOR transcription, Passing the Torch, to 220 stations in the U. S. and Hawaii to advertise the 1938 Christmas Seal campaign for funds to aid in the fight against tuberculosis. This is the third year discs have been used to advertise the seals.

N. J. Hearing Shifted

APPEARANCE of NBC before the Public Utility Commission of New Jersey has explained its failure to ask permission of the Commission to erect a transmitter for an ultra-high frequency station at Bound Brook, N. J., was postponed from Oct. 18 to Nov. 1. NBC had begun work after securing a construction permit from the FCC and had ignored the New Jersey law requiring similar permission from the P.U.C. [Broadcasting, Oct. 1].

SCHOOL CONFERENCE IS CALLED BY KSTP

IN A FURTHER effort to improve the quality of educational programs broadcast by schools and various civic groups, KSTP, St. Paul, will conduct on Nov. 12, Northwest Educational Broadcasting Conference, inaugurated last year by KSTP. Attendance at the second annual meeting is expected to double last year's mark according to Thomas D. Rushworth, KSTP educational director and originator of the conference.

Judith Waller, NBC central division educational director, and Sherman F. Lawton, director of the radio workshop at Stephens College, Columbia, Mo., will be among the speakers. One of the features will be demonstrations of educational broadcasting by public school radio workshops which were established as a result of the 1937 meeting. Since that time nine schools have made these workshops part of their curricula. The meeting will be open to educators, students, representatives of civic groups, and to all others interested.

Roxy Clothes on Air


NBC was named among defendants in a $13,000 plagiarism suit filed in Los Angeles federal court by Jack Lincke, Hollywood writer. The action charges that Lincke's story, The Flying Phantom, published in the May, 1926 issue of American Magazine, was lifted in three broadcasts by Rush Hughes, commentator, from KPO, San Francisco, over NBC. Also named as defendants are Langendorf Bakeries, Bakers Hughes and McCann-Erickson.

New Talent Firm

A NEW FIRM in the talent management field is Canova-Hansen, Inc., New York, representing Judy Canova, hillbilly comedienne now featured on the Chase & Sanborn Hour. Tom Terriss, whose travel stories are heard on NBC-Red, Harrison Forman, Far Eastern explorer and World's Fair exhibitor, and Jay Irving, nationally known cartoonist. Offices are at 11 West 42d St. Management is in the hands of Robert R. Hansen, experienced executive in the advertising, publishing and printing fields, and Harry L. Canova, with theatrical and radio background. Publicity accounts go to Everett Love, formerly with NBC, Paul Whiteman and Robert L. Ripley.

World's Greatest Tobacco Market

Says Richard G. Montgomery, Assistant Manager, The J. K. Gill Company:

"That KGW-EXK are vital factors in our merchandising program for maintaining leadership in selling books, stationery and allied lines in this market is best evidenced by the fact that we have renewed our contract for the third consecutive year. Your personnel is most helpful. Your stations get results."

KGW EXK

Radio Stations of the Oregonian

KGW NBC Red

PORTLAND • OREGON

KGW NBC Blue

Representative — EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco, Los Angeles

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WCAU Education Plan Approved by Educators

Pennsylvania educators, members of the advisory board of WCAU, Philadelphia, recently approved plans for seven educational programs on WCAU. February 27 and set a tentative schedule which includes five one-hour programs Monday through Friday, and 45 minutes on Sunday.

Four established programs, Scientific Wonders, News Education, Curtis Institute and Our Public Schools, are continued this season, and three new features were discussed and recommended, including Vocational Guidance, proposed by the Junior Board of Commerce to assist high school students and graduates; Consumer's Plan, conducted by the Franklin Institute, and explaining desirable qualities in merchandise, and Experimental Laboratory of Education, testing educational ideas suggested by educators for regular programs.

Disc Series Expanded

Dairymen's League Coop. Assn., New York (Dairylea milk products), after testing Secret Diary, transcribed show aimed at housewives, on WBEN, Buffalo, has extended the program to WFLB, Syracuse. Miami Butterine Co., Cleveland, and WBAP, Fort Worth, are also sponsoring the show on WAPY, Portsmouth; WJB, Jackson, Mich., and WGBG, Evansville, Ind. The show was produced by Frederic W. Ziv, Inc., Cincinnati.

Radio and Education

With the cooperation of education officials of four states, the Thursday evening quarter-hour program Your Schools may soon be expanded to a 30-minute show, according to Harold H. Hester, educational director of WLS, Chicago. Designed to acquaint listeners with the problems and practices of Midwestern schools, the series has been placed under the supervision of a committee of educational leaders from Illinois, Michigan, Indiana and Wisconsin. WLS has renewed its School Time, a five-week evening show slotted for class room listeners, and is broadcasting a Saturday morning High School Hour in cooperation with the Chicago Radio Council. The half-hour is scheduled in the normal pattern of the WLS-

high school series, with 40,000 schedules of its school shows, estimates active participation by 2,000 school units with mail returns 50% above last year.

University of Washington at Seattle, has made arrangements for the fourth consecutive year with KRRC, Little toledo, to transmit weekly remote control broadcasts from the college campus. University Student Xacta Re- sorter, quarter-hour broadcast of campus activities prepared by the University, conducted by department and Campus Radio Player, of the University, consists of dramatized original mystery stories in radio form.

Dr. Edward Howard Griggs, president of the department of philosophy at the Brooklyn Institute of Arts and Sciences, New York, is conducting a weekly series of educational lectures in human prog- ress, "Lives of Great Men, on NBC-

Red.

Tonom developments abroad are analyzed weekly on "Appraising Foreign Affairs," carried by WQXR, New York, with Walter Stokoe as commentator. Public forums at Cooper Union, New York, each week for the second season, are being broadcast for the first time on WQXR, Sunday evenings.

America's Town Meeting of the Air, which has won numerous awards as the nation's best forum for the discussion of vital public affairs, on Nov. 10 will open for the second season as an NBC blue network feature, George V. Denby, Jr., president of the NBC department of new business, is director of the program, and with the help of an advisory committee, will present outstanding speakers each week on questions of public interest.

Astronomers through the ages have been the inspiration for talks by Prof. William H. Pickering, projects of the Hayden Planetarium, on CBS. The series, called New Behind the Stars, is pro- duced by Vernon Radcliffe, radio production manager of WPA.

WCCO, Minneapolis, is featuring three educational programs this year, two of them designed for actual classroom use. News X-Rays, carried by WWJ, Detroit, Monday through Friday, is planned for sociology and current history classes. Interests of all radio events in the light of historical influences and social implications. Tuesday afternoons, high school and college workshops are carried, including short dramatic offerings, called the "Rapport," and "script cases, North Star School, sponsored by Minnesota Education Assn., has returned to WCCO, and the four consecutive fall season, presenting discussions of current educational issues and problems by lending educators.

Cooperating in the presentation of radio courses in a variety of college subjects on WNYC, New York, are New York University, Brooklyn College, Hunter College and College of the City of New York. For the first time, faculty members act as instructors. The courses include the sciences, economics, and music appreciation, and are broadcast as part of WNYC's adult education program.

WNL, New London, Conn., has started a fall series of educational and cultural programs sponsored for the second year by Connecticut College for Women, under the joint direction of Dr. Polley Brooks, Dean of Charleston and Katharine Best, Dean of Women. Programs, en- couraging current events, music appreciation are broadcast Sundays, 2:30-3 p.m. The series will ex- pire on Jan. 1.

Parker Wheatley, assistant director of University Broadcasting Council, Chicago, is teaching two radio specials to Northwestern students each week, one at Chicago U. The two hour lec- ture series, called "Radio Mail," were formerly conducted by Dick Marsh, who recently left J. Walter Thompson, Chicago, to join Wm. Esty & Co., New York.

The Portland High Notes program of high school newsmakers which was presented entirely by students of 17 high schools in Portland, Ore., and vicinity, recently started its second year on the air on KXN, Portland. The broadcast, which consists of news gathered by the student body president or school paper editors, is heard on KXN each school day at 6 p.m.

WKN and WCLE, Cleveland, have announced three series of educational programs, headlining artists from Ohio and beyond on NBC-blue and MBS. The Walnut Street Quartet of Cleveland Colleges on Nov. 6 begins a series of chamber music concerts on NBC-blue and WKN, and on Nov. 21, the Western Reserve University, Oberlin College and the Young Artists Clubs of Cleveland present a selection of the programs. A special transcription network, with WCLE as the key station, has been set up for the Ohio Young Artists series which features outstanding soloists from the Cleveland, Columbus and Oberlin Chapters of the Ohio Young Artists Clubs.

WBNF, New York, has started a series of programs sponsored by the American Association of Teachers of French in New York City high schools and colleges. The first program was broadcast on Oct. 23, devoted to poetry and music presented in solo and choral.

KGU, Honolulu, broadcasts transcription and live University Band Table program exactly two weeks after the original broadcasts. Discs of the NBC Band Table Quartet, heard over WOC in Chicago, air to Honolulu. Re- quests for the program have recently come from the British Broadcasting Corp., according to Allen Millen, dean of the University Broadcasting Council.

Authoritative lecturers on current events of world-wide significance will combine for the first time, Nov. 18, when a program arranged under the auspices of the Rand School of Science on WHN, New York.

"A Blind Spot" for All

Outside Stations

If you want to cover rich Central Pennsylvania

You must use

WBG

Altoona • Pa.
DON LEE Broadcasting System, Los Angeles, on Nov. 1 expands its educational activities by adding a weekly quarter-hour program, Your English Words. The series originates from KJIH, Los Angeles, and features Prof. F. Colony of Los Angeles Junior College in discussions on the derivation of English words.

WHNXX, New York, has scheduled a new series of programs featuring music sponsored by the American Association of Independent Broadcasters. They are known as the National Committee of Independent Broadcasters in New York City high schools and colleges. INFORMAL conversations about campus activities, graduate and faculty functions, and college news from the New York, are to be presented weekly on WQXR, New York, by the Debate Council of Columbia University.

BERNARD MUSNIK, member of the American Association of Independent Broadcasters, under the sponsorship of the New York Association of Independent Broadcasters, plans a series of five programs entitled Americanism All—In Fragments All, starting Nov. 15 on CBS. The series, presented in cooperation with the Department of the Interior, will be supervised by John Strubel, Commissioner of Education, and the dramatizations will be written by Gilbert Selvile, author and critic.

STUDENTS in more than 50 schools in Northern New Jersey are listening to the Municipal Government weekly broadcasts on WNEW, New York. These programs, under the direction of S. S. Kenworthy, present prominent speakers from New Jersey and New York discussing problems relating to civic affairs.

Parisan Seeks Features BERNARD MUSNIK, New York correspondent of the Journal and L'Auto de Paris, has been selected American representative of Radio City, Paris radio station, and is searching for an American program material which might be suitable for broadcasting in France. Radio City, in a recent offer, is noted for its special feature programs, such as its recent broadcast of a duet between two well-known Parisians, the announcer being hidden in a tree and describing the hosts with the help of the participants. Radio City has recently adopted the American system of broadcasting, in which the usual French custom of being to broadcast only from 6 to 9 a.m., and from 6 p.m. to midnight, remaining silent at the other times. Representative also of Parisian French advertising agency which is owned by the same interests as Radio City, M. Musnik is also ready to provide American advertisers interested in the French market with broadcast rates and any other information for all French stations. His office is located at 366 Madison Ave., New York.

Audit Session Deferred POSTPONEMENT of the crucial meeting of the Independent Broadcasters Committee on Radio Research, to determine whether it will continue in its quest for a “yardstick” for station listening areas, scheduled for Oct. 28, has been announced by John Benson, president of the American Association of Independent Broadcasters and chairman of the Joint Group. Under present plans, the meeting will be held during the week of Nov. 14. A meeting on Oct. 3 had resulted in a disagreement over plans and a later work scheduled. A new meeting was scheduled [Broadcasting, Oct. 15].

Hardy's Offered Radio M-G-M, Hollywood, producers of NBC Good News of 1939, sponsored by General Foods Corp. [Maxwell House coffee], is offering Judge Hardy Family series for radio sponsorship. Same independent production firm produced Good News series with a production crew and writers assigned to the program, is interested. The company is asking an approximate $16,000 weekly for the program with a cast headed by Frank Johnstone and Lewis Wilson. J. Walter Thompson Co. is said to be negotiating for the series for one of its clients. This would mean an outside income of around $1,600 a year from radio for the film company. Good News is said to net the studio $20,000 weekly. Louis K. Sidney produces the Good News program with his own writing staff and some outside production assistance from Benton & Bowles, which services the account.

Los Angeles Newspaper, Spurning Radio Column, Starts Series on KJH THE Los Angeles Evening News, one of the five metropolitan newspapers in the city, on Nov. 14, April signed the agreement eliminating radio news from its columns, has turned to that medium to build up its circulation, having started Oct. 29 for 13 weeks. A weekly half-hour program on KJH, two broadcast of the Radio, the program is a listener-audience participation feature, originated and copyrighted by Ben Sweetland, Hollywood commentator, who will conduct the series. The newspaper publishes a weekly diagram and during the Saturday evening broadcast hints to the answers, all based on Evening News copyrighted features and comics, are given. More than 100 prizes will be awarded weekly with an auto as a grand prize at the end of 13 weeks. An elaborate promotion campaign has been initiated to attract readers of the Evening News. Besides publicizing the radio program in its columns, the newspaper has 18 hours a week more than 5,000 posters throughout Los Angeles and also plans to start a fleet of 42 promotional tour. Two airplanes were scheduled to sky-play the game on the play-by-play of the series. This is the first time any of the Los Angeles metropolitan newspapers have used radio for any type of campaign since all agreed to drop their columns.

N.B.C. Opera Broadcasts To Start Eighth Season NBC, on Nov. 26 will start its eighth consecutive season of Saturday matinee broadcasts of the Metropolitan Opera Company, New York, on NBC Red network. The first Metropolitan Opera program on NBC was heard on Christmas Day, 1931, starting a new interest in opera that has grown steadily to the point where it is now estimated that these broadcasts are heard by millions of listeners in this country and countless millions more in other countries by short-wave.

N.B.C. has not yet signed a sponsor for the 1938-1939 broadcasts. Past sponsors have been Lucky Strike cigarettes, Listerine and R.C.A., Mfg. Co.

In addition to these Saturday afternoon broadcasts, NBC on Nov. 24 will begin the weekly Opera Column broadcasts on the Red network, Thursdays, 6:6-15 p.m. Presented by the Metropolitan Opera Guild, these programs are designed to give the radio audience in enjoying the operas.

ICS Disc Series INTERNATIONAL Correspondence Schools, Scranton, Pa., releases a series of quarter-hour dramatic transcriptions, on key stations from coast to coast, according to Frank Parke Wright, advertising counsel, San Francisco, who produced the series. The program, Along Life's Highway, deals with the experiences of a sociologist attempting to write a book on success.

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Radio, Agency and Advertiser X-Ray Each Other on Coast

AAA Session Goes Into Duties of Each Branch Of the Advertising World During Convention

WITH a record attendance of 214 prominent advertising executives, agency men and radio station managers, the Pacific Council of the American Association of Advertising Agencies met at Del Monte, Cal., Oct. 20-21, with one of the major issues being the radio department.

The speakers at the departmental, of which Tom F. Harrington, manager, WINS, New York; Yone Minami, president, Tidewater Advertising Oil Co., Associated Division, and Thomas McAvity of Lord & Thomas, Hollywood, the trio, representing Man, the advertiser and the agency, spoke under the general topic “What We Expect of Each Other”.

Ideas to Burn

“Anyone can have a radio idea,” Mr. Deal said. “Department Men have the chance to prove it. Today the radio industry recognizes the ability of agency men and advertising people to build successful shows. He told what the advertiser expects of the agency. “It is their job,” he said. “They can make us think that radio will help us make sales, give good will, aid in employee relations.”

He added the agency should select the best coverage for the advertiser; secure a good time period; get a good program and keep it good. He listed further duties as checking intelligence, containing sales results, to keep everlastingly at the job of seeing that the advertising gets to be continued and that his agency gets his money and to stock with a show—until it has a real chance to produce—not change constantly.

“It is the advertiser’s job,” he stated, “to provide ample coverage; to have modern equipment; to choose a fine medium to build a regular listening audience; to frame our show with other good audience attractions before and after.”

He added that the network should lend every assistance in making the advertiser’s investment profitable and to try to have all member stations in good repute in their communities.

Next in line was the artist and what the advertiser expected of him. “He should conduct himself to our credit at all times,” Mr. Deal stated. “He must remember that we have invested in the show that must pay off. And he should be in proper condition and attitude to make each performance excellent. We should all follow through by actually using our product; should talk our product, when off the air, that is, when it is not being heard. He should be human at all times and be considerate of and cooperative with his fellow artists.”

Among the radio executives attending the sessions were: Don E. Gilman, vice-president of NBC, in charge of the Western division; Lewis Allan Weiss, vice-president and general manager, Don Lee Broadcasting System; Sydney Dixon, NBC Western division sales manager; Harry Witt, CBS Southern California sales manager; Henry Jackson, CBS Northern California sales manager; CBS; Thayer Ridgway, sales manager, Don Lee Broadcasting System. David M. Botsford, of Botsford, Constantine & Gardner, San Francisco, was chairman of this year’s convention.

From the Network’s Viewpoint

“The relationship between the agency and the network can only be what your individual agency wants it to be,” declared Mr. Thornburgh. “If given the complete problem we will gladly develop the program idea, select the talent, the stations, and the time period of the broadcast. On the other hand if you are prepared to do all this yourself, we can reduce our share of the project to providing modern, efficient mechanical equipment and expert, dependable manpower to operate it.”

“The first key to a fuller more profitable relationship between agency and network lies in mutual confidence between them and an honest frank discussion by each of all the other factors involved. The network salesman acts less as a salesman than he does as a source of information or clearing house. It is his job to live closely with his agency, to understand the problems and possibilities of the agency’s active and prospective radio advertisers and to interpret those needs in terms of his medium.

Crackerjack Contest

CRACKERJACK Co., Chicago, on Oct. 31 started a riddle contest on the following stations, beginning five-weekly transcribed announcements in a test campaign which will probably be expanded during the winter [Broadcasting, Sept. 15]. Featuring “Yum-Yum the Cracker Jack Clown”, the contest offers $1 each for the five best riddles submitted weekly to each of the 15 stations. John H. Dunham Co., Chicago, is agency.

“I would suggest as a first step in the smoothing of the agency-advertiser-network relationship, a more frequent and more complete use of the network salesman’s service. It seems to me that too infrequently do agencies avail themselves of the tremendous mass of material that has been developed over a period of years by the networks.

“In the matter of program production and in the examination and culling of radio program ideas, the networks are more than ever today the source of tremendous resources. It is obviously beyond the normal capacity of even the agents of agencies to examine, build and present the number and variety of radio programs necessary to suit the needs and demands of their many clients. In this, we feel that the radio networks are helping most vigorously toward the advancement of broadcast advertising, and finding their proper place in the program organization.”

Today the networks are building and developing programs created for commercial use and often designed directly for basic commodities such as foods, drugs or clothing. In other words, the exterminating program of today is apt to originate in the sales or sales promotion department and travel from there to the program department as it is to return this order. It is natural that we, the national agencies, should expend our resources in the promotion of our clients and send our agents to work with the networks so that they should bring their creations first to the networks for consideration. We have set up depart-

WLW-WSAI Promotion Is Headed by Guenther; Other Personnel Shifts

APPOINTMENT of Wilfred Guenther as management director of WLW and WSAI in charge of all exploitation, and resignation of John R. Koepf as promotion manager of both stations, was announced by James D. House, vice-president of Crosley Radio Corp. in charge of WLW advertising.

Changes also announced in sales and promotion included appointments of Thomas Ayala, formerly of WAGA, Atlanta, as WSAI sales manager, succeeding Walter Callahan, who was transferred to WLW as service manager. G. C. Krautlers, WLW service manager, was promoted to first sales assistant under Robert E. Dunville, general sales manager.

John Conrad, of the special events department, was made promotion manager of WSAI, while Jerry Burns of the WSAI announcing staff, moved to Mr. Conrad’s special events post. Beulah Strawser, with the merchandising and promotion department of Kroger Grocery & Baking Co., joined the promotion department and radio relations director. Jack Bell, former commercial manager, Ashland, Ky., joined the WLW-WSAI Artist Bureau in an executive capacity under George C. Biggar, head of the department, to devote his time to booking the Boone County Jamboree and other WLW road units.

Jerry Jones, Indianapolis part-time radio writer, joined the Artist Bureau to handle promotion of the unique program, and will work under Mr. Biggar, as rural program supervisor.

ments to inspect and give proper consideration to each of these groups.

“This past summer we inaugurated a series of radio sneak previews, which, eliminating the Hollywood studio setting, allowed us to produce and broadcast a large number of single episode programs frankly asking the audience for their reaction. The programs pulled as high as 1,000 comments from the public regarding the quality as a regular broadcast feature. The programs receiving the widest acclaim and most enthusiastic endorsement were the ones we have built into our fall schedule of sustaining programs. From these ideas and current shows the advertising agency may draw in whole or in part the proven formula of successful program material. From the smallest to the largest agencies we have an eagerness acceptance of this method of radio building and testing.

“A further problem to both agency and network and one that is quickly passing is the fact that radio is not yet free from what I call ‘medium milking’... by that I mean the use of time which has been made valuable by long and careful buildup and which is quickly lost by the hard-pounding methods of selling and merchandising which soon leave the period in which need for another investment in such a job is over.”

OKRAKOKES—Above is day’s catch of channel bass last month on annual fishing expedition of group of радиomen to lonely Okracoke Island, near to Albemarle Sound, WIS, Columbia, S. C.; Preston Peters, Free & Peters; Clarke Earle; Esslinger Brewing Co., Philadelphia; Cy Hundleby, Gensee Brewing Co., Boston, and guide. Clarence (Swanee) Hageman, WTCN, Minneapolis, and the publisher of Broadcasting were also on the expedition but good luck did not attend the party until they had left, the day before this picture was taken, much to their wonder and disgust.
No Increases in Rates For Stations on WTS, Declares Percy Deutsch

REPLYING to published trade reports accredited to an unnamed station representative, Percy L. Deutsch, president of World Broadcasting System, asserted Oct. 27 that "no increase in station rates should be necessary under the plan under which radio stations become members of the World Transcription Service." WTS was recently organized as radio's first mutual chain.

"WTS was conceived as a means of increasing the use of transcription broadcasting," Mr. Deutsch said, "not only by simplifying the use of reception equipment by advertisers and agencies but by bringing the cost of a transcription campaign as near as possible to the cost of network broadcasting. Anyone interested in the idea of eliminating or minimizing these mechanical costs to advertisers would necessarily disapprove an increase in station rates to absorb these mechanical costs because this would defeat the very purpose for which the movement was instituted.

"WTS becomes an added sales organization for the group of stations it is representing, technically no additional sales cost to its member stations than exists under the present form of representation. WTS simply replaces in individual sales of station time with group selling. The new system, we might point out, is an additional service offered to selected stations by the World Broadcasting System. In addition to its Li

- No Increases in Rates For Stations on WTS, Declares Percy Deutsch

- A RADIO ROLE IN DEFENSE

- FCC Chain-Monopoly Program

- Free Rein Given English Programs
Gulf Still Ponders

GULF OIL Corp., Pittsburgh, is planning to sign up a new show to replace John Nesbitt's weekly Passing Parade, now heard on 61 CBS stations, Sundays, 7:30-8 p.m. Young & Rubicam, New York, the agency in charge of the account, states that, contrary to rumor, Gulf has not signed for a show by the Screen Actors Guild or any other organization as yet, and is merely considering what type of program will be used.

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. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcasting and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CUMMINS, JR.
Consulting Radio Engineer
215 North Henderson Avenue
Olean, N.Y.
Telephone 3-4039 and 5-2945
DALLAS, TEXAS

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

Oyster Shell on 30
OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y., is carrying on spot announcements on stations, WMBD, WJJD, WJJO, WOR, WNAX, WQWO. WOJY, WMCA, WOR, WCBS, WCNY, WCBS. Every day, WJJD and WOR are heard to the effect that WOR is in the WOJO WESG WHEC WGR WMRF and WIBX. Revon Horm. Agency, Albany, is in charge.

Constock on 6
W. H. COMSTOCK Ltd., Morris, New York (Dr. Morse's Ind. Serv. Co.), is using a 3-minute campaign of one-minute transcribed announcements thrice weekly for about 16 stations, WOR, WHW, WHC, WNNX, WCLIO, WTAQ, WMT, KOA, KMA, KGLO, KFR, KOX, KFEQ, KOIL, KVOO. Husband & Thomas, New York, is agency.

Fidler Trial Soon
EARLY trial of Constable Bennet's $600,000 damage suit for alleged slander, libel and defamation of character against Jimmy Fidler, Hollywood gossiper sponsored by Procter & Gamble on NBC-Red network, is pending in Los Angeles Superior Court. Judge Robert W. Kenny, hearing preliminary motions Oct. 17, overruled counsel for defendants, stating that he did not see how they were "privileged" even though they are false, if not made maliciously.

WNEW, New York, has incorporated the WNEW Booking Office, which will devote itself exclusively to booking outsize talent for commercial programs.

CALCIFIED ADVERTISEMENTS
Help Wanted
Small southern network wants personal representative in all key cities. Box A188, BROADCASTING.


Salesman wanted: station located in south Texas. Excellent opportunity for right man. Established billing goes with calibration. Draws account based on liberal commission. State age, experience and qualifications in first letter. Box A189, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU is handling advertisements for radio salesmen: radio time, salesmen, also men who have experience as combination engineers and operators. Free information, write Paramount Distributors, Box 864, Denver, Colo.

Situations Wanted
UTILITY MAN: Experienced writer, announcer, actor, producer, editor, writer anywhere. RUSS BRINKLEY, Olean, N.Y.

All-around Announcer, knows Dramatics and Music. Experienced radio salesmen. Radio time, radio salesmen employed in New York. Box A188, BROADCASTING.

Young man, good voice, diction: 1½ years experience, wishes junior announcer job-Box A189, BROADCASTING.

Employed A-1 announcer wants change anywhere with opportunity. Reporting audience. Box A185, BROADCASTING.

Young man, First Radio telephone, some experience, desires junior operator job-Box A147, BROADCASTING.

Program Director-Chief Announcer 250 watt station desires change. Experienced in all lines announcing. Box A186, BROADCASTING.

Employed radio engineer and announcer, first class license, experienced and competent. Desires change. Will go anywhere. Box A189, BROADCASTING.

Young man desires position as junior announcer with small station. Fine voice and unusual ability for sport broadcasts. Voice recordings. Box A189, BROADCASTING.

工程 first class radiotelephone license, desires position with progressive station, mature and experienced, good work. C.E.R.I. trained. Box A182, BROADCASTING.

Young man, single, wants position with large. Now employed on engineering staff of kilowatt network station. Licensed operator. Available immediately, address Box A184, BROADCASTING.

Radio operator wants job. Salary according to experience. Box A184, BROADCASTING.

WANTED Announcer:

R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and
Antenna Testing
7 S. Howard St., Spokane, Wash.

WORLDWIDE WIRELESS

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

For Sale
Used recording turntable, Feed assembly, Cutterhead. Box A127, BROADCASTING.

PRESCO RECORDER—Model 15-E, 18 and 31/2 rpm. One box and 29 days. Immediate sale price—$250. Richmond School of Music, 1510 Payne Pl., Louisville, Ky.

Controlling interest in eastern transcription company. Company showing profit which can be brought through proper supervision. Less than $19,000 will handle. Box A141, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMY750 field strength measuring unit (new), direct reading; Estilene Angus Automatic Recorder for field measurements; Universal accurate, portable equipment; C. R. radio frequency bridge; radio omni license. Monthly rental. Allied Engineering Laboratories, 260 East 16th Street, New York City.
in the
CONTROL
ROOM

R. H. LASCHE, manager of the sound equipment division of Fairchild Aerial Camera Corp., Jamaica, L. I., returned to his home Oct. 24 after spending a week visiting stations in Milwaukee, Chicago, Cleveland and Detroit.

FRANK RIDGERWAY, chief engineer of WOTL, Toledo, is to marry Arleth Amund, of KTUS, Hot Springs, Ark., in November.

JAMES W. BRAY, KARK, Little Rock, control engineer, was recently married to the former Calista Halford, of Little Rock. Bray, in addition to his control room work, frequently assists in the KARK production department.

DR. VLADIMIR K. ZWORYKIN, inventor and director of electronic research of RCA at Camden, on Oct. 16 was insuured the latest in his series of patents covering television systems. The patent issued was No. 2,388,882.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of Broadcasting Combined With Broadcast Advertising, published semi-monthly at Washington, D. C., for October 1, 1938.

District of Columbia—Before me, a notary public in and for the District aforesaid, personally appeared Gale Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of Broadcasting Combined With Broadcast Advertising, and that the following is to the best of his knowledge and belief a true statement of the ownership, management, (and if a daily, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 357, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
   
   Publisher—MARTIN COEEL, Washington, D. C.
   Editor—Sol TASHOFF, Washington, D. C.
   Managing Editor—J. FRANK BEATTY, Silver Spring, Md.
   Business Manager—GATE TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the name and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)


3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgagees or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the names of stockholders and security holders as they appear upon the books of the companies, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant’s full knowledge and belief as to the circumstances and conditions under which the stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner or as security for which an affidavit has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

   GATE TAYLOR, sworn to and subscribed before me this 22nd day of September, 1938.
   JULIE MAYER, Notary Public.

   (Seal) My commission expires June 15, 1938.

CHARLES F. KOCHEL, former engineer with WWJ, Detroit, is one of the partners in a group applying to the FCC for a new 1000-watt station on 1370 kc. in Grand Traverse, Mich. Other partners are Michael J. Clancy, member of the State Legislature, and Carl Eisen, former chief engineer of the Pre-emptor Tube Testing Corp., Pontiac, Mich.

CARL STAGG, shop committee man for Local 10, American Communications Union, in the Riverhead section of RCAC, is running for Assemblyman of the First Suffolk Assembly District of New York on the American Labor Party ticket.

JAMES MIDDLEBROOKS, CBS New York liaison engineer, after several months on the West Coast, has returned to New York. He plans an inspection tour of all CBS owned stations.


RAYMOND BROPHY, engineer at KFRO, Minnogee, Okla., recently married Lucille Kellam, of Tulsa.

BERNARD COOK, maintenance engineer of WLV, Cincinnati, is the father of a girl born Oct. 8.

JERRY WEAVER, of WION, Miami, has announced he soon will marry Margaret Helmmuth, of LeRoy, Ky.

HAROLD LASON has joined KFVW, Bloomfield, as control engineer, succeeding Ernie Grever, who left for the West Coast.

ORVILLE SATHER, former of WCCO, Minneapolis, has joined WABC, New York.

HERBERT D. KIMBERLY, former transmitter engineer of KFAB, Lincoln, Neb., has been named chief engineer of KYSM, Manitou.

JOHN TIFFANY, formerly of WABC, New York, and W2XE, CBS network station, has joined WABC, Cincinnati, as chief engineer, succeeding Frank Dieringer, resigned.

HOWARD HARGROVE has joined the technical staff of KRMN, Shreveport.

JULIUS HETLAND, chief engineer of WDAY, Fargo, and Mrs. Hetland recently returned from a two-week vacation in Mexico.

PAUL GREEN, NBC Hollywood studio engineer, and Marie Arbuckle, radio singer, were married Oct. 8 in Yvnn, Ariz.

HAROLD YOKELA, formerly of WMC, Memphis, has joined WCHS, Charleston, W. Va.

BERNARD LEMING, formerly of WABC, New York, and W2XE, CBS network station, has joined WABC, Cincinnati, as chief engineer, succeeding Frank Dieringer, resigned.

HOWARD HARGROVE has joined the technical staff of KRMN, Shreveport.

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

KFRU

- The thundering tuba and twittering bird are symbolic of the extreme range of sound in a radio show. Ordinary telephone equipment, completely satisfactory for transmitting spoken words, would be inadequate for handling the high and low frequencies of a broadcast program.

Even before the earliest days of radio broadcasting, telephone engineers had developed means of transmitting sounds of all kinds over wires. These means have been continually improved by the development of new instruments and facilities for transmitting music and entertainment. Just as years of research stand back of today's equipment — so the research of today is helping to solve network problems of tomorrow.
October 14

WMB, Westfield, Ill.-Granted CP increase to untl. 100-250 w.

WJHG, Homestead, Fla.-Licensed to WPMB.

WJKP, Fort Worth, Texas-Granted $25,000 reimb. for move.

WWO, Chicago, Ill.-Granted CP increase to untl. 100-500 w.

WWFL, Stevens Point, Wis.-Denied CP.


NEW, WPFW, Pittsburgh, Pa.-Denied CP.

NEW, Times Phoenix, Inc., Phoenix, Ariz.-Granted CP 500 w 1 kw.

NEW, Wett, Toledo, Ohio-Granted CP 1000 w 2 kw; granted auth. to continue.

October 15

MISCELLANEOUS—WJZ, Detroit, N.J.-Granted extension authorization to transmit programs to Canadian Radio Corp. WGRG, New Albany, Ind., granted cont. hear. using new tower.

NEW, Detor, New York, granted auth. to continue.

NEW, WWJ, Detroit, Mich.-Granted CP 1500 w 10 kw.

NEW, WOBM, Wilmington, Del.-Granted continuance hear. to WAXN, Sparks-Winthrop Co., Del.

NEW, WIBS, New York, Granted license to new station WMAA.

NEW, WJZ, Hartford, Conn.-July 1, 1940.

NEW, WORP, New York, Granted CP 3000 w 20 kw; Granted license to new station WOJU.

NEW, WOR, New York, Granted CP 1500 w 10 kw.

NEW, WOAK, Columbus, Ohio-Granted CP 1500 w 10 kw.

NEW, WOKU, Pompano Beach, Fla.-Denied CP.

NEW, WIP, Cleveland, Ohio-Denied CP.

NEW, WPPI, Philadelphia, Pa.-Denied CP.

NEW, WPTO, Davenport, Iowa-Granted CP 1000 w 1 kw.

NEW, WPTF, Raleigh, N.C.-Denied CP.

NEW, WPSX, Westport, Conn.-Granted renewal of CP license.

NEW, WPTL, Cambridge, Mass.-Granted CP increase to 1000 w.

NEW, WPTR, Norristown, Pa.-Denied license; granted cont. use, without prejudice, to appl. for renewals.

NEW, WPTR, Norristown, Pa.-Denied license to new station.

NEW, WPTO, Davenport, Iowa-Denied CP.

NEW, WPTY, Huntington, W. Va.-Denied CP.

NEW, WPVY, New York-Granted 1500 w 10 kw.

NEW, WPIW, Dubuque, Iowa-Granted CP 1500 w 10 kw.

NEW, WPMD, Baltimore, Md.-Granted CP increase to 2500 w 15 kw.

NEW, WPGN, Des Moines, Iowa-Granted CP increase to 2500 w 15 kw.

NEW, WPV, Fort Worth, Texas-Granted CP 2500 w 20 kw.

NEW, WPHD, Des Moines, Iowa-Granted CP increase to 2500 w 15 kw.

NEW, WPKW, Pittsburgh, Pa.-Granted CP 2500 w 20 kw.

NEW, WPLR, Bridgeport, Conn.-Granted CP 1000 w 1 kw; Granted license to new station.

NEW, WPLF, Rockford, Ill.-Denied CP.

NEW, WPL, Providence, R. I.-Granted CP 1500 w 10 kw; Granted license to new station.

NEW, WPM, Chicago, III.-Denied CP.

NEW, WPMR, Melrose Park, Ill.-Denied CP.

NEW, WPO, Portland, Ore.-Denied CP.

NEW, WPOX, Portland, Ore.-Denied CP.

NEW, WPRC, Providence, R. I.-Denied CP.

NEW, WPRO, Providence, R. I.-Denied CP.

NEW, WPRS, Providence, R. I.-Denied CP.

NEW, WPTW, New York, Granted CP increase to 2500 w 15 kw.

NEW, WPTF, Raleigh, N.C.-Denied CP.

October 16

NEW, WQPA, Columbus, Ohio-Granted CP 1000 w 1 kw.

NEW, WQV, Ft. Wayne, Ind.-Denied CP.

NEW, WQD, Daytona Beach, Fla.-Denied CP.

NEW, WQW, Chicago, III.-Denied CP.

NEW, WQX, New York, Granted license.

NEW, WQ, New York, Granted CP increase to 1500 w 10 kw.

NEW, WRWH, Boston, Mass.-Denied CP.

NEW, WRBZ, Des Moines, Iowa-Granted CP increase to 2500 w 15 kw.

NEW, WRBZ, Des Moines, Iowa-Denied CP.

NEW, WRK, Kansas City, Mo.-Denied CP.

NEW, WRI, Proud, Md.-Granted CP 1000 w 1 kw.

NEW, WRTJ, Miami, Fla.-Denied CP.

NEW, WRSF, Atlanta, Ga.-Denied CP.

NEW, WRTA, Atlanta, Ga.-Denied CP.

NEW, WRTW, Atlanta, Ga.-Denied CP.

NEW, WRTJ, Miami, Fla.-Denied CP.

NEW, WRTA, Atlanta, Ga.-Denied CP.

NEW, WRTW, Atlanta, Ga.-Denied CP.

NEW, WRI, Proud, Md.-Denied CP.

NEW, WRSF, Atlanta, Ga.-Denied CP.

NEW, WRSF, Atlanta, Ga.-Denied CP.

NEW, WRI, Proud, Md.-Denied CP.

NEW, WRTA, Atlanta, Ga.-Denied CP.

NEW, WRTW, Atlanta, Ga.-Denied CP.

NEW, WVI, Vermont-Dismissed.

NEW, WVTB, Boston, Mass.-Illegal.

NEW, WVO, Providence, R. I.-Denied CP.

NEW, WVF, Cleveland, Ohio-Denied CP.

NEW, WVS, Morgantown, W. Va.-Denied CP.

NEW, WVI, Vermont-Illegal.

NEW, WVTB, Boston, Mass.-Illegal.

NEW, WVO, Providence, R. I.-Illegal.

NEW, WVF, Cleveland, Ohio-Illegal.

NEW, WVS, Morgantown, W. Va.-Illegal.

NEW, WVI, Vermont-Illegal.

NEW, WVTB, Boston, Mass.-Illegal.

NEW, WVO, Providence, R. I.-Illegal.

NEW, WVF, Cleveland, Ohio-Illegal.

NEW, WVS, Morgantown, W. Va.-Illegal.

NEW, WVI, Vermont-Illegal.

NEW, WVTB, Boston, Mass.-Illegal.

NEW, WVO, Providence, R. I.-Illegal.

NEW, WVF, Cleveland, Ohio-Illegal.

NEW, WVS, Morgantown, W. Va.-Illegal.

NEW, WVI, Vermont-Illegal.

NEW, WVTB, Boston, Mass.- Illegal.

NEW, WVO, Providence, R. I.-Illegal.

NEW, WVF, Cleveland, Ohio-Illegal.

NEW, WVS, Morgantown, W. Va.-Illegal.

NEW, WVI, Vermont-Illegal.

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NEW, WVI, Vermont-Illegal.

NEW, WVTB, Boston, Mass.-Illegal.

NEW, WVO, Providence, R. I.-Illegal.
Late Personal Notes

Edward McCallum has been elected president of the reorganized Advertising Arts Agency, Los Angeles. Paul Wixaus continues as vice-president, with Arthur Richards, radio department manager. Mr. McCallum was with NBC and Radio Inc., for seven years as general manager of KXK, San Francisco, during its affiliation with joining Advertising Arts Agency. He was also Pacific Coast director of Hearst national radio sales and prior to that for several years operated his own advertising agency in Salt Lake City.

E. L. Ratcliffe, former Houston and Dallas newspaperman, has just been appointed the sales staff of KARK, Little Rock, Ark.

J. Nelson Stewart has been named director of advertising and sales promotion for the Kelvinator division of Nash-Kelvinator Corp., Los Angeles. Mr. Stewart was formerly advertising and sales promotion manager of D. L. & W. Coal Co.

Joseph N. Weber, president of the American Federation of Musicians, left New York Oct. 26 for an extended vacation in Southern California, his first vacation in several years of his membership with the union. He is a quarter that the California sojourn is really a vacation and has no connection with the proposed drive of the A.F.M. to secure greater employment of its members in the motion picture industry in California. The trip will be extended until he remains away until after the first of the year.

James Fleming, former announcer and writer of WGN, Chicago, has resigned to free line in new work.


Jell-Well Dessert Co., Los Angeles (dessert), on Nov. 1 added KFMB, San Diego, and dropped KTTK, Los Angeles, Calif., Don Lee station.


Vadsco Sales Corp., New York (Quinlax), on Oct. 16 shifted Court of Human Relations on 5 MBS stations, Sun., from 9-9:30 p.m. to 4:30-5 p.m.

Procter & Gamble Co., Cincinnati (Procter), on Nov. 7 shifts Vice & Sale from CBS to NBC-Red network, 3-3:30-4:30 p.m. (CST). Compton Ad. Inc., N. Y., is agency.

Canada Dry Ginger Ale, New York, adds 13 stations to NRC-Blue Information Please.

J. H. Thompson, chief engineer of Canadian Radio, for the past 17 years, has been named technical counselor of the company, according to an announcement by H. M. Brophy, general manager. L. S. Payne, assistant to Mr. Thompson, succeeds him as chief engineer, and J. M. Conroy, working for the company for many years, was named deputy chief engineer.

Ray Linton, former radio station manager, is now acting as an agent for Bob Hawks, recently featured on The People's Rally, Sunday afternoon program sponsored by the Mennen Co. on MBS, is in New York for several weeks to negotiate further contracts for his client. About the middle of November Mr. Linton will fly to San Francisco on a three-month vacation trip, during which he expects to visit seven broadcasting stations. A. E. Mickle's, manager of KWX, Wipona, Minn., resigned Oct. 24. L. L. Mccurin, sales manager, was appointed as his successor. Mr. Mickle, who has not announced future plans, was formerly manager of KFJR, Marshalltown, Ia. Mr. McCurin was formerly with KOLO, Mason City, Ia. L. L. Gilford, of the KWNO sales staff, was named program director, and J. A. Sustac, formerly of KQED, has been named production manager. Ryan Halloran was added to the announcer staff.

Nicholas Emmerich, PU氧气罐 Company, New York (Pathé), on Oct. 26 was appointed eastern representative of a new radio which Seymour N. Sigerl, program director of WOR, was to use in the production of his broadcasts at the College of the City of New York.

Gerald King, head of Standard Radio, has been appointed delegate by the Hollywood Transcription Producers Assn. to participate in the negotiations for the network. The association is composed of 31 Hollywood transcriptions.

The "Crystal Specialists Since 1925"

Scientific

Low Temperature Co-Efficient Materials

Approved by FCC

$40.00 each

Supplied in Insoluble Air-Gap Holders in the 500-1500 Kc. band. Frequency stability "Better than 5 cycles" per million cycles per degree Centigrade temperature. Accuracy "better than 0.5% direct from--

New Universal Full Frequency Cutting Head

The Perfect electrically, magnetically and mechanically balanced cutting head. Produces clear recordings on both 78 and full tone. No rubber or substitutes, nothing to deteriorate. Guaranteed day in and day out for an uninterrupted five years. Records from 30 to 10,000 cycles and over. 14 ohm, 15 cycles, 14 ch. input level, 2 or 3 watts. Cleamly sealed. For replacement or new installations.


cowardly

For your New Studios—Choose

Gates Speech Equipment

For your New Studios—Choose

Gates Speech Equipment

FOR YOUR NEW STUDIOS—Choose

Gates Speech Equipment

BROADCASTING • Broadcast Advertising

November 1, 1938 • Page 73
**Merchandising & Promotion**

**Local Tuning**

WJNO, West Palm Beach, Fla., has launched a unique promotional giveaway in its push to attract out-of-town listeners. The station, music and sports director, said that in an effort to win added listeners among the thousands of out-of-town visitors who frequent the resort area, they are offering them a valuable free service. Jay O’Brien, owner of WJNO, has arranged announcements inviting coupon-hunting dealers with the invitation to visit the station to have them introduce a button or dial type readjusted for local tuning, a necessity for the modern automatic-tuning receivers. WJNO benefits both through the goodwill of the free offer and the inclusion of its own name on one of the pushbuttons, while dealers gain by the direct contact with visitors.

**Voice Magic**

A PROMOTION piece no larger than a piece of advertising, offered WJNO to its dealers, consists of only three sentences: "Have you ever thought of all the things a voice can do? It can amuse, arouse, beseech, careass, comfort, convince, coax, define, describe, enlighten, inspire, soothe, teach. Is good advertising ever asked to do more?"

**Dreaming**

**Jitterbug Pedagogy**

SPONSORED by Puritan-Federal Insured Power Co., New London, Conn., WNLC, New London, is broadcast- ing weekly quarter-hour cak-dance lessons with the novel merchandising device in that if listeners miss a lesson, they can obtain a printed copy from the sponsor’s store, no purchase necessary.

**Discs of Gold**

WBS has published a special edition of World News announcing the Gold Group's "Insured Power" System. Testimonials and portraits of station managers in the group are carried, along with a list of member stations. Pa-deco- rations are executed in gilt.

**On the Price Track**

PICTURING a silver streamlined train labeled "Shoppers' Special" on the cover, WORC, Hartford, has published a free brochure promoting its two Shoppers' Special programs, cooperative musical-commercial originating on an imaginary commuters' train.

**Someone's Right**

"ALL THREE of us can't be right," says a recent word from the latest promotion piece, a colorful folder reprinting a tribute to WBS as appearing in recent issues of Time and Radio Guide with which MBS modestly concurs.

**Tag and String**

WIBW, Topeka, has published a novel promotion piece with partially die-cut tag attached to string on the cover.

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**National Grocery Co.**

**Quizzes for Grocers**

NATIONAL GROCERY Co. (Reliance foods) is tying in its **Cook Book Quiz on KOMO, Seattle, with merchandising through newspapers, radio and with a special promotion folder and blank in grocery store.** The public is invited to submit questions to the **Cook Book Quiz program. Each question accepted and used entitles the sender to a $1 grocery order.** The judge is a recognition of the magical sales results obtained from the use of its Food Magician participating program of recipes and startling reminiscences. On good P. Stearns, epicurean, is the Food Magician, who recently stated that he has never been able to find the cause of the German belligerence. WMAQ Laurel Crown

**FOURTH and last in series of NBC sales promotion pieces for WMAQ, Chicago, consists of gold and black cardboard with a laurel crown and a legend reading, "WMAQ Sales Promotion Folder," to WMAQ and the radio audience for broadcasting seven of the 10 most popular network commercials and the air.** First mailing piece was a silver cup cut-out, followed by a "blue ribbon" and later a "gold medal."

**WSAI in Terminal**

WSAI, Cincinnati, is building a neon sign in the Dixie Terminal, bus and streetcar station serving Kentucky lines, to display ticket schedules of current WSAI commercial features. New information is carried each day. WSAI already has a billboard atop the Greenwood Bldg. in downtown Cincinnati for sponsors of WSAI commercial programs.

**Insured Power**

UPON installation of a new auxiliary transmitter, WDBJ, Roanoke, recently circulated in "insur- ing your station to "outstanding musical entertainment" quoted with a premium of $8,750, the cost of the equipment, and listing as benefits the radio listeners of Roanoke and Southwest Virginia. The document is insured in a regular life insurance policy jacket.

**Radio and Music**

AN EDITORIAL defense of the American system of commercial broadcasting and a tribute to its service to music in introducing the best in music to great audiences, "A Symphony a Day," by Don Greene, marketing editor of the Record, has been reprinted in pamphlet form from that magazine's November issue by NBC.

**Two of a Kind**

WOV-WBIL, New York, is using billboard space on Roosevelt Ave. overlooking Highway No. 3, route through New Jersey, N. J., to promote a new is- son, bringing out that both the highway and WOV-WBIL provide pleasure.

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**The Cornetts Noom presenting the editor and star report- er of a daily weekly, has started on a special mid- western network, WMT, Waterloo, of the Iowa Network, or the program for KMA, Shan- danoh, and WOW, Omaha. The story is then taken to the public all over the state through a series of interviews by a small town editor and his inquisitive girl friend. Listeners interested in the program, sponsored by a bakery, was created through special pictures and stories in the pages of the section of the Des Moines Register, interviews and announcements broadcast at intervals before the program began its regular schedule.**

**Gilded Platters for Thinkers**

Along with response to American Consumers' Bureau, a special promotion folder and announcement, broadcast on the Western Network, "Down in Dixie," WEND, who sends out ivory finish, complete with turned handles for the Tillamook recipe folder. Oakland, Calif., teners of the average high school in the Federal Reserve area, gave the Tillamook recipe folder, complete with mailer out to the average. William Boll, director of WAAW's Manuals Department, says that releases, including the direct contact with visitors, have been published with a till of gold and the inclusion of its own name on one of the pushbuttons, while dealers gain by the direct contact with visitors.

**American**

**Character Checkers**

WEEI, Boston, is sending out a promotion folder to advertisers, titled "Twas haspenhefer that checked the Cooks", which stress the different categories of the magical sales results obtained from the use of its Food Magician participating program of recipes and startling reminiscences. On good P. Stearns, epicurean, is the Food Magician, who recently stated that he has never been able to find the cause of the German belligerence. WMAQ Laurel Crown

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George C. Biggar. Supervisor of WLW’s Rural Program activities, has been engaged in planning and directing programs for farm folks during the past 15 years. Born on a farm and a graduate of South Dakota State College, he has had charge of farm and home programs from WFAA, Dallas; WSB, Atlanta; KMBC, Kansas City; and WLS, Chicago. He was WLS Program Director for seven years. Working with him as WLW’s Agricultural Editor and Rural Events Announcer is John F. Merrifield, a graduate of Iowa State College in agricultural economics. He has worked with county farm agents and other agricultural officials in several states.

For years the Nation’s Station has provided time for a daily economic, educational and entertainment service to its rural audience. Weather forecasts, livestock, grain, butter and egg, fruit and vegetable market quotations . . . NBC’s National Farm and Home Hour . . . “Top of the Morning” with its lively “wake up and cheer up” rural entertainment . . . “Truly American” built around Barton Nee Pogue, Hoosier poet-philosopher, and Boss Johnston, a practical farmer . . . “Country Sunday” with songs and hymns of grandmother’s day . . . “Fortunes Washed Away”, a weekly dramatic offering of the Federal Soil Conservation Service, which has attracted national attention.

And now . . . WLW has become an even more effective farm service medium.

Special Farm Events, handled by John F. Merrifield, Agricultural Editor, have recently brought to WLW listeners the educational and human interest angles of the National Dairy Exposition, Ohio State Fair, Hamilton County Fair, Ohio 4-H Club Congress and Purdue Swine Feeders Day.

“Morning News” was recently inaugurated at 6:45 a.m. daily to bring stories of important world happenings to rural America at breakfast time . . . Farm news and “down to earth” information from the United States Department of Agriculture, agricultural colleges and farm organizations have become daily features on WLW’s Top of the Morning . . . The R. P. D. Mail Box features friendly farm information and gossip . . . Farm leaders and authorities and 4-H Club boys and girls appear regularly before WLW’s microphones.

WLW’s new Boone County Jamboree on Friday nights brings good old-fashioned singin’ school and huskin’ bee entertainment to the nation’s farm folks.

The Nation’s Station well knows that rural America can be served by radio as through no other medium. WLW is pledged to continue it’s long-established farm service . . . to make it more effective in practical helpfulness, entertainment and inspiration.

WLW’S Supervisor of Rural Programs
Here's really BIG news! 3 microphones in 1—adaptable easily, instantly! The universal microphone for any studio application!

This newest RCA achievement is the 77-C Universal Microphone. A development from the laboratories which gave you the first ribbon type Velocity Mike, the 77-C uses ribbon units for both the Velocity and Pressure sections. As a result, it gives you the same superb reproduction fidelity that characterizes RCA Velocity microphones. Write for full details about this amazing new Mike at once!

LOOK AT THESE FEATURES!
1. Universal adaptability
2. Low cost
3. Small size
4. Light weight
5. Low distortion
6. Uniform response, 30-10,000 cycles
7. Directional characteristics, uniform at all frequencies

Use RCA tubes in your station - for reliable performance