KLZ Follows the Team

...and the market follows KLZ!

- KLZ's year-'round sports coverage has won the enthusiastic acclaim of the most critical sports fans in this traditionally sports-minded community.

  Big league baseball game recreations ... brilliant handling of the National A.A.U. Basketball Tournaments for three consecutive years ... exclusive coverage of Denver University football ... these, and ace-high reporting of other sports events have won for KLZ the greatest fan following in the Denver-Rocky Mountain region.

  KLZ follows the team ... and a grateful market is eager to reciprocate by following KLZ.

- WHERE THE TEAM GOES, there goes KLZ! Denver University's 1938 football schedule includes games at Laramie, Salt Lake City and Albuquerque. Play-by-play reporting of these and all Saturday home games are being broadcast by KLZ.

KLZ
CBS AFFILIATE • 540 KILOCYCLES

WHERE THE TEAM GOES, there goes KLZ!
NEW
WLS 50 KW
HIGH FIDELITY TRANSMITTER

NOW IN OPERATION

On November 12th WLS officially inaugurated its new transmitter — the latest development in radio engineering technique — RCA Type D High Fidelity transmitter with 586 foot tower. What this means to WLS advertisers and listeners is briefly stated as follows:

It will add 862,660 radio homes to the WLS .5 MV/M area; increase the radio homes in that area by 42%; increase the Iowa coverage 100%; the Indiana 198%; Michigan 407%, and adds correspondingly to WLS's already good reception in Chicago and the entire Chicago area. While these figures are based on preliminary engineering estimates, we believe them to be accurate — and if anything — conservative.

WLS advertisers get this increased coverage and improved signal at no increase in rates. Listeners get improved reception of WLS programs they have always preferred — and new listeners are added. WLS, always recognized for its outstanding results for advertisers, now is even better than ever before.

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
Use the Tow Rope to New England's Markets

ANY market analysis of New England shows that this rich area can be sold as one market only when sales effort is directed locally at the many large and widely separated retail centers.

Each center must be reached if the entire market is to be covered with maximum selling efficiency.

Like ski runners who mount the heights quickly and easily with the aid of a tow, you can expedite your advertising and sales campaign to important points in the New England market with the aid of the 16-station facilities of The Colonial Network.

No other network provides such extensive and effective coverage of this wide area at equally low cost.

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The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Representatives
How much is a
miracle worth?

The gentleman on the left, William Allen White of the Emporia Gazette, is the writer of the editorial below. He tells his morning—after-the-night—before reactions to the CBS broadcast which put him and the Emporia Gazette on the air, over 77 CBS stations.

THE MIRACLE

"Half a dozen cars, equipped with radios, parked in front of The Gazette office last night to get the first fresh gleanings of The Gazette's radio broadcast as they dripped out of the microphone. The reception was particularly good in front of The Gazette office. Down at Peter Pan park at the night kitten-ball game, interest in the game lagged and hundreds of people went to their radio-cars where the reception was splendid. But the real truth is that that broadcast left the microphones in the newsroom, composing room and pressroom of The Gazette and was sent by long distance telephone to the Columbia Broadcasting office in New York City, then went on the air from there and was telephoned back from New York City through various chains until it came to Topeka. The whole thing went 3000 miles by telephone and by air before it hit the radios near The Gazette office and at Peter Pan park. If that isn't a miracle, what is?

* * * *

"This hook-up which Emporians enjoyed last night was a coast-to-coast hook-up of the Columbia Broadcasting System, relayed by short-wave to Europe. The cost of such a network for 30 minutes is $20,000.* That is the commercial value of the entertainment which Emporians and the rest of the United States had. And well—so far as The Gazette's show is concerned, we can't see how it is worth it. It must cost millions every day to keep all these great radio stations going and the revenue returning must be sufficient to make a decent profit. That, also, is a miracle...

* * * *

"Gilbert Seldes, who is handling the series of broadcasts every Thursday night called "Americans at Work"†... is a man of exceptional intelligence and works out these "Americans at Work" programs very much like dialogues Friday afternoon at country school... The stage management of a dialogue like last night's with half a dozen characters is rather difficult and the timing is most intricate. During the midst of the broadcast, when Mr. Seldes asked the editor of The Gazette a question, he suddenly found that he had mislaid his slip and said under his breath, "The Lord help me!" When quicker than a flash Seldes handed over from his sheet the script with the reply on it. Everything is in duplicate. There can be no serious slips.

"Among the fan telegrams that came to The Gazette office was one from Samuel Ramseyer, of Larchmont, N. Y., who heard the broadcast. He is an uncle of Mrs. Peggy Stites and was of course surprised to hear that Mr. and Mrs. O. R. Stites had gone to Denver. He was so excited that he went to the telegraph office and wired The Gazette. Mr. Ramseyer used to visit here many years ago when his brother, J. P. Ramseyer, was in business. He said the broadcast made him homesick for Kansas.

* * * *

"Most of The Gazette force stood around last night in the newsroom and watched the show. It was a new experience. The microphones were attached in the composing room near the linotypes and in the pressroom by the newspaper press, and two microphones were at Frank Clough's desk. The office force in and out of the cast who had heard the rehearsal two or three times watched the performance with great zest, and after it was all over they all adjourned to Morris's drug store and had a coke, which is the height of night life in Emporia. It was a gay time and one of the really great adventures that The Gazette has had in the nearly 50 years of its life. And to think that that fleeting half-hour of newspaper jargon would have cost an advertiser $20,000! It is no use trying to imagine such things.

"The world has gone clean plumb mad!"

*Not $20,000, Mr. White. The cost for a sponsored program, on the hook-up of 77 CBS stations which carried this program, would have been $9,570 (before discounts). And shrewd advertisers find it well worth while. What other reason for so many of them on the air?

†AMERICANS AT WORK (Thursdays, 10:30-11:00 P.M., EST) is one of the 10,000 programs broadcast by Columbia each year. It is a program created by the CBS Department of Education, giving vivid, from-the-scene portrayals of the varied jobs Americans do.

Columbia Broadcasting System
There is a full measure of responsiveness—in terms of sales for your product—waiting for you in the section of New England covered by WTIC. For their year-after-year record for a billion dollars of spendable income shows that these people have the means to buy.

Their preference for WTIC as a guide to their buying is clear—and impressive—as shown by this list of “firsts” for WTIC—

**FIRST**

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

Put WTIC to work for your product now. It's a sure means to a full measure of profit from your selling effort throughout 1939. Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey of WTIC's popularity and facts about the WTIC Billion Dollar Market.
As shown above—a Starch personal interview survey confirms the fact that the regular WGBI radio audience includes practically all of Luzerne and Lackawanna counties.

Which proves that WGBI is the ONLY station which delivers a consistently satisfactory signal throughout the rich Northeastern Pennsylvania area (175,000 radio homes). WGBI, Scranton, is centrally located in the 17th largest metropolitan area of the United States, which includes Luzerne, Lackawanna and Wyoming counties. This is ONLY PART of WGBI's primary coverage area.

To promote your product or service quickly, effectively and economically in this area, make WGBI a MUST medium on your list.

WGBI
Scranton, Pa.

1000 WATTS DAY · 500 WATTS NIGHT · 880 KILOCYCLES · Represented by: JOHN BLAIR AND CO.
APPLAUSE METER* PROVES TSN COMMERCIAL SHOWS win enthusiastic response . . . !

Crustene Renews as Sales Jump 21 ½

Since September 26, when Pancrust Plato Company, manufacturers of Crustene Shortening, first sponsored "Our Children" over TSN things have happened. Crustene has successfully entered nine new Texas markets while rejuvenating sales in seven old ones. Crustene sales in Texas are up 21 ½. "Our Children" is a twice weekly, quarter hour, daytime program conceived and produced by the TSN staff. Mail pull grows greater every week. Listeners are switching to Crustene. Pancrust Plato salesmen find it easier to get new distribution. Besides renewing for an additional 26 weeks over TSN, Pancrust Plato Company has requested that the program be piped to stations in Hot Springs and Little Rock, Arkansas. Transcriptions of the show are also being used in Denver.

World's Largest Buyers of Spot Radio Choose TSN

After careful coverage survey and study of production facilities General Mills placed Wheaties' "All Texas Football Round-Up" on TSN. A 22-market survey made by TSN merchandising department shows Wheaties sales are up in Texas. In several markets they have jumped from eighth to first place since the beginning of these broadcasts. More proof of TSN's unexcelled coverage and production.

Electric Service Companies of Texas Win Feminine Friendship with TSN Program

"Fashions with Galile Northier," produced by the TSN staff, is winning high praise from the fashion-wise women of Texas.

"Show of the Week" Sells Admiration Coffee

"Show of the Week," a Sunday, coast-to-coast broadcast over the Mutual Broadcasting System, is sponsored on TSN by Admiration Coffee. "Name" bands and nationally known comedian, Ray Perkins, are made available by TSN's Mutual affiliation.

Ironized Yeast "Good Will Hour" Goes TSN

Letters are pouring in to Director John J. Anthony, telling him of the great service his broadcasts render. An MBS production.

After Two Weeks Sustaining, "Here's How It Happened" Is Sponsored Locally on 18 of 23 TSN Stations

This colorful show features football songs and rapid-fire resumes of interesting games. Produced by TSN staff,

- TSN offers better coverage
- TSN offers more merchandising support
- TSN produces winning programs

**TSN** Helps Crustene, Wheaties and Other Progressive Advertisers Chalk Up New Sales Records

Texas State Network, Inc.

Elliott Roosevelt, President
Neal Barrett, Executive Vice-President

FORT WORTH, TEXAS

Affiliated with

Represented by INTERNATIONAL RADIO SALES, INC., New York, Chicago, Detroit and Los Angeles

www.americanradiohistory.com
FROM THE AIR
FROM THE GROUND
FROM A MOVING CAR!

KVOO, Tulsa, originated for 12 southwestern stations the descriptions of the
WILL ROGERS MEMORIAL DEDICATION
at Claremore, Oklahoma, November 4th. With airplane transmitter, mobile transmitter,
and central installations at Claremore, this was one of the most thorough and complete
broadcasts in the history of southwestern radio.

KVOO 25,000 WATTS
TULSA
BOTH N.B.C. NETWORKS
When radio stations and representatives “marry in haste”, it’s very often the innocent advertiser who “suffers at leisure”. That’s simply because a representative, to be of real help to you advertisers, must know his stations’ markets, people and personality — must carry to the advertiser a real insight and comprehension into his stations’ true capabilities. And that sort of insight cannot be acquired overnight.

Free & Peters is proud that twenty of our stations have been with us four years or more — that we still represent the first four stations that ever signed up with us — WHO, WOC, WGR, and WKBW... And we are still prouder that these virtually permanent partnerships have enabled us to bring greater value and helpfulness to hundreds of advertisers and agencies. If you don’t visualize how this works, we ask a chance to demonstrate.

Exclusive Representatives:

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<th>Station</th>
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Pacific Coast

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<td>KVI</td>
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FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
189 N. Michigan
Franklin 6978

NEW YORK
247 Park Ave.
Phone 5-4131

DETROIT
New Center Bldg.
Trinity 3-6444

SAN FRANCISCO
One Eleven Sutter
Sutter 4333

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bona Allen Bldg.
Jackson 1678

www.americanradiohistory.com
Chain-Monopoly Probe May Take 3 Months

Major Networks Alone to Require Six Weeks; All Phases of Network Operation Will Under Scrutiny

THE MOST searching inquiry into the broadcast structure since it emerged as a mass communications medium 18 years ago, was launched Nov. 14 by the FCC through its so-called Chain-Monopoly Committee.

Despite previous estimates that the hearings would run six weeks at the outside, it is now felt that perhaps twice that period will elapse before the final gavel.

The three major networks alone—NBC, CBS and MBS—will take an estimated six weeks in their direct testimony.

Meet Four Days a Week

Chairman McNinch announced Nov. 9 that the hearings will be held only on Tuesday, Wednesday, Thursday and Friday of each week in order that regular Commission business may be handled. Moreover, he stated the hearings will be recessed from Nov. 23 to Nov. 29 for the Thanksgiving holiday and from Dec. 23 to Jan. 4 for the Christmas-New Year holidays. The committee will give advance notice before any other persons or organizations will be called for testimony. No person or organization will be required to be present at the hearing except when called upon to produce testimony.

Witnesses may testify from prepared statements, provided copies of the statements are furnished to the Commission and its counsel two days in advance.

The hearings will be held at the Departmental Auditorium, on Constitution Ave. between the Interstate Commerce and Department of Labor buildings. Presumably, they will continue at this location until the size of the audience dwindles so it can be accommodated in one of the regular FCC hearing rooms.

The biggest names in the industry will testify for the record, according to preliminary word, NBC, first to appear, plans to have a dozen witnesses headed by David Sarnoff, RCA president and chairman of the board of NBC, and President Lenox R. Lohr, President of NBC, with its youthful president, William S. Paley, at key

ness, estimates its case will take some seven days on direct. MBS estimates its presentation will require only about four days.

In first authorizing the chain-monopoly inquiry last March, the FCC had in mind its completion before the end of the year, with definite legislative recommendations or at least a report to Congress when it convened Jan. 3. Illness of FCC members and other apparently unforeseen developments blocked an earlier hearing date, with the result that there now appears to be little hope of even passing the half-way mark before the new Congress gets under way.

The order of appearance of witnesses for NBC, expected to continue some three weeks in presenting its case, provided for an introductory statement by Mr. Sarnoff. NBC organization details will be covered by Frank E. Mason, vice-president.

Under the heading of programs, testimony will be offered by George Engles, vice-president and managing director of the Artists Bureau, and Daniel S. Tuthill, assistant managing director. Network programs will be covered by John F. Engles, vice-president, and Hugh Beville, chief statistician. Technical operation from the engineering end will be outlined by O. B. Hanson, vice-president in charge of engineering, and B. F. McClaney, traffic manager.

Network operations will be covered by five witnesses. These include William S. Hedges, vice-president in charge of station relations; Walter J. Damm, managing director of WMJ, Milwaukee; Dr. C. B. Joliffe, executive director of RCA and former FCC chief engineer; Phillip K. Merriman, of the station relations department, and Worthington C. Lent, research engineer.

Managed and operated stations of the network will be covered by Alfred H. Morton, manager of the department. Vice-president Roy C. Witmer, in charge of sales, and Ken R. Dyke, Eastern sales manager, will testify in connection with

WORD HAS been received by the State Department that the Mexican Senate, in secret session late last month, refused to ratify the North American Regional Broadcasting Agreement providing for reallocation of broadcasting facilities on the continent.

Advices published in Mexico City newspapers Oct. 26 stated that the Senate approved three treaties agreed to at the International Conference in Havana in December 1937 but declined to ratify the broadcasting agreement. It was held that the reallocation agreement “imposed limitations upon Mexico without affording any benefits in return.”

Recently news reports stated further that comment beyond the fact that the agreement had been disapproved was not forthcoming in accordance with the regulations of Congress, since ratification of international treaties and conventions must be discussed in secret sessions.

The action, while not necessarily final, may affect the reallocation plans for this country. The U. S. Senate ratified the treaty last June and Cuba ratified it early last year. Canada has not yet acted, but it was generally believed that approval would be forthcoming. Action by Mexico had been anxiously awaited.

May Call Craven

Commissioner T. A. M. Craven, who headed the American delegation to the Havana Conference and who was the parley’s moving spirit, may be called upon by the State Department to intervene in the new situation. Instrumental in drafting of the agreement itself, it is felt in some quarters that it will be necessary to draft him with a view toward amicable settlement of the differences.

Whether Commissioner Craven, himself former chief engineer of the FCC, will be sent to Mexico City in an effort to adjust the differences, whatever they may be, remains to be determined. It appears obvious, however, that efforts will be made to have the Mexican Government reconsider its action, particularly since the treaty was signed in Havana in good faith last December.

Because of the secret nature of the Mexican Senate’s deliberations, (Continued on Page 59)
Changes in Congress Expected To Make Radio Probe Certain

Minority and Anti-New Deal Group Strengthened;
Gurney Elected to Senate; Many to the House

ALTHOUGH the new Congress elected Nov. 8, like the last, is expected to be generally favorably disposed toward Radio, by the American Plan, the complexion of the 76th Congress is regarded as indicating that some sort of investi-gation of the radio industry and the FCC is inevitable by virtue of the enlarged strength of the Republican minority and the growing New Deal Democratic contingent.

Senator White (R-Me.), whose resolution in the last Congress was defeated, is already reported planning to reintroduce it in even more sweeping form, primarily with the object of plugging the gaps that exist in the communications Act of 1934 and probing into the FCC’s much-publicized internal dissen-sions.

Cham Gurney a Senator

On the other hand, more figures identified with radio directly or indirectly will be found in the new Congress. Chief among these will be Cheney’s (Cheney’s) Champaign, Ill., Republican, who was reelected to the Senate from South Dakota. He is a member of the Gurney family, all radio owners and operators.

On the House side, Ed Gossett of Wichita Falls takes the seat of William McFarlane, constant enemy of radio whom he represent in the primary. Rep. Clarence F. Lea, Democrat, of Santa Rosa, Calif., was onetime Democratic National Committee chairman, and is now manager of the House Interstate Commerce Committee in charge of radio.

Others Interested in Radio

Other House members reelected who have evinced a strong interest in Radio was Strom Thurmond, Democrat, co-author of the Communications Act; Eugene E. Cox, Georgia Democrat, who as a member of the House Rules Committee, attacked FCC Commissioner George H. Payne for his charges before that committee at the last session; Lindy C. Weeks, North Carolina Democrat, who sided with FCC Chairman McNinch in defeating the Connery Resolution; M. R. Dies, Texas Democrat, who as a member of the Rules Committee also sided with Mr. McNinch; Clif-Fred Silverglobe, who as an FCC commissioner, chairman of the Independent Offices Appropriations subcom-mittee, which handles FCC appropriation, and C. B. Andrews and St. Louis Democrat, who introduced a bill for five-year licenses for broadcast stations.

Nosed out in the Republican victory in Ohio was Charles Sawyer, vice-president of the Crosley Radio Corp., operator of WLW, Cincinnati, and Democratic National Committeeman for Ohio. A Demo-cratic, he was defeated for the governorship of Ohio. The election of W. Lee O’Daniel, the Texas radio flour salesman, as Governor of that State, was a foregone certainty after his nomination in the primaries last August.

Eccy Time Sales

Radio continued its neutral policy through the November elections, with practically all stations carrying election reports on Nov. 8, some under local spon-sorship. Local reports gathered by station staffs or broadcast with the regular news reports were supplemented by the reports furnished by the networks. No definite estimates of reve-nues from the sale of radio time to the candidates are available, but it is believed the total ran into several million dollars. From California it is reported that radio received an estimated $250,000 with the regional networks and every independent station in the State receiving a share of the revenue with many stations unable to meet demands for time in one of the greatest political struggles in that State’s history.

Stations in New York City reported large revenues from expenditures by political parties.

NBC received close to $30,000 for time on its two local stations, WEF and WJZ, and CBS reported an approximate total of $50,000 for 32 hours of time bought by 33 political advertisers on 15 of its stations. WGB, Mutual’s originating New York station, sold over 18 hours for a total of $25,560. Of the local unaffiliated stations in New York, WMCA reported a total of $6,000, and WHN received the large total of $18,000 exclusive of the sum received for serving as a link in the New York State net-work.

So heavy was the demand for facili-ties that many stations were unable to accept new commercial business during the last month of the general campaign. Despite the contention over issues and can-didates, broadcasters for the most part apparently met no complications on points of libel and slander. Broadcasters were alert in scrutinizing all political manuscripts but avoided censoring mass contents.

NBC, CBS and MBS supplied listeners with complete coverage of all election results throughout Election Day, Nov. 8, altering program schedules to permit instant broadcasting of the late returns from states where elections were held, furnished by the Press Radio Bureau. Election bulletins were an-ounced for NBC by Graham McNamee, with Raymond Clapper, Washington columnist, interpret-ing the results. H. V. Kaltenborn, Bob Trout and Ralph Edwards, CBS commentators, analyzed and reported returns received from all over the country for CBS. For MBS, bulletins of returns were announced by Frank Singsler and Ray Riles, with an occasional visit from John B. Kennedy and Fulton Lewis, Jr., Mutual’s Washington political commentator.

All three networks broadcast talks by victorious candidates direct from Democratic and Republican headquarters, with statements by James A. Farley, Democratic National Chairman, and John D. Hamilton, Republican National Chairman, to the networks remaining on the air far into the night.

WMCA, New York, gave the election returns special attention through a repetition of a broadcast from the Federal bureau, under the direction of A. A. Redelheim, political sta-tistician, who not only reported the actual count of votes but also compared figures with previous election returns. WNEW, New York, employed a full staff of commentators, reporters, tabulators, and rewrite men to report election news, and gave special attention to entertainment features. CBS and Mutual used election broadcasts. A total of 111 persons were at work in New York’s municipal station, WNYC, to bring complete returns to listen-ers. WHN, New York, broadcast returns received direct from Demo-cratic and Republican headquarters and picked up the noise made by crowds on Times Square. WEDV, New York, interrupted with special flash bulletins.

WIOD, Miami, got around official restrictions as soon as Blanche Estrella, WIOD Latin American directo-ral, interviewed Col. Fulgencio Batista, Cuban radio commentator, who was aºn a Univ. and Col. Carlos Bata, who was aºn en route to Wash-ington. Miss Estrella kept the mike hot all night and called the teas as if surprised.

J. CHANDLER GURNEY

now a senator

McNINCH ON NETS
WITH FCC REVIEW

"RADIO Today and Tomorrow" is the title of an address by FCC Chairman Frank R. McNinch prepared for delivery Nov. 12 over the combined NBC, CBS and MBS networks 10:30-11 p.m. The purpose was to give a resume of work in the last year, he added the FCC chairmanship a year ago, and to discuss with the audience the work immediately ahead.

Pursuing his policy of keeping the public informed, the chairman planned to talk to listeners about their station and to seek their support in the Commission’s work. The address follows conferences with both the members of the three networks and with NAB President Neville Miller in connec-tion with industry development. It will be particularly pogram standards. Mr. McNinch also planned to dis-

www.americanradiohistory.com
McNinch Finishes Major FCC Remodeling

Examining Division, Information Section Are Abolished; Arnold, Dalberg and Wisner Dismissed by Commission

ANOTHER installment in the campaign of Chairman Frank R. McNinch to remodel the FCC, referred to in the press as a "purge", developed Nov. 9 with the abolition of the Examining Division, Information Section, and the dismissal of their heads, David G. Arnold and G. Frank Wisner, respectively.

With the exception of Melvin H. Dalberg, veteran member of the examiner staff, other examiners were transferred to the law department as attorneys under the new general counsel, William J. Dempsey.

Marion L. Ramsay, information chief of Rural Electrification Administration, was named special assistant to Chairman McNinch for a 90-day period, during which the information department will be reorganized.

The action, like the recent dismissal of General Counsel Hampson Gary, tended to widen the breach in the Commission itself. Commissioner Norman S. Case voted with Commissioners T. A. M. Craven and George H. Payne against abolition of the Examining Division.

The other two commissioners, the latter two opposed the Wisner action. The dismissals of Messrs. Arnold and Wisner, both Civil Service employees, were predicted by some.

The Dalberg action, however, came as a complete surprise. No official reasons were given beyond the abolition of the positions.

Rumors of Resignations

The actions came in the midst of widespread rumors, apparently well grounded, that changes depend on the Commission itself. In recent days many Washington columnists have predicted that President Roosevelt will request the resignations of at least two commissioners. There is considerable conjecture, too, about realignment of Commissioner Case, who is serving a recess appointment as one of the three Republican members of the Commission and whose nomination must be sent to the Senate in January if the President proclaims it as a recess appointment for the regular seven-year term.

Chairman McNinch himself cast doubt about his own tenure on the FCC, however, by announcing last year by President Roosevelt for administrative reorganization purposes. The appointment was to be temporary, he said, his old post as chairman of the Federal Power Commission being held open for him.

At his press conference Nov. 9 in connection with the new organization, Chairman McNinch said that he believed the work under the President's mandate he assumed he would go back to the Power Commission but he did not say when or by what specific date, in response to a question the chairman has indicated that his job would not be completed until legislative recommendations had been made. He added the post on the Commission, if at all, is altogether unlikely before well into next year.

In abolishing the Examining Division, the Commission Chairman McNinch's motion, adopted an order outlining entirely new procedure pertaining to hearings. The Commission itself will designate the individual or group to take testimony at particular hearings. The presiding officer could be an attorney, engineer or even an accountant under the law, and new procedure, Mr. McNinch said.

The presiding officer will not make a report with recommendation to the Commission, as now present practice. Instead the Commission itself will file a proposed report of findings of fact and conclusions of law, in each case.

WHEREAS, in order to provide for the more efficient discharge of the business of the Commission, particularly with respect to the handling of matters involving hearings, it is necessary to change the Commission's procedure and a reorganization of the Commission's staff: Now, therefore, it is resolved that:

1. That the following procedure shall be followed: Any case designated by the Commission for hearing, unless otherwise specifically designated by the Commission, is a particular matter for hearing:

(a) In designating a case for hearing the Commission will specify whether the hearing shall be conducted by the Commission, by a Commissioner, or by a board composed of one or more suitably qualified employees of the Commission.

(b) The Commissioner or board designated as above to conduct the hearing shall preside at the hearing and have authority to rule upon the admissibility of evidence and other matters normally and properly arising in the course of the hearing but shall have no power to decide any motion or petition to dismiss the proceeding, to determine whether the proceeding shall be continued or terminated, or to determine whether the proceeding shall be transferred to the Commission's jurisdiction.

(c) After the close of the hearing the transcript of the testimony and evidence shall be submitted the Commission, which shall determine whether the hearing shall be continued or terminated, or whether the proceeding shall be transferred to the Commission's jurisdiction.

2. That the position of chief examiner be hereby abolished. To permit Chief Examiner Davis G. Arnold to take his full accumulated and accrued annual leave, this paragraph shall not become effective until the close of business Jan. 13, 1939, and commencing Nov. 10, 1938, Chief Examiner Arnold shall be on annual leave status.

3. That the examining department and all of the positions of examiner (including the position of assistant chief examiner) be hereby abolished.

4. That the following members of the examining department be transferred to the present grade of general counsel's office: Benjamin Seward, George H. Hill, John P. Bramhall, Robert L. Irwin, Rosel H. Russell, and E. W. Layton.

5. That paragraphs 3 and 4 hereof shall become effective Nov. 14.

6. That with respect to hearings commenced prior to Nov. 10, 1938, and on which no examiner's report has as yet been filed, the examiner heretofore designated to preside at such hearing shall carry the same to completion and file his report in accordance with the present rules and regulations of the Commission, provided the examining department actions hereof designated to be heard by Chief Examiner Arnold or his successor shall be conducted in accordance with the new rules and regulations.

7. That the examining department shall take appropriate action to provide for the efficient and effective handling of cases.

Amending the above procedures in the manner provided in the first paragraph of this resolution, it is necessary to effect changes in the organization of the Commission and the rules and regulations governing the operation of the Commission and the procedures and rules of the Commission.

NOW, THEREFORE, in order to provide for the more efficient discharge of the business of the Commission and for the better regulation of the business of the Commission in connection with the collection and dissemination of information, it is necessary to effect certain changes in the Commission's organization and the rules and regulations governing the operation of the Commission and the procedures and rules of the Commission.

NOW, therefore, it is ordered:

1. That the Chairman is authorized and directed to submit the proposed rules and regulations to the Administrator of the Rural Electrification Administration, John M. Carmody, to detail M. L. Ramsay, director of information and research of the REA, as special assistant to the chairman of the Commission for a period of 90 days to make a study of methods for the effective and economical administration of information for this Commission and assist in the preparation of a report covering the organization of the Commission and the rules and regulations defining the incidents of the organization.

2. That the position of information director be hereby abolished. To permit Mr. Ramsay to take his year's annual leave, this paragraph shall not become effective until the close of business Dec. 28, 1938, but the second paragraph of this resolution shall become effective on Dec. 28, 1938. Mr. Ramsay shall be on annual leave status.
For the Red Cross

NBC and CBS on Nov. 12 and 13 devoted programs to the interest of the annual roll call of the American Red Cross. Dorothy Gish, screen and stage actress, was featured in a play, The Power and the Glory, on NBC-Blue, which told of a difficult assignment given to a brave Red Cross nurse during the Mississippi-Ohio valley floods in 1937. Norman A. Davis, chairman of the Red Cross, gave a brief talk at the end of the play. CBS presented Lauritz Melchior, Metropolitan Opera tenor; Connie Boswell, singer, and Ben Bernie and Guy Lombardo and his orchestra in a special musical program which was ended by the speech by Norman Davis.

KSLM, Salem, and KOOS, Marshfield. Also denied was an application from State Broadcasting Corp., headed by Frederic A. LeMieux 3d, formerly an engineer with stations in New Orleans, Houston and other Southern cities, for a new station on 1,370 kc. in Gretna, La.

An application of WHP, Harrisburg, Pa., for authority to install a new transmitter with 1,000 watts night and 5,000 day, was granted.

For the Red Cross

The new station at Vancouver, Wash., just across from Portland, Ore., which will operate with 250 watts daytime only on 880 kc., will be licensed to the Vancouver Radio Corp., of which Sheldon F. Sackett is 97 3/4% stockholder. Mr. Sackett owns KOOS, Marshfield, Ore., and is publisher of the Coos Bay Times, Marshfield, and the Oregon Statesman, Salem. Vice-president and director of the company is John P. Kiggins, former mayor of Vancouver.

The new station at Wallace, Idaho, will be known as KWAL and will operate with 100 watts night and 250 day on 1420 kc. Licenses will be Chester Howarth, Wallace broker, and Clarence Berger, of Couer d'Alene, who holds a construction permit for a new local (KGGC) in Couer d'Alene.

The Commission denied the application of Pacific Radio Corp., for a new 500-watt daytime outlet on 1320 kc. in Grants Pass, Ore. The company is headed by Walter L. Read, formerly interested in

Trials of Stations

Trio of Stations

Proposals for Free Time

Inspire Blast From NAB

A BLAST against requests for free radio time from various organizations was sounded Nov. 11 by the NAB. In a statement published in its membership reports, NAB brought out that most of the free time requests are easily disposed of but that certain others fall in a questionable category. Particularly cited was the highway safety programs offered by American Road Builders Assn., with headquarters in Washington.

The question involved, said the statement, is whether the public service value of the programs outweighs any commercial consideration. It was added that in such cases NAB collects all possible data which it will make available to members, after which it is up to the member to decide whether the programs should be used.

Birth of Legislation

As outgrowth of the NAB Pacific Blue network series, Parents on Trial, a legislative bill for establishment of parent clinics throughout California is being drafted. California Congress of Parent-Teachers Association is backing the bill as well as the weekly program which is based on true life stories of children who have passed through the Los Angeles juvenile department as delinquents. It purports to show lack of home training as cause of many child delinquents. Legislative measure would establish clinics where parents could go for information and advice on child problems. The program, written by John Boylan, started on KFI, Los Angeles, with its popularity and sudden response by civic and educational organizations, the series was switched to KECA and the NBC Pacific Blue network.

Pipe Smoking Time

UNITED STATES Tobacco Co., New York, is replacing its Pipe Smoking Time broadcasts on CBS Monday evening with a new series called Model Airtrails. Pick and Pat, blackface comedians, will continue as stars of the new series, which will also feature Ray Block's orchestra and the Eton Boys quartet. Program is placed through Arthur Kudner, New York.

Carl Rose in the New Yorker

"At this point, we interrupt the performance to inform the radio audience that the script of our play now calls for a receiver shot. We wish to assure all who may be listening in that the shot will be fired by our sound man, using an ordinary prop receiver and black cartridges. There is no cause for alarm."
Program Standards Studied by FCC

Definite Policies May Be Developed in Near Future

DEVELOPMENT of general program standards to serve as guideposts for station programming in avoiding recent pitfalls is being considered by the FCC. A concrete course of action, it is hoped, will be evolved before many more weeks elapse.

The first step came late last month when the FCC's new general counsel, James J. Dempsey, was instructed to investigate and recommend new procedure on program complaints, notably those having penal aspects, such as lottery and profanity. The second developed with the conference of Chairman Frank R. McNinch and the heads of the three major networks, dealing principally with purported misleading use of news Bulletin nomenclature in non-news programs and later with Neville Miller, NAB president.

At the conference with network officials, which was more than three hours the evening of Nov. 7, it is understood, program standards were arrived at after the "flash" and "bulletin" conversations. Present in addition to Mr. McNinch, were CBS President William S. Paley, NBC President Lenox R. Lohr, and Alfred J. McCooser, chairman of the board of MBS; also in attendance were Frank McNinch, CBS vice-president; Henry C. Butcher, CBS Washington vice-president; and William B. Dolph, Washington representative of MBS, and general manager of WOL.

"Flash" Ran

Mr. McNinch announced the three network heads were in agreement that the word "flash" is now rarely used by any network and Messrs. Lohr and Paley agreed it should be restricted to items of unusual importance or interest. Mr. McCooser also agreed that "flash" should be so restricted on WOR but explained that the matter would have to be submitted to member stations of MBS because of the autonomous character of the network. He explained he had no authority to speak for station members.

The three network heads, Mr. McNinch said, saw no reason to alter the present "bulletin" practice. It was agreed these terms should be used with discretion in dramatization of fictional events to avoid possible "general alarm". It was believed this could be accomplished without greatly weakening the value of the dramatic technique.

NAB President Miller conferred with Chairman McNinch informally on the same matters relating to program directives. He was unable to be present at the earlier session. A strict injunction of secrecy on the discussions, aside from the McNinch announcement, was invoked. It was ascertained, however, that program standards constituted the principal topic.

THIS FLASH preceded the discussion of the use of "flash" and "bulletin" in broadcasts called by Chairman Frank R. McNinch of the FCC Nov. 7. Left to right are Lenox R. Lohr, NBC president; Chairman McNinch; Alfred J. McCooser, chairman of the board of MBS; William S. Paley, CBS president.

The Chairman emphasized that the discussion was necessarily informal, first because the invitations to the meeting were issued by himself and not by the Commission and second, because neither he nor the Commission is attempting to "exert any censorship on program content, that being definitely denied the Commission under the law.

Because the Communications Act of 1934 specifically prohibits censorship by the FCC, the problem of program standards is a complicated one. At this stage, and with out amendment of the law, it obviously would have to be the outgrowth of government-industry agreement. Unless the law is changed, the Commission apparently could have no way of promulgating standards and of giving them the effect of law or regulation. Of necessity, it is felt, such standards would have to be a matter of mutual consent.

Chairman McNinch believes that program standards, general in character, might well get their start after the law department's initial study and findings on legislation and profanity factors. But he has expressed himself in the past as feeling that legislation clarifying the existing law may be necessary. In a succession of events during the last year, such as the Mae West Adam & Eve broadcast over NBC; the Eugene O'Neill Beyond the Horizon adaptation over another NBC network, the Orson Welles War of the Worlds thriller over CBS, which had the benefit of thundering banner heads in newspapers, and the more recent foreign language citations in New York, have given impetus to the program standards idea.

It is understood Mr. Dempsey already has opened conversations with Department of Justice attorneys on possible policy in broadcasts coming under the penal provisions of law. The view prevails that efforts may be made to get the Department prosecute cases involving alleged lottery and profanity before any action by the FCC in the way of program citations.

Then, if after a jury trial it is determined that a particular program violates penal provisions of the law, the FCC would be duty bound to take official cognizance, and it would be empowered if necessary to delete the offender.

The Middle Ground

Here the knotty problem arises. A single violation of the law hardly would warrant deletion of the station, and snuffing out of the same service to millions of listeners in the public. Admitting that the law would permit it, doubt nevertheless exists as to whether the courts would sustaining summary disposition. It raises the old question of whether the licensing authority should be given a "middle ground" whereby it could suspend or suspend stations. Now it can either reprimand and let the offender go un molested, or order the station's deletion.

The industry, it is conceded, would welcome the establishment (Continued on page 36)

Press and Public Divided in Reaction to Mars Program

AFTER whatever hysteria caused by the now famous Mars broadcast Oct. 30 on the CBS Mercury of the Air had died down, along with the uproar created by newspaper hysteria in handling the incident, the general opinion seemed to prevail that the news technique should not be adapted to radio except for the presentation of news.

In reporting the incident, newspapers unleashed all the dramatic weapons at their disposal and more than matched the technique of Orson Welles, CBS director of the Mercury series. Mr. Welles quickly issued a statement of regret that the broadcast had probably caused disturbance, and W. B. Lewis, CBS vice-president in charge of programs, said the news technique would not be used again "within a dramatization, where alarm could be aroused."

Kendall B. McClure, president of the Association of Radio News Editors & Writers, and news editor of WOAI, San Antonio, wired Chairman McNinch of the FCC recommending that such statements as "news bulletin" and "flash" and similar terms used to distinguish news from other matter be restricted to genuine news.

Newspapers in commenting editorially on the incident frequently pointed out that radio's weakness as a news agency was demonstrated. In general they criticized radio harshly for the obvious mistake in using the news technique, but were leery of one mind in warning against the dangers of Federal censorship. Most writers pointed to the ease with which mass action could be influenced through the air, especially with a jittery public.

History in the Faking

A scanning of letters written to newspapers showed that in general the writers were amased that same citizens could be so influenced by the dramatization of a 50-year-old fable. Here and there a writer trounced radio for shoddy programming but the tenor of most letters was one of amazement.

CKLC, Toronto station, ran paid newspaper display advertising under the title "A vote of thanks to you, Orson Welles". Henry S. Gooderham, president, said the incident showed that the 8-9 p.m. period Sunday evening was not reserved exclusively for the sale of coffee. He pointed out that the Peoples Church program on CKLC has been drawing thousands of dollars in donations from its 5 p.m. audience every Sunday.

New Jersey Bell Telephone Co., serving the region where Mars exploded, recommended an increase of only 6% or 7% above normal in local exchange call volume after the program. The press had related tales of congested exchanges and jammed facilities. But in many cases the delay was noted in calls to police stations but no great difficulty was reported by operators in rendering speedy service.

Citizens had a number of calls from listeners but ascertained they was it a radio program. An increase of 8 to 7% above normal was recorded in inbound long-distance calls. The calls came from stations but in many cases were cancelled before completion when the nature of the excitement had been ascertain.

Major problems arose over the CBS exchange in New York, (Continued on page 28)
Opposition Voiced To Plan of B-S-H

Kirby, of NAB, Describes It

As 'Commercial Coercion'

THE "Public Relations Survey" project of Blackett-Sample-Hummel recently received approval, was described as "nothing short of attempted commercial coercion" by Ed Kirby, NAB public relations director, in a letter to the agency Nov. 9.

Declaring that he had serious doubts that the proposed survey comes under the head of what is generally considered public relations, Mr. Kirby said the basis for determining a station's "public relations" had to do with obtaining "free line in newspapers." He referred to the portion of the plan whereby the basis for deciding the outstanding station would be total newspaper lineage in recognized ABC papers.

Declaring that stations have only time and talent and mass audience for sale and not free newspaper space, Mr. Kirby said the outside efforts as these "lead inevitably to unnecessary misunderstanding between stations and radio and do not serve the best interests of the American System of broadcasting." He added that power support of a radio campaign should be "purchase and not begged," he said, declaring that the NAB cannot condone any efforts made up on its members to secure free publicity in newspapers for commercial programs.

While no official word is forthcoming, it is reported that Blackett-Sample-Hummel dropped the "Public Relations Survey" plan because of adverse comment and publicity.

KVOO Feeds Southwest

Will Rogers Dedication

TWELVE Southwestern stations received complete coverage of the Will Rogers Memorial dedication at a three-day period which cooperated with the Will Rogers Commission. Coverage included a mobile radio network, and central installation at the memorial and radio network. Staging was done by KCRC, Oklahoma City, KGFF, Shawnee, KYSO, Ardmore, KKKK, Muskogee; KKT, Enid; KTOK, Oklahoma City; KASA, Elk City; KOMA, Oklahoma City; KGFO, Okmulgee; KFHF, Joplin, Mo.; KVOO, Stillwater.

Four half-hour pickups were made on the day of the dedication, each broadcast being made from the airplane, mobile transmitter, and central point at the memorial. During the day's broadcasts, Bob Lee was the announcer at the museum; Lou Kemper used the mobile transmitter; and Don Miller, KVOO news editor, worked from the airplane and Dorothy McCune, woman announcer, alternated at different points of the field.

LENNOX R. LOHR, president of NAB, has written out New York's Police Commissioner Lewis Valentine suggesting that a private telephone wire be run from police headquarters to NBC's offices for use in emergency situations. The system in every city where a network's switchboard might possibly be tied up with incoming calls and the police unable to reach network officials to request emergency announcements to citizens.

Benson Claims Marked Progress Made

In Joint Search for Radio Yardstick

EDITOR, BROADCASTING:

On my return to the city after a prolonged absence, I found your editorial entitled "Pugs, Pokes & Pigs," in your issue of Oct. 27, and feel somewhat disturbed by erroneous conclusions that it makes, to which I would like to call your attention.

In the third paragraph, you say that after four years little has been accomplished. In the first place, the committee is only three years old; and in the second place, the sponsors, as well as the committee itself, feel that considerable has been accomplished, not merely in finding a yardstick for measuring listening areas, but also in the two annual estimates of radio audience, which the public now regards as a very substantial contribution towards the establishment of listening habits on the farm and in villages of 2500 and under.

The search for a yardstick which has been a long and complicated one, due to the inherent difficulties of the problem. We have been devoting ourselves to a purely exploratory investigation.

It is the right of the minute specific character of the information sought by the committee in measuring the influence of radio. In any one minute period of the day, we have had no such idea in mind, the nearest approach to it being a registration of listening habits by half-hour periods, divided into night and day broadcasting.

In the next paragraph, you intimate that more specific information regarding radio broadcasting is needed. As a professional, I think it a fact that broadcasting sponsors know about their own sales results. The one overheard is the least of their sales results, every advertiser, whatever the medium, is interested in getting the best possible value for money and knowing as specifically as possible just what he does get in returns for the medium he uses. The units in that medium, to get the most returnable use of time, space, and conditions involved.

This is something that every medium can well afford to bear in mind.

From my experience with the advertisers, members of the Joint Committee, I feel that they do not want anything from media which it is not feasible to give them, or which may not be of much expense. Naturally, advertisers and agencies both want all the specific information, but within reasonable and practicable limits.

I dislike to have to differ so markedly from the editorial point of view of your magazine, as I much respect it and its contributions to the business of broadcasting.

On the other hand, I feel confident that you do not want to misrepresent or cause any misapprehension about the work of the Joint Committee, which has been generously supported by the networks, and very earnestly and conscientiously conducted by its officers and subcommittees.

Any correction that you see fit to make would, of course, be appreciated.

H. JOHN BENSON, Chairman, Joint Committee on Radio Research.

New York.

Oct. 31, 1938

Delegates Are Appointed

By President to Attend

Guatemalan Conference

PRESIDENT ROOSEVELT announced Nov. 11 that he had appointed the American delegation to the Central American Regional Radio Conference which begins in Guatemala City Nov. 24. The conference also will allocate frequencies between 2300-2400 kc. for broadcast use in the Central American and Panama Canal Zone area constitutes the interest of the United States.

At the State Department, it was announced that Fay Des Portes, American Minister to Guatemala, will head the delegation as chairman. Harvey B. Otterman, of the Telecommunications Division of the State Department, is vice-chairman. Other members are Col. D. M. Crawford, Army Signal Corps.; Lieut. Comdr. Mervin W. Arps, radio material officer, Balboa Canal Zone, and Gerald C. Gross, chief of the International Section of the FCC.

The medium high-frequency band, under the Havana and Cairo conferences of last year, is assigned to the International Telecommunications Conference at Cairo authorized regional conferences for actual allocations and the Guatemala objective is pursuant to that mandate.

NBC Education Series

EXPANDING its educational activity, NBC recently announced, is its educational counseling service, NBC on Nov. 5 inaugurated the American Education Forum on the Blue network. It is a hour, 9-25 a.m. (PST). Featuring leading universities and outstanding educators of the nation, the series places the roundabout broadcast last season on the NBC Pacific Blue network.

The series originated with a Coast-to-Coast broadcast program arranged by Arthur S. Garrett.

NBC western division educational director arranged the Forum is under direction of Dr. Grayson N. Kefauver, dean of the School of Education at Stanford University, Cal., where the Nov. 5 program originated. New York, Chicago and San Francisco will take turns as originating points of three out of four programs, and different city will be selected each month for the fourth broadcast.

McClatchy Applications

APPLICATIONS for the improvement of the McClatchy stations were filed with the FCC Nov. 8 coincident with the visit of Washington of Guy Hamilton, manager of the McClatchy newspapers and stations. Authority is sought to increase power of the Fresno, to 5,000 watts; to change the frequency of KERN, Bakersfield, from 1380 kc. to 1390 kc.; to change the frequency of KOH, Reno, from 1380 to 630 kc. with power of 1,000 watts. In all cases new antennas at new towers would be erected. Mr. and Mrs. Hamilton motored back to Sacramento after an extended eastern tour.
Television Activity Is Spurred
As Paramount Acquires Rights
Film Company to Use DuMont Facilities as Work
Starts on Station to Be Ready in January

By DAVID Glickman

Early withdrawal of barriers to television exploitation is anticipated as a wave of activity within the last few weeks on several fronts gives impetus to the sight-sound movement.

In the first move by any film company for television, Paramount Pictures, Hollywood, on Nov. 7, through Stanton Griffis, chairman of its executive committee, announced plans to erect a new 12,000-watt television station at Mountclair, N. J., under a construction permit granted by the FCC Oct. 24. It is to be ready in January. Negotiations are reported for sites in other Eastern seaboard cities where DuMont plans to construct additional transmitters. No application has been made for the FCC for a Hollywood television station.

New Entertainment Factor

Mr. Griffis in his formal statement called attention to Paramount's affiliation with DuMont in television as backing the assertion that the film company intends to become a leader in the new broadcasting enterprise. His statement was further elaborated by reports from New York of a patent alliance with RCA. Mr. Griffis pointed out in his statement in which Paramount's interest in television is a logical interpretation of that industry's probable development. It would utilize more prolific productions for a larger portion of its broadcasts, he stated, and predicted also that as entertainment it will have a release both in homes and theatres.

"Television inevitably will be a tremendous factor in the entertainment field," Mr. Griffis said. "Paramount recognizes that its development is placing upon the motion picture industry a responsibility that is virtually an obligation to the public."

He said television is much closer to becoming an accomplished fact than the public imagines. "One of the things that heretofore has limited the comprehension of television is the fact that it consumed such a width that the wave bands set aside for it by the FCC afforded only six channels, in support of WPTF and in support of WPTF and joined in a demand for FCC section.

C. of C. Opposition

The Raleigh Chamber of Commerce at a meeting Nov. 9 adopted a strong resolution holding that the best interests of North Carolina interests, local newspapers, heretofore not particularly favorable to broadcasting, launched vigorous editorial campaign in support of WPTF and joined in a demand for FCC section.

Like Texaco Discs

FIRST returns of the question of how to be put on the air, the increase in the number of television stations will be popular with the Texaco retaining both as entertainment and advertising. Louis Witten, radio director of the New York, N. Y., agency, told Broadcasting that while questionnaire have been received from about all television stations so far and none of the results tabulated, the consensus of those who have taken the survey is that the dealers like the program material and believe that the broadcasts have brought new customers to their service stations. Continuation of the series for another 12 weeks or longer will depend largely on the wishes of the dealers, Mr. Witten said, but at the moment it seems extremely probable. The Jesters Trio, Jean Ellington, Johnny Gart and Ben Grauer, are featured on a "5-minute, 5-disc" series recorded by NBC Transmission Service.

Sets for the Public

"Finally, experiments on the controlled transmission of television images by means of coaxial cable are far enough advanced that the transmission cost rendering this method practicable in making television programs available to scattered stations. The motion picture industry already has solved this problem of transmission. It simply records these images on film and sends them around to the individual stations in cans." In supplementing his announce-

ment, Mr. Griffis declared that the motion picture industry has nothing to fear from television if it is properly controlled. He also admitted that neither he nor anyone else can guess at the moment the trend television will be confined to television or whether it will be confined merely to bringing entertainment into the home, or whether it will be harnessed to carry programs to the screens of theatres.

He pointed out that DuMont sets, which will be on the market retailing at from $150 to $250 each, have a screen 8 x 11 inches. However, he believes the time is not distant when this will be enlarged by the development of cathode ray tubes strong enough to carry the heavier loads needed for larger screens. Whether pictures produced by Paramount for theatre exhibition will serve television is not known, but Mr. Griffis declared that if necessary, he believes that the camera field, thereby utilizing the commercialization of the new line of products, will be able to produce films especially designed for the latter, remains to be seen, he declared.

DuMont Broadcasting System, Los Angeles, which recently sold several of its television apparatus patent rights to RCA, on Nov. 7, moved to develop the service by a broadened schedule over its experimental station W6XAO, and laid further plans for a second transmission system on the West Coast.

The network has applied to the FCC for a television broadcasting license and if granted will locate the station in San Francisco, according to an agreement with NBC. Under the terms of this contract the network's new schedule is telecasting many important KHL, Los Angeles, live talent programs in addition to several added features utilizing one to two hours daily. This augments the schedule of television features regularly broadcast by W6XAO.

Receivers on Sale

Construction of a television receiver for sale at the DuMont plant in Passaic, N. J., for which the FCC granted a CP Oct. 24, is being carried forward at full speed, Mr. DuMont told Broadcasting, and from present indications it will begin broadcasting pictures shortly after the first of the year. Little attempt at promotion will be made for some time, he stated, as the primary purpose of the transmitter is to test the DuMont system and to complete these tests and establish the practical value of his method of sight transmission before any other station put on live may be made official by the FCC.

DuMont video receivers are now on sale in New York department stores, the inventor said, the combination sight and sound receivers utilizing a 14-inch cathode ray tube giving an image approximately 12 inches square, retailing at $395. Mr. DuMont contradicted reports that his company was a subsidiary of Paramount Pictures, stating that Paramount had purchased stock in the company six months ago, but that the control remained with DuMont and his associates.

Time Quits Dec. 2

TIME Inc., New York, which, on Oct. 25, renewed its contract with NBC, announced Dec. 2, that the contract, "of Time" for an additional six weeks, has definitely cancelled its contract for the subsequent week. It is expected that a definite new contract for December 2, BDDO, New York, handles the account.

BROADCASTING • Broadcast Advertising

November 15, 1938 • Page 17
Church is Renamed Chairman; Meeting Planned Nov. 17

APPOINTMENT of a new research committee chairman was announced Nov. 10 by NAB President Neville Miller. At the meeting of the New York City-based Research Committee membership.

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last year, the equivalent of 12.4 cents per share on 13,881,016 shares of common stock as compared with 30.1 cents during the same period last year.

Big Improvements in October Billings Brings Networks Well Over 1937 Sales

For the year to date, CBS shows cumulative billings of $22,320,027 as compared with $23,281,027 for the first ten months of 1937, a loss of 4.0%. This was the fourth quarter of the year being overcome by seven months of consecutive losses. The total of $22,320,027, which represented all-time highs for this network, NBC's cumulative total of $33,678,669 is 5.8% above that of the same period of 1937, which was $31,650,584.

Gross Monthly Time Sales

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<thead>
<tr>
<th>Month</th>
<th>Time Sales</th>
<th>% Gain</th>
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<tbody>
<tr>
<td>Jan.</td>
<td>$2,787,945</td>
<td>21.4%</td>
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<tr>
<td>Feb.</td>
<td>$2,548,317</td>
<td>15.5%</td>
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<tr>
<td>March</td>
<td>$2,399,283</td>
<td>9.6%</td>
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<tr>
<td>April</td>
<td>$2,248,283</td>
<td>4.6%</td>
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<tr>
<td>May</td>
<td>$2,056,095</td>
<td>1.3%</td>
</tr>
<tr>
<td>June</td>
<td>$1,988,412</td>
<td>-0.4%</td>
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<tr>
<td>July</td>
<td>$1,941,317</td>
<td>-2.2%</td>
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<tr>
<td>Aug.</td>
<td>$1,765,157</td>
<td>-11.1%</td>
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<td>Sept.</td>
<td>$1,593,959</td>
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</tr>
<tr>
<td>Oct.</td>
<td>$1,808,456</td>
<td>4.6%</td>
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</tbody>
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Gross and Net Revenues Of CBS Reveal Decline

A SUBSTANTIAL drop in both gross and net revenues for the first nine months of this year was reported by CBS and subsidiaries in a recent statement to stockholders Nov. 1. Gross income from sale of facilities, talents and wires made for the Jan. 1-1938 period amounted to $23,936,344, less $6,875,428 for time discounts and agency commissions, or $17,060,916 less $2,426,420, less $7,526,543, or $13,599,377 for the same period of 1937.

Du Pont Retiring

E. I. du Pont de Nemours & Co., Wilmington, on Dec. 5 will return to the air with Cavalcade of America, which it has sponsored for several years. CBS in an institutional advertising campaign. Program will be heard on 66 CBS stations, Mondays, 8-8:30 sponsored by Du Pont at 12 midnight. Series features outstanding talent as Gabriel Heatter, news commentator; Thomas Hardy Chalmers, writer of the narration in the movie picture This Ever; James Truslow Adams, author of Epic of America, and Don Voorhees, the master of ceremonies. Program is handled by BBDO, New York.

Du Pont will venture into radio advertising on a large scale for the first time in the history of its company, it is announced by Norman Cotterill, WBS vice-president in charge of sales.

NOR-WAY Tries Spot

COMMERCIAL SOLVENTS CORP., New York (Nor-Way Anti- Perspirant), on Nov. 14 announced a teletype station news announcement campaign to run daily along with weather report, on selected stations WNBC, WJG, WBN, CBOT, WMA, WJZ, WJR, WLB, WJF, WOR, WLS, WNYC, WJO, WGBY, WOR, KDKA, WOR, and WOR.

For the year to date, NBC shows cumulative billings of $22,320,027 as compared with $23,281,027 for the first ten months of 1937, a loss of 4.0%. This was the fourth quarter of the year being overcome by seven months of consecutive losses. The total of $22,320,027, which represented all-time highs for this network, NBC's cumulative total of $33,678,669 is 5.8% above that of the same period of 1937, which was $31,650,584.

Gross Monthly Time Sales

<table>
<thead>
<tr>
<th>Month</th>
<th>Time Sales</th>
<th>% Gain</th>
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<tbody>
<tr>
<td>Jan.</td>
<td>$2,787,945</td>
<td>21.4%</td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,548,317</td>
<td>15.5%</td>
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<tr>
<td>March</td>
<td>$2,399,283</td>
<td>9.6%</td>
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<tr>
<td>April</td>
<td>$2,248,283</td>
<td>4.6%</td>
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Net profit for the first nine months of this year was $2,606,157 equal to $1.53 per share, compared with $3,053,417 or $1.79 a share for the same period last year. This was calculated on 1,707,950 shares of common stock outstanding and fully paid-in capital stock. The network paid Federal income taxes of $582,307 for the 1938 period.

Cluett, Peabody Test

CLUETT, PEABODY & Co., New York (Sanforized shirts), since Oct. 1 has been running a test 15-minute program of shopping gos- sip on CBS. The idea is to use the company may start a test spot announcement campaign at the end of this year, according to Rumor, is in charge.
Broader Field Provided For Net Sponsorship On Local Basis

By BRUCE ROBERTSON

RECENT proposal that the CBS broadcasting of the annual Old Sunday afternoon concerts of the New York Philharmonic Orchestra be sponsored by retailers throughout the country on an cooperative basis, while dramatic in its magnitude, presented no advertising innovation in itself but merely an illusory addition to that rapidly growing class of network programs which are broadcast nationally but sponsored locally.

Mr. Streibert designed to give the local or regional advertiser a chance to compete in its radio offerings on an equal footing with its national competitors, these cooperative programs have opened a new field of network operations, according to Theodore C. Streibert, vice-president of MBS, which has been most active in promoting this type of broadcast.

"Cooperative programs are rapidly developing into a large proportion of our business," Mr. Streibert said. "And for some very good reasons. They provide the small advertisers, with limited distribution and equally limited advertising budget, with live talent programs of network caliber at a low cost.

"They enable the program promoter, whether an advertising agency or a program production firm, to network itself, to determine whether the program can be sold without making the large preliminary investment necessary in the case of transcriptions.

When, as frequently is the case, these programs are available as sustaining programs, they are available to localities in which they are not sponsored, they serve the double purpose of raising the station's sustaining standards and of providing its sales force with saleable merchandise.

The Lone Ranger is an excellent example of what I mean," Mr. Streibert continued. "Here was a program that the network itself, because of the enormous competition, and if we persisted we would cancel his program immediately. Well, the sale fell through and the matter never came to a showdown, but it does go to prove that you can't please everybody all the time on anything, no matter how good.

Although this type of program has developed most rapidly during the past couple of years, it can not claim to be a radio novelty. As long ago as the fall of 1938—and in radio history that's way back in the dark ages—a group of jewelry retailers in various cities pooled their resources to put a Pre-Columbian radio program on the air.

Largely musical, each broadcast contained an eulogy to one particular class of jewel, the talk on diamonds being broadcast from Amsterdam, home of diamond cutting, by the noted author Hendrik Van Loon. In those days, however, the network was a matter of hope and prayer and this was the first time one had ever been attempted as a way of balancing the advertising budget. But the broadcasts were broadcast a program for a local sponsor, the Mutual Network, was equal to that of any other network, and as such, it is not cutting into any set formula. Some are originated and promoted by associations among their members. Others are handled by program building companies, or by advertising agencies, or by the network and the local station themselves. Maybe the secret of the cooperative show is this fact that it can be developed in so many ways.

Co-Op Plan Dropped

PLAN of having the New York Philharmonic Orchestra broadcast under the cooperative sponsorship of the country's leading retail stores has been dropped, for the present at least. Originally scheduled for such a sponsorship of the regular Sunday afternoon concert-broadcasts on CBS (July 4, October 10, 1938), the idea was later amended to include broadcasts on MBS Shows for the Spring campaign in coffee glass containers.

Meanwhile, a group of banks had been broadcasting a series of concerts by the Philadelphia Symphony Orchestra on CBS, each program containing a brief talk on banking in general as well as a cut-in announcement in which each bank advertised some specific service it was offering its own community. This banking series was so effective that it was expanded from a half-hour to an hour, and for the present season's broadcasts on NBC-Blue, the only cooperative show ever on NBC, incidentally.

During last spring and summer CBS carried the Monday Night Show in the interests of a number of brewers, who found it so profitable that the half of them decided to continue on past the normal end of the beer-drinking season to promote the year-round con-sumption of their wares. In cities where more traditionally minded brewers dropped out with the end of summer, sponsors in other cities, however, have been able to keep the program going. But it is Mutual that has really been responsible for making cooperative programs a regular part of the network's schedule.

At the present time there are six of these cooperative shows on MBS networks ranging from one to fifty stations, and as many more of the MBS sustaining programs are now being offered to local advertisers for cooperative sponsorship in their particular cities.

Indeed, the whole development is probably due to the peculiar fact that enabled the MBS network to broadcast a program for only a few cities and to serve local and regional advertisers where the older network programs were not. Mutual is not so restricted on the national advertisers.

Probably the main reason that Mutual has taken such an interest in the cooperative type of program is the larger remuneration stations receive. Moreover, this network's profit-sharing type of compensation, which gives each station a powerful incentive in pushing the sale of the program locally, in seeing that the cut-in announcements are handled carefully, might mean the survival of the show in some cities. What the future holds for these cooperative programs is anybody's guess, for they have not crystallized into any set formula. Some are originated and promoted by associations among their members. Others are handled by program building companies, or by advertising agencies, or by the network and the local station themselves. Maybe the secret of the cooperative show is this fact that it can be developed in so many ways.
**Early Television Start Is Opposed by McDonald**

ALTHOUGH it itself a recent grantee by the FCC of a television broadcasting station, Zenith Radio Corp., whose president, Comdr. E. F. McDonald, vigorously opposed the public introduction of television by RCA [Broadcasting, vol. 1, Oct. 29, issued a statement to stockholders declaring it to be his opinion that the FCC, in offering for sale of television receivers at this time in view of the present state of the art is, in my opinion, unfair to the public, and premature, both for economic and technical reasons.”

“Such premature introduction of television commercially,” the statement continues, “will result in low-rental judgment, as well as fairness, indicates that this may be secured to the American people.”

**Scophony Ltd., British Television Firm, Offers Projector for American Market**

AMERICAN radio manufacturers who are planning to put home television receivers on the market next spring may find competition from the English firm, Scophony Ltd., whose founder and managing director, Sol Sagall, is now in New York conferring with American businessmen regarding the feasibility of organizing an American company to manufacture and sell home television sets under the Scophony patents.

Mr. Sagall has several meetings with Eddie Cantor, who became interested in the Scophony method of television during the demonstrations in the studio. Leading motor manufacturers cooperate with him in the manufacture of the broadcast, which was perhaps a preview of the programs of future years when the manufacturers will be buying time on the visual as well as the sound waves to advertise their products.

The new antenna, developed largely by N. E. Lindeband of RCA television engineering staff, represents a complete departure from previous antenna types by being away from wires altogether, substituting in its stead torpedolike radiators mounted on cross arms, so that the whole structure looks like a streamlined weather vane. Its practical value, however, lies in the fact that it can transmit short waves without a band of 30 megacycles, six times the width required for a television signal, without accentuating the energy in any part of the entire band. This means that there will be no “peaks” in the transmission.

The Scophony audience will see in its set pictures of flying airplanes, moving trains, and brilliance, without any bright spots suddenly highlighted against a less illuminated general background.

So new that it has not yet been given a name, this antenna includes two doublets (a variation of the dipole usually used) for picture transmission and four for transmitting the accompanying sound. These are fed centrally through a common vertical shaft, with different electrical balances used for sound and sight so that intermodulation is impossible. In effect, a closed loop is used for securing the light. This eliminates any chance of interference between the two signals. The structure is fitted with electrical heating units to prevent the formation of ice during cold weather and is topped with a lightning rod.

American capital exclusively, only the patents coming from the parent concern, it may prove keen competition for American manufacturers. For the Scophony home receiver gives an image 20x24 inches, almost five times larger and more detailed than the pictures produced by the sets demonstrated by RCA and others.

Reason is that the American manufacturers are utilizing the electronic system of scanning, whereby the picture is viewed in the end of a cathode tube, either directly or reflected in a mirror, whereas Scophony, according to Mr. Sagall, uses a system which projects the picture from the rear onto a screen mounted on the face of the cabinet.

**Light Amplification**

“The big problem in television is light,” Mr. Sagall said in explaining his system. “A motion picture projector illuminates the whole picture, but since a television picture is broken up by the scanning device into some 200,000 separate pictures, the light on each of these individual parts is only 1/200,000th as strong. Scophony has found a way to get light through a storage of light principle which makes it possible to combine a number of minute elements and use them simultaneously. This means about a 200-fold increase in light.”

Through this amplified light, Scophony has not only been able to develop a larger image for home use but has also demonstrated pictures 6x8 feet, suitable for gatherings of from 500 to 2,000 people. A Scophony receiver was installed in a London department store last fall, in which position it was possible, as broadcast by BBC’s television transmitter, was viewed clearly by about 750 people. Scophony pictures are also to be seen present on an image large enough to fill a standard motion picture screen, which Mr. Sagall said would probably be perfected within a few months.

Extremely optimistic over the future of visual broadcasting, Mr. Sagall predicted that within five years a permanent radio program of sound without sight would be as obsolete as a silent movie today. He believes that before long television programs will be utilized in the medium waves and possibly long waves as well as the short waves. The medium waves, he feels, will extend the range of effective transmission from the present 50 miles to the millions of transcontinental proportions. Mr. Sagall also foresees television as the ultimate adjunct to picture entertainment. This will not be the same type of entertainment as that of the broadcasters will present for home consumption, he said, but he elaborates affairs as complete opera or performances of ballet companies by viewing only on the full-size motion picture screens. Already, he said, a group of English motion picture distributors in cooperation with Scophony, has asked the government for permission to set up a separate television system from that of the BBC, for use exclusively in their theatres. Again, looking into the future, he also saw the possibility of a motion picture film being televised directly from the producers’ studio onto the screens of hundreds of theatres, electrical waves replacing individual prints.

Although endowed by virtue of some two years of actual television broadcasting is now a head of Scophony's staff of television engineers, he predicted the medium's further development would occur in this country. If broadcasting, in England, he said, has not kept pace with technical excellence, both because of the non-profit economic control and because in England television has been kept out of the hands of commercial interests. Only 2,000 television receivers had gone into English homes up to this fall, he stated, branding larger receivers as a mere “commercial stunt.” Still, he said there is hope of selling another 5,000 sets by the first of the year.

If plans for establishing an American company are successful, it is said, Scophony receivers will be sold at the rate of $200, and prophysees the firm can be another $50,000,000 to American manufacturers. The usual methods of manufacturing developed new techniques. Scophony would also like to set up its own television transmitter here and possibly an American research laboratory, but for the present its goal is to build and sell receivers to the American public, he said.

**WTMJ Seeks Television**

THE Milwaukee Journal, organ of WTMJ, on Nov. 6 announced that it is applying to the FCC for an experimental television license since disclosure last month that the station would make a million-dollar investment in television apparatus available to all duly qualified broadcasters and manufacturers. The FCC now solicits applications for a television license under its patents (Broadcasting, Oct. 16, Nov. 1). The station is seeking a call of WTMJ, a 1,000-watt ultrashortwave transmitters, one for sight and one for sound, to be used in both television and facsimile licen- ses but these were dropped.
WHO offers $91,254,000 EXTRA FOOD SALES from "IOWA PLUS"!

Iowa people buy $136,880,000 worth of food per year—and Station WHO covers that big food market like a tent.

But WHO also offers you EXTRA food-buyers (from OUTSIDE of Iowa) who account for an ADDITIONAL food-market of $91,254,000—a BONUS of millions more than the total food sales in a city the size of Cleveland, Ohio!

That's carloads of mayonnaise—carloads of cheese, and coffee, and cereal. EXTRA carloads, from merely the PLUS of "Iowa Plus". No other station in Iowa can offer you such a market. Much less, such a BONUS. May we prove it for you?

WHO FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
Regional Attack Power Plea Delay
Walter Damm Backs Move to Get Action From FCC

SPEEDING up of FCC action on some 8,000 or so applications from station operators who have obtained licenses for new frequency assignments, is the purpose of a new organization called the Owners of Regional Stations, Inc. Walter J. Damm, managing director of WTMJ, Milwaukee, and a member of the NAB executive committee, is leading the members of the organization in drafting a statement to be presented to the FCC on the proposed new rules now awaiting FCC action written in conformity with the Panama Treaty of last year, regional stations under certain conditions and on individual applications could be increased to 5,000 watts day and night. Existing regulations prescribe a maximum power of 1,000 watts night and 5,000 watts day on the experimental waves.

Gathering Dust for Years
Mr. Damm brought out that the Commission has accepted for filing applications for 5,000 watts at night in some of the nearly 150 stations. Many have been on file for more than two years. He added that up to this time no change has been made in the old rule which limited night time power to 1,000 watts and that none of the pending applications for a 5,000-watt power have been heard or set for hearing on a definite date.

In the memorandum also specifically suggested that the representation to the Commission should be made for a complete representative committee to call upon the Commission and present a request that all further action on applications affecting the regional frequencies be suspended pending a determination of the policy of the Commission on the maximum limit of night time power for such stations.

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FCC’s Power to Consider Sales Prices May Be Tested Following WTIC Denial

WHAT may prove to be a legal test of the power of the FCC to consider the price factor in station transfer developed Nov. 3 with the denial by a split vote of the applications to transfer WTIC, Hartford, from one subsidiary of the Travelers Insurance Co. to another.

Chairman McManus, Commissioners Sykes, Walker and Payne voted to deny the transfer while Commissioner Craven issued a strong and long dissension statement. Commissioner Brown dissented without a written opinion.

The issue was that of assigning the license of WTIC, 50,000-watt outlet, and of five shortwave stations, from the Travelers Broadcasting Corp. to the Travelers Broadcasting Co., a new subsidiary. The new company would absorb a note of $1,500,000 as part of the transaction which it proposed to the company out of profits. The FCC majority, in a nine-page opinion, concluded this was being made to the benefit of proportion to the station’s worth, holding that no benefits would flow to the proposed assignee in exchange for the assumption of the note and that it would not be in the public interest.

The Utility Angle
Commissioner Craven dissented in another nine-page opinion in which he attacked the majority decision as one applying public utility doctrines to radio regulation and also instituting the “bare bones” policy on station sales, which would mean the actual value in tangible equipment.

While the matter of transfer policy has been before the Commission for several years, up to this time it has never denied a station sale on the specific ground that the price was exorbitant. Moreover, it was generally felt the WTIC case was not one in which this issue is clearly presented, there being no plan to dispose of the station to entirely new interests but simply to set up a more efficient and business-like set of books by the same owners through creation of a new subsidiary.

The majority supported the recommendation of Examiner P. W. Seward, made last March, in which he had raised the public utility issue.

It is expected that WTIC, through its attorney G. O’Dowd, will petition the FCC for reconsideration. Should that be denied, it is not unlikely that an appeal will be taken in the hope of adjudicating the question finally. Many contentions have been made that the FCC has no jurisdiction whatever over the price involved in station sales and that it should look only to the qualifications of the new licensee in the light of public interest.

Several years ago the U. S. Court of Appeals for the District of Columbia, in a case involving WMEX, Boston, decided in effect that the court had no jurisdiction over transfer cases per se. J. Lawrence Groner, then an associate justice, strongly dissented. Since then Justice Groner has been named Chief Justice and there has been a complete turn-over of other members. Thus, it is felt the newly constituted court might construe the matter in a different light, particularly in view of the long succession of decisions against the FCC during the last year or so.

Reviewing the case, the majority brought out that WTIC had sustained the losses of nearly $2,000,000 during its pioneering years, though it made money in 1937 and 1938. The note for $1,500,000, which would be absorbed by the new licensee corporation, was negotiated a few days before the hearing on the transfer, it was stated.

The majority branded as “a fiction” the contention that the $1,500,000 note was an asset based on development expenses. It stated the FCC record disclosed that “all of the alleged benefits claimed are illusory.”

Discussing the law and the ap

CBS Files Appeal On KSFO Ruling

Jurisdiction Issue Is Seen In San Francisco Case

THE FIRST case to be taken to the Court of Appeals for the Ninth Circuit, a station lease will be the appeal of CBS from the decision last month of the FCC granting it authority to lease KSFO, San Francisco.

The FCC in its decision Oct. 29 had denied approval of the lease on the ground that it cannot grant a lease for return of the license to the lessor at the end of the lease period. The matter was returned to the FCC for hearing.

Because this question never before had been raised in an appeal it is understood the FCC welcomed clarification of the issue.

First CBS Appeal

Aside from being the initial appeal on this subject, it will mark the first time CBS has gone into litigation on an FCC decision. Question arises as to whether a decision of this character is appealable, since the Communications Act of 1934 does not specifically mention the court’s jurisdiction over appeals to licenses.

There will be a question as to whether the court’s jurisdiction is appealable through the FCC, it is argued that the question is appealable, since in the final analysis it actually involves issuance of a license.

Two issues of law are raised in the appeal. One involves legality of the FCC’s issuance of a nondirectional antenna in the lease on which the Commission relied in denying the application. The other is the contention that the Commission failed to make a finding of the facts in the case as set forth in the hearing record.

Since several other cases involving leases are pending before the Commission, if the court in the final analysis resumes jurisdiction it is presumed the Commission would hold up action pending the court’s ruling.

The lease transaction was to involve $25,000 per year, to be paid by Wesley I. Dumm, owner of KSFO. Part of the amount of the annual gross income above $175,000. The lease was to be for a five-year period with options for two five-year extensions.

Welles for Campbell

CAMPBELL SOUP CO., Camden, N. J., will add sponsorship of the Mercury Theatre of the Air programs starring Orson Welles, moving them from their present Sunday evening slot to Saturday evening on CBS to the Friday evening period also on CBS now occupied by the sponsor’s Hollywood Hotel, which has been a slightly better show than four years. Announcement that the soup company would sponsor the Mercury Theatre broadcasts was made in New York, Welles, on the conclusion of his broadcast on Nov. 6, the week following the program’s highly publicized dramatizations of H. G. Wells’ War of the Worlds. New series will be broadcast on the same network now carrying Hollywood Hotel and will advertise Campbell’s soups, which are produced by Campbell. Agency is Ward Wheelock Co., Philadelphia.
CREATING SALES
IN THE BILLION DOLLAR 3rd MAJOR MARKET

Participation Pays

KFI OFFERS FOUR
"Sun-up to Sun-down"
Participating Programs

"ANN WARNER'S CHATS WITH HER NEIGHBORS"
Quarter-hour . . . five times weekly

"ART BAKER'S NOTEBOOK"
Half-hour . . . Monday thru Friday

"AGNES WHITE'S CALIFORNIA KITCHEN"
Quarter-hour . . . Monday and Friday

"ROBERT LEE JOHNSON'S BRIDGE CLUB"
Half-hour daily . . . Monday thru Friday

The State of KFI is Composed of
The Nine Southern California Counties

KFI Participating Programs
are powered to do
a Selling Job for You

The Best Buy is

Earle C. Anthony, Inc.
KFI - LOS ANGELES - KECA

EDWARD PETRY & CO. National Sales Representative

www.americanradiohistory.com
Good News Series Again Is Renewed

Rumors of Early End Quelled; Film Stars Prosper by Air

SPIKING persistent reports that M-G-M and General Foods Corp. would terminate its contract after Jan. 1, Benton & Bowles, agency handling the latter's Max- well House Co., Corp., 4 announced that Good News of 1939 has been renewed effective Jan. 1 for 13 quarters of an hour. This weekly hour program is heard on 76 NBC-Red network stations, including nine in New York.

Reports have been current in Hollywood for some time that although General Foods was anxious to continue the film-studio produced program, M-G-M was opposed to further radio exploitation of certain talent and pictures. While M-G-M is paid $20,000 weekly for talent, it is claimed the figure is below actual cost of the film studio. This was also said to be one of the reasons M-G-M officials contended against the arrangement.

Just a Year Old

Good News was begun Nov. 4, 1937, with a stormy career during its first several months of broadcasting. Bill Bacher, now producer of the CBS House Theatre, sponsored by Texas Co., was brought in to produce the series when it first started. But several problems occurred, feuds arose and he resigned. Ed Gardner, his assistant, took over production until, in March, Louis K. Sidney, general manager of WHN, New York, and radio director of M-G-M, assuming recenty, Donald Copeland of the Benton & Bowles Hollywood production staff now produces the series, under Sidney's supervision.

With start of the series last year, exhibitors throughout the country at first opposed it. With its increasing popularity, they have since come to realize that it is a "must" an asset to box office attendance. Many Hollywood film executives who early this year threatened to "bear down" on radio and withhold name talent from network programs, have made an "about face". Talent, knowing the value of radio exploitation and also interested in "easy money" offered strong objections. As a result today radio schedules show a far greater employment of picture talent than at any time in the history of broadcasting. It is conservatively estimated the current radio season will more than double the film expenditures last year, for participation in network shows. More than 600 persons are "in the books" to receive an estimated $5,000,000 this season from radio.

Creamery to Add

BEATRICE CREAMERY Co., Chicago, has started half-hour transcriptions titled "Lighten 'Em Jim" coming each week on WMGN, 1310, and twice a week on WGN. Series is tied in with local distributors and will be expanded to 15 stations in the near future, according to James Whipple, radio director of Lord & Thomas, Chicago agency handling the account.

WBLY in New Hands

WBLY, Lima, O., began operation under ownership and management of the Fort Industry Co. Nov. 1, pursuant to FCC approval of the station's sale, according to an announcement by J. Harold Ryan, vice-president and general manager of the Fort Industry Co. The Fort Industry Co. operates also WSPD, Toledo; WWVA, Wheeling, and WHMN, Fairmont. George S. Storer, Detroit industrialist, is the principal owner. Clifford (Don) Josef, former advertising executive and more recently news commentator for WSPD, has been named managing director of WBLY. S. L. Gladfelter is chief engineer, James H. Hoskins chief announcer, and Nell Payne program director.

FCC Approves Transfer Of WCLS, Joliet, Ill.

SALE of WCLS, Joliet, Ill., full-time 100-watt on 1310 kc., was approved by the FCC in a decision made public Nov. 5, to become effective Nov. 7. In the formal transfer of ownership the Commission reversed the recommendation of Ex-Comm. George A. Arnold, who had held that the $30,000 purchase price "greatly exceeds the value of the assets transferred." An inventory of the station's equipment had revealed an appraised value of $5,492 and an estimated replacement value of $12,806.

R. W. Hoffman, owner, under the deal sells 51% of the stock in WCLS Inc. to L. W. Wood, present manager of the station, and 49% to Walter Ashe, owner of a radio supply house in St. Louis. They plan to move the station site and construct a new transmitter and vertical radiator.

Regal Enlarging List

REGAL SHOE CO., New York, on Nov. 12 added WSN, Bridgeham, as a test station to carry Dave Driscoll's sports resume and football features program now heard on WOR, Newark, Saturday, 4:15-4:30 p.m. More stations may be added later this month. Frank Pressoney, New York, handles the account.

18th ANNIVERSARY Celebrated by KDKA With Week of Events

OBSERVING its 18th anniversary with a seven-day celebration Nov. 2-8, KDKA, Pittsburgh, claimed its place as "first broadcasting station" by entertaining visitors at an exhibition tracing radio progress and carrying a series of special programs, according to Manager S. D. Gregory.

The "museum" exhibits included the earliest and latest developments in radio broadcasting, among them a device transmitting music on a beam of light; a complete fac-simile system; an oscilloscope; an original crystal set from the collection of Dr. J. C. Irwin; and a model of a curious skit concerning the "White" family, portraying in dramatic form the service banks of the average family. Selena Roy, Eric Dressler, Carleton Young, Gene Lowel and Bilti Guild are featured in the playlets; music is furnished by Nat Shilkret and a concerted orchestra. Extensive merchandise, including material, posters, folder, envelope inserts and newspaper publicity will be supplied to each sponsor by the association.

Series is being produced by NBC under supervision of Merle Selecky, manager of advertising of the association, which last winter made its first venture into radio with a dramatic program, Money Talks. The series is a series of 13 transcriptions which was sponsored by banks and bank-building companies, in 20 states. At the ABA it was stated that experience gained in producing and merchandising the first series is being used to make the present program a more successful means of bank advertising, and it is expected that it will be continued after the original 13 weeks.

Maytag Lists 93

MAYTAG Co., Newton, la. (electric washer men), has started weekly chain break announcements on the following stations: WAFI KTAR KTHS KFQ KGB KFO KZ KGFHT WTV JWSV WJAX WIOD WFLA WBD WBN WBOW WO WNW WQ WHO KSCI WBIB KFJ WHW WWO WHOD WC WHQ WAK KFCW WCB WCA WWS WJMS WBC WBB WCC WBC WDAF KMOX KTO KGHL KGB KBOO KBR KBD KBB WDOD WDC WXR WFBK WBB WKYY VOON WIMC WBC WBD WSNP WSP KFDR WARY WCKY WAGAR KFAB WJAG WOW WOR WJAG WJO WJS WSWS WJTI WJO WJAT WJO WJWI WJTC WJWS WJW CHS WATQ WTVJ. McCann-Erickson, Chicago, has the account.

Dent-A-Firm Tests

DENT-A-FIRM Co., Chicago (dentine powder), has started a test campaign of 10 spots and announcements weekly on WMBD, Peoria, and WOD, Grand Rapids. The campaign has been followed for several weeks and the account is being pursued a successful test, according to M. H. Petersen, radio director of R. H. Kaster & Sons Adv. Co., Chicago agency in charge.

KBNL, new 100-250 watt local on 1510 kc. authorized at Red, Ore. Call goes on the air Dec. 15, using RCA equipment and a 175-foot Lehigh tower. Frank M. Kier, manager, will be manager. Frank Hemingway has been named commercial manager, and Stanton Bennett, chief engineer.

HOME of the new WFMJ, Youngstown, O., will be this new building. The third floor will be occupied by studios and offices of WFMJ and will have no windows on the front. Three studios are provided, including an auditorium. The building, according to William F. Mag Jr., licensee and general manager of the Youngstown Vindicator. Ohio Bell Telephone Co. will occupy part of the building.

Bank's Association Cuts Local Discs

AMERICAN BANKERS Assn. has launched a series of 12 quarter-hour transcriptions at NBC, which will be offered to clearing house groups and individual banks of the country during the coming winter. Program, titled "Song & Story," is largely musical, but includes a 30-minute skit a humorous skit concerning the "White" family, portraying in dramatic form the service banks of the average family. Selena Roy, Eric Dressler, Carleton Young, Gene Lowel and Bilti Guild are featured in the playlets; music is furnished by Nat Shilkret and a concerted orchestra. Extensive merchandise, including material, posters, folders, envelope inserts and newspaper publicity will be supplied to each sponsor by the association.

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BROADCASTING • Broadcast Advertising
Don't Pass Up These
Two Rich Slices
OF THE TEXAS MARKET

\[ \frac{1}{3} \text{ of the Area!} \]
\[ \frac{1}{6} \text{ of the Population!} \]
\[ \frac{1}{5} \text{ of the Purchasing Power!} \]

Without KGNC, KFYO and KRGV you can't cover Texas, regardless of how many other stations you use! Here's why. In the first place, the two geographically isolated markets dominated by these three stations constitute almost one-third of the area of the state, one-sixth of the population and one-fifth of the purchasing power.

For an attractive package rate on KGNC, KFYO and KRGV contact their national representative.

HOWARD H. WILSON CO.
KANSAS CITY CHICAGO NEW YORK

Secondly, Panhandle-Plains folks are loyal to KGNC and KFYO . . . the Lower Valley Grande to KRGV. They're proud of these home stations. They like their programs, both NBC and local. They appreciate the civic service and cooperation rendered. That's why you just can't cover Texas without KGNC, KFYO and KRGV.
345,000 People Go to Work
...When Radio Throws the Switch

RADIO CORPORATION
RCA MANUFACTURING CO., INC.
NATIONAL BROADCASTING COMPANY

NBG engineer Arthur V. Giammatteo throws a switch at Radio City that means entertainment for millions... employment for thousands.
To most Americans today radio is entertainment, news, and education... the greatest show on earth. But to 345,000 workers and their families... a total of some 1,380,000 men, women, and children... radio is even more than a show, it is a living. Where only a few years ago radio jobs were non-existent, now 700 odd radio stations, and 500 and more factories create tens of thousands of jobs.

A case in point is the family of RCA. The factories of RCA Victor, one member of the family, employ on the average some 12,000 persons. The National Broadcasting Company requires the services of thousands for its two great radio networks. Other family members of the Radio Corporation of America, R.C.A. Communications, Inc., Radiomarine Corporation of America, and RCA Institutes, Inc., provide jobs in other fields of radio. All in all, RCA and its services account directly for some 19,000 positions.

Radio—a Springboard for Prosperity in Other Industries!

Great as is the number of workers engaged directly in radio, an even greater group makes a livelihood indirectly from radio. Uncounted thousands earn their wages making the materials which a hungry, growing radio industry consumes in fabulous quantities. There are tens of thousands of jobs for wiremen, repairmen, carpenters, and scores of others who make their living keeping the nation’s radio system in order. And uncounted other thousands prosper because radio advertising makes their industries prosper. Truly you who work in broadcasting today may well be proud of your industry not only as the greatest modern source of entertainment—but as an outstanding provider of jobs as well.

Listen to the “Magic Key of RCA” every Sunday, 2 to 3 P.M., E.S.T., on NBC Blue Network.
Divided Reaction to Mars Broadcast

Press and Public Take Different Slants

At Uproar

(Continued from page 15)

where lines were loaded beyond capacity, and program tele-ported some increase in traffic to New Jersey.

In New York, NBC had some 600 calls during the evening, most of them before 9:30. At that time Walter Winchell was giving a reassuring message on his NBC program. Mutual had some 300 calls by 8:30. Gabriel Heatter gave a quieting message on his Mutual program, as did Frank Singiser in his 11 p.m. new period. WMCA had about 100 calls and inserted a de-nial bulletin into the Five Star Final at 9:15. The New York Times had 600 calls from its office.

At the FCC, it was understood that letters from listeners were divided 50-50 in urging and criticizing the broadcast.

C. E. Hooper Inc., New York, screenche firm, reported only 2% of the homes it called in a nationwide routine check of 5,000 homes, were listening in the Mercury program. The question asked was, "to what program are you listen-ing?" Listeners tuned to the drama answered, "Orson Welles program" or something similar and no one said "news broadcast" or "war news."

W. B. Lewis, CBS vice-president in charge of programs, issued this statement:

"The Columbia Broadcasting System regrets that some listeners to its "Theatre on the Air" program last night mistook fantasy for fact. An-nonceement of dramatic events was made by radio and televi-sion, and the listeners were warned that the drama was fiction.

"The Columbia Broadcasting System regrets that some listeners to its "Theatre on the Air" program last night mistook fantasy for fact. An-nonceement of dramatic events was made by radio and televi-sion, and the listeners were warned that the drama was fiction."
Spies at work!

We sent spies all over.
They are pretty acute people.
We told them: "Go make a list of the papers, big preferably, in which WOR programs are listed daily."

"Maybe you think," they demurred, "that we're going to find hundreds? Or even a lot?"
"Maybe so," we said. "And maybe not. Our minds are open, and we hate statistics. Let's find out."

After a while the snoopers came home. They had found—actually seen, read, clipped—122 papers which list WOR programs DAILY. They had added, incidentally, 14 papers to our last year's list of 108!

We rang for our Statistical Department. We gave him the list of 122.

He found that of the 122 papers carrying, 42 were in 28 towns and cities completely outside the area we guarantee to smother with sound.

So we reasoned: ever since we've been old enough to wear a Boost-Our-Station button we've known editors. Editors guard white space closer than a Benedict guards a bald-spot. Obviously these millions of readers within the area we guarantee must feel that we keep the excitement pretty near the top of the tube always if their pet newspapers agree to list our programs daily. Obviously we must trot in with quite a wallop in places outside our area;

i.e., Halifax, Ottawa, Portland, Rutland, Erie, Williamsport, Winston-Salem, et al when the papers in those cities, too, list us daily.

That's just logic. It's also good reason why the majority of America's top time-buyers keep on putting their money on this extra-for-less.

WOR
The indispensable, year-round, at-elbows-reach, desk encyclopedia of broadcast advertising executives is the BROADCASTING YEARBOOK Number. Everybody knows it . . . and everybody uses it.

The 1939 BROADCASTING YEARBOOK Number, fifth in a distinguished series, now is in production. It answers the directory questions of the industry more accurately, more completely, more compactly, more simply than any other existing source. It contains valuable new departments, including several especially designed for advertising agencies and radio advertisers.

Your advertising message in the 1939 BROADCASTING YEARBOOK Number gives you year-round promotion at regular-issue rates. It will be seen day after day by radio advertisers, account executives, time buyers, station and network executives, engineers, government purchasing agents and executives of all related broadcasting services.

Advertising forms close December 1. To facilitate makeup, may we have your reservation now?

ERSHADOWING ALL OTHERS
RESERVE SPACE TODAY
in the BEST shot of the year!
AFRA Considers Sponsor Problems
Joint Actors' Union Is Among Main Convention Topics

THE SUBJECT of commercial broadcasting was a point of view of the actor, singer and announcer to whom they represent a means of livelihood and who were thoroughly discussed by the delegates to the first annual convention of the American Federation of Radio Artists which began its meeting Nov. 14 in the Park-Piza Hotel, St. Louis.

Proposals for a closer amalgamation with other affiliates of the Associated Actors & Artistas of America, which, if possible, lead to the formation of the much-discussed single actors' union, and for securing the benefits of group insurance for station employees, are expected to be important parts of the convention agenda.

AAAANegotiations
Opening day of the convention was open to all AFRA members, who heard Emily Holt, executive secretary, read her annual report. Following sessions were open to delegates sent by AFRA locals from New York, Chicago, St. Louis, Denver, Los Angeles, San Francisco, Cincinnati, Detroit and Richmond.

Four delegates were sent from New York: Robert Waldrop, Alexander Mc Kee, Ted Di Corsia and John Steckard, who carried a proposal for the other 24 delegates to which New York is entitled, delegates being assigned on the basis of total membership of each local.

In addition to Mrs. Holt, AFRA officers present include George Hel- ler, treasurer; and assistant executive secretary; Paul Turner, chief counsel; Henry Jaffe, assistant counsel, and Norman Field, second vice-president, who presided. Edie Canton, president of AFRA, was unable to attend because it was found impossible to originate his Monday night broadcast from St. Louis. Mrs. Canton is eastern representative of the Screen Actors' Guild, and Allen Cooper, executive secretary of the Theatre Authority, in charge of the benefit performance field, were also present.

Discussion of commercial broadcasts was expected to include a review of the negotiations Mrs. Holt has been carrying on for nearly a year with John Benson, president of the American Association of Advertising Agencies, for establishing minimum salaries and maximum hours for artists employed on commercials, and along the lines already set up for network sustaining broadcasts that have been conducted by AFRA by NBC and CBS. A caucus of delegates will be held so that each delegate of the proposed standards may represent the views of the entire AFRA membership before they are presented to the agency groups for acceptance, which AFRA hopes will occur within the next month.

Ramsdell Starts
Ramsdell Inc., New York (Sulphur Cream-Rita Sav), is now sponsoring the Johnson Family program on WOR, Newark, Mon- day thru Friday, 5:15-5:30 p.m. The program has been a sustaining show for the past 13 months and continues sustaining on the other MBS stations carrying it. William Irving Hamilton, New York, is agency.

Gardner Nursery Boosts Advertising Budget for Extensive Radio Drive
GARDNER NURSERY Co., Osage, la., inaugurating its eight-month spring and winter radio campaign, was releasing programs or transcribed announcements over 62 stations during the last week of October and planned to increase this number to 150 stations by the middle of November.

Edwin A. Kraft, manager of the company's advertising department, stated that approximately $100,000 will be spent in the coming campaign.

He stated that the 1939 spring campaign will start early in January, with the winter one tentatively set at $350,000 for the year.

"There has been a steady growth in volume of radio advertising handled by this client," Mr. Kraft stated. "In spite of general retrenchment in advertising, the Gardner Nursery will spend approximately 20% more during 1939 than in 1937, which is the peak year up to that time."

The fall and winter campaign will be the largest to date, he said, presumably because Mr. Gardner has developed a new type of indoor garden furniture which is being sold nationally through the radio. This garden applies the new hydroponic or nutrient solution principle. Flora, vegetables and ornamental shrubs can be grown quickly indoors without soil, by merely supplying the necessary minerals in solution. The present campaign is designed to educate the average flower lover to engage in this fascinating hobby."

National Drive Planned To Promote Major Foods
MAJOR FOODS, New York, which was established a year ago as a sales corporation to distribute 12 food products under the Gardner name "Guest House", has started business with an opening campaign centered in New York, Newark, Los Angeles, San Francisco, Philadelphia, Pennsylvania, Delaware and Maryland and with plans to operate nation-wide in the near future. Radio and newspaper advertising, handled by Huber Hoge & Sons, Newark, will be given to each section in 30 days after introduction.

The company is allied with Na- tional Good-Will Guild, New York, which operates a plan of "church-workers" who are to promote the purchase of the brands which are listed in the Guild catalogues. Offices of Major Foods are: Bruce Ashby, president; formerly vice-president of Harold F. Strong Corp., New York; E. E. Kitttridge, vice-president; Robert Smith, treasurer; Harold A. Burnham, secretary; and Raymond E. Gaylord and Hermann F. Eggers as directors.

Moore Paint on NBC
BENJAMIN MOORE & Co., New York (paints, varnish, muresco), will operate a radio program by the company on NBC, to distribute its new weekly broadcasts on 40 NBC-Red stations starting January 7 and continuing January 14. The Programs, consisting of interior decorating advice and art talks by "Barnes" Moore, president, will be done by the company until the end of the usual housecleaning and moving season. Programs are placed direct.

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BROADCASTING • Broadcast Advertising
Eighty per cent of Inner California radio families listen regularly to McClatchy Radio Stations — NBC-Red & Blue outlets.

- Coincidental telephone checks have proven over and over again that Inner California can only be covered adequately by the Home stations — that Los Angeles and San Francisco outlets can’t do the job.
- Be sure this lucrative market is included in your radio schedules. Few cities are richer in per capita sales than these four Inner California distributing centers — Sacramento, Fresno, Stockton, Bakersfield. To those who know it’s axiomatic that to sell California you must sell Inner California, too.
This Broadcasting Business

* No. 6—Cost of Broadcast Station Operation
By DR. HERMAN S. HETTINGER, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

Efficiency in business is being measured increasingly by comparing the costs of an individual concern with a similar organization for the industry in question. In this way a management can determine whether its costs are in line with those of its competitors in the business, while study over a period of time reveals important information as to cost trends.

Data published by the FCC during the summer enables the broadcasting field to determine its representative costs for the first time. From an industry as contrasted to a regulatory viewpoint, even more information may be desired on questions such as the various costs involved in the sale of radio advertising; information which, incidentally, widespread adoption of the NAB uniform cost accounting system promulgated several years ago would make available.

Station managers will be interested in the following facts revealed by the FCC figures:
1. Executive expense increases in relative importance as the station expands, the station decreases, reaching its highest proportion on local part-time stations. This is due to the fact that, as the station becomes smaller, a growing portion of its total administrative work is performed by executives.
2. Salaries, other than executive, remain comparatively the same proportion of total expense for all classes of stations. The average is 24.2%.
3. Payments to brokers and station representatives—they are primarily to the latter—are a comparatively constant factor, 2.6%.

Sixth and last of series of articles on broadcast operating statistics for 1937 prepared by the FCC for that year and showing trends since 1935 survey of the Department of Commerce. The writer, radio's economist, is former director of research of the NAB and has written several volumes dealing with broadcast economics.

The only exceptions are with regard to stations carrying very little national-non network business. 34 programs account for nearly 35% of the total expense of the average station. The percentage devoted to programs is highest on clear channel stations and lowest on locals—43.3% and 27.4% respectively for unlimited time stations and clear channel stations. Therefore, advertising and promotional costs represent 5.3% of the average station's operating expense and remain fairly constant throughout the industry.

Total selling expense is considerably higher. If agency commissions are not considered in this category, total selling expense is estimated at approximately 20% of net sales for the average station—5.5% for advertising and promotion, 3.7% for representatives and the remainder salaries of the sales staff and executives.

Depreciation charges, wire costs and depreciation remain fairly constant on all classes of stations. Depreciation on high-power stations is out of line—10.4% as compared to 5.5% for the industry as a whole.

8. If depreciation charges are compared to the original cost of physical equipment on various classes of stations, the following average depreciation rates are revealed: 60 kw. clear channel stations, 11.1%; 52 kw. clear channel stations, 10.9%; regional stations 12.9% and local stations 9.1%.

9. As would be expected, the relative importance of power costs decreases as the station becomes smaller. It is 6.8% for the 60 kw. unlimited time stations and 3.2% for local unlimited time stations. Variables affecting costs on part-time stations are sufficiently numerous to make any generalization regarding them difficult.

10. Personnel comprises the major expense of the broadcasting industry, beginning the week beginning March 6, 1938 to represent—a reasonable assumption if some allowance is made for seasonality—personnel costs represent approximately three-quarters of total broadcasting expense of operation.

11. If executive payrolls are broken down and allocated to the major station operating divisions, the proportion of the average station's personnel expense represented by each division is as follows: technical, 18.5%; program, 46.8%; commercial, 13.2% and general administrative, 20.4%. Miscellaneous and unallocable payroll represents 0.9%. Further details, with executive costs treated as a separate item, are found in the accompanying table.

PERCENTAGE OF 1937 OPERATING EXPENSE
Represented by Various Items on Different Classes of Stations

<table>
<thead>
<tr>
<th>CLEAR CHANNEL</th>
<th>HIGH POWERED REGIONAL</th>
<th>LOCAL</th>
<th>ALL OPERATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 kw. &amp; over</td>
<td>25 kw. &amp; over</td>
<td>100 kw. &amp; over</td>
<td>150 kw. &amp; over</td>
</tr>
<tr>
<td>Executives</td>
<td>Technical</td>
<td>Commercial</td>
<td>General &amp; Misc.</td>
</tr>
<tr>
<td>11.1%</td>
<td>11.7%</td>
<td>11.3%</td>
<td>11.0%</td>
</tr>
<tr>
<td>10.0%</td>
<td>10.6%</td>
<td>10.2%</td>
<td>9.9%</td>
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<td>0.7%</td>
<td>0.3%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

*Only for stations with annual sales of $25,000 or more.

PERCENTAGE OF WEEKLY PAYROLL
By Functional Divisions
(Week beginning March 6, 1938)

<table>
<thead>
<tr>
<th>Clear Channel</th>
<th>Exe-</th>
<th>Tech-</th>
<th>Com-</th>
<th>Gen. &amp;</th>
<th>Misc.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 kw. &amp; over</td>
<td>11.6%</td>
<td>11.2%</td>
<td>11.8%</td>
<td>11.4%</td>
<td>11.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>25 kw. &amp; over</td>
<td>11.6%</td>
<td>11.2%</td>
<td>11.8%</td>
<td>11.4%</td>
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<td>11.8%</td>
<td>11.4%</td>
<td>11.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

*This includes administrative, technical, program, sales, and publicity executives and should be regarded in this light.

Trial Sponsorship

IT WAS erroneously stated in the Nov. 1 issue of BROADCASTING that Hyde Park Brewing Co., St. Louis, and Coobre, Optimist, Fort Worth, were sponsoring Famous Jury Trials, dramatic series programs on 49 stations throughout the country, 10-10:30 p.m. The two companies are sponsoring the program locally, though Hyde Park is represented in St. Louis by KWK, and Coobre, Optimist, Fort Worth, by KFJZ. Program is carried in 10 other stations, other stations, where it is available for sponsorship by other local or regional advertisers.

THE FCC on Nov. 1 authorized Ernest E. L. Specon, owner of the third owner of KYOE, Santa Ana, Cal., to acquire complete control of the station by purchasing the remaining stock from the estate of the late J. S. Edwards.

Wrigley Featuring Search for Actors

Hollywood Series to Replace Present Program on CBS

DETAILS of the forthcoming RKO-Wrigley shows [BROADCASTING, Nov. 1] were released Nov. 8 by H. Leslie Atlas, CBS-Chicago vice-president. Titled Gateways to Hollywood, the series will start Jan. 1, 1939, on 75 CBS stations, Sun., 6:30-7 p.m., replacing the Laugh Liner series which is expected to continue until that time.

Featuring Jesse L. Lasky as master of ceremonies, the Gateways to Hollywood will be designed as a nation-wide contest to choose a young man and young woman who will be starred in an RKO feature movie. Stage names of "Gale Storms" and "Richard Belmont" have been chosen for the winners and on Dec. 1 RKO talent scouts will begin a series of elimination contests in various cities throughout the country.

Feature Stars to Appear

From these elimination contests a boy and girl will be selected to go to Hollywood, where they will be trained in the RKO feature movie. Stage names of "Gale Storms" and "Richard Belmont" have been chosen for the winners and on Dec. 1 RKO talent scouts will begin a series of elimination contests in various cities throughout the country. The two companies

For the week beginning March 6, 1938, in roughly comparable divisions, the proportion of the average station's personnel expense represented by each division is as follows: technical, 18.5%; program, 46.8%; commercial, 13.2% and general administrative, 20.4%. Miscellaneous and unallocable payroll represents 0.9%. Further details, with executive costs treated as a separate item, are found in the accompanying table.
By selling all three, WKY steps up sales in Oklahoma.

WKY takes these three essential sales steps in one stride in Oklahoma. WKY's power to step up sales... to move merchandise from warehouses across counters to consumers... is forcefully recognized by Oklahoma jobbers and retailers. They know first hand that most of their customers listen to WKY most of the time... that WKY is the only station that gives them the solid selling support they need and want in their own markets and in their own neighborhoods. Take advantage of WKY's ability to influence all three. Step up your sales by giving Oklahoma's first station FIRST PLACE in your Oklahoma selling efforts.

WKY • OKLAHOMA CITY

REPRESENTATIVE—THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY
Program Standards Studied by FCC
(Continued from Page 15)
of broad standards which could be used as a measuring stick. Even without a law, it probably would be willing to waive any protest on the grounds of censorship, if the standards evolved were labeled purely as examples of the type of program material upon which the authorities look askance. It was revealed that the old Federal Radio Commission, in the form of press releases, served notice that it did not look favor upon programs involving lotteries and even upon hard liquor advertising.

As an outgrowth of the War of the Worlds incident—particular attention has been focused not only on use of the terms "flash" and "bulletin" in simulated news broadcasts in foreign languages, but also in commercial copy. There probably would be no complaint from the industry if the Commission suggested that all such news terminology be reserved strictly for actual spot news broadcasts.

News and Drama

Chairman McNinch's original announcement stated that he had invited the NBC, CBS and MBS executives for the informal conference stressed this news-broadcast situation. While the announcement was general in citing an informal discussion of subjects pertaining to programs, emphasis was placed upon the "frequency, and, at times misleading, use of the newspaper term 'Flash' in radio programs of various types," Mr. McNinch added:

"I have heard the opinion often expressed within the industry as well as outside, that the practice of using 'Flash' as well as 'Bulletin' is overworked and results in misleading the public. It is hoped and believed that a discussion of this subject may lead to a clearer differentiation between bona fide news material of first rank importance and that which is of only ordinary importance or which finds place in dramatics or advertising."

It was added that after discussion of the matter with the three national networks, he would have further conferences with others in the industry along the same general line. This was accepted as a clear indication that he proposed to pursue the general thought of program standards.

Citation by the FCC late last month (Broadcasting, Nov. 1) of WBNX and WHOM, in New York, for alleged programming transgressions, likewise added fuel to the flames. No formal statement was forthcoming from WBNX, and the FCC did not issue any announcement elaborating on its citation of that station for hearing. The complaint, it was learned, alleged among other things, that a white slave situation had been depicted in one commercial broadcast, that Fascist propaganda had been broadcast, along with other charges.

WHOM, however, issued a denial of pro-Fascist broadcasts, coincident with the issuance of a press release Oct. 31 by the FCC that a complaint had been registered concerning an alleged anti-Semitic, un-American broadcast. The program, said to have been broadcast on Sept. 18, was sponsored by an organization designated as "Il Gride Stella Sturpe." Joseph Lang, part owner and manager of WHOM, denied the general charges, declaring that it was not logical to assume that WHOM, in view of its large listening audience of Jews, would countenance anti-Semitic propaganda. He said he believes that he has always cooperated with all Jewish groups in every way possible. He said it was true that on certain programs, Italian speaker "made statements in violation of principles." The employee responsible for the supervision of the script had been suspended pending an investigation, he added, and immediately after a complaint had been received, the particular program was cancelled. This occurred before any notification of protest was received from the FCC, he added.

Neville Miller, NAB president, followed Chairman McNinch's announcement Nov. 5 of the informal conference with the networks, issued a statement welcoming any discussion that would shed "further light on the intricate problem of radio programming." Pointing out that these are problems that involve not only the networks, but every station, he revealed he had already discussed the matter with leaders of the industry, including the three network executives, earlier in the week. "It is a problem the industry is well aware of, and one the industry is perfectly willing and capable of solving itself," he said.

ADVERTISING STAFF
ENLARGED BY FTC

Two new members have been added to the Federal Trade Commission's legal staff to aid in the FTC's intensified scrutiny of advertising matter through its new Radio & Periodical Division (Broadcasting, Nov. 1). The legal staff of the Division now numbers 25, the total personnel over 50. The two attorneys, new to the FTC, are Paul H. Miller, of Ohio, and Franklin F. Johnson, of California.

Although it is believed that the FTC may name an assistant director of the Division, no appointment has been made yet, and the work of the Division is continuing much as it did under the special board, which the new division replaced. Under the new setup, PGad B. Morehouse is director of the Division, whose members also include E. J. Adams, chairman of the old special board, and W. F. Davidson, former vice-chairman.

Since formation of the Radio & Periodical Division to replace the special board seems to indicate the FTC is seeking to broaden its activities in reviewing advertising continuities and copy, it is thought likely the Commission will supply further personnel additions as work of the Division increases.

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BROADCASTING • Broadcast Advertising
Bringing a new concept of quality, performance, control and universality...

A NEW MICROPHONE
BY
Western Electric
World Broadcasting System maintains complete modern studios and recording facilities in New York, Chicago and Hollywood. From the beginning, World has produced transcriptions for advertisers who desired World quality recordings but who planned their own campaigns, bought time direct and took advantage of World exclusive facilities for the making of Vertical-Cut, Wide-Range transcriptions. This service remains available as before to regional and national advertisers.

World was first to inaugurate a transc now totaling 2,500 separate musical per month. These widely varied music of the most popular station-built con in building local sustaining shows. Tor est quality recordings, subscribe to W and more loyal audiences with the m Wide-Range transcriptions.
The new World Transcription System rounds out World’s services. WTS adds network simplicity of operation to transcription flexibility. Think of WTS as a transcription system, with every service of a network . . . exclusive outlet stations in major markets, program building, market analysis and station relations departments—offering every facility of a network, plus complete flexibility as to markets and time of broadcast. In addition, a uniform merchandising service is available through this new system.
They're Off!

RADIO is about to mark another step in its mile-a-minute development. The Chain-Monopoly inquiry is under way before a four-member FCC committee. Many a radio man, with blood in his eye, has hove onto the Washington scene to see justice done from his peculiar point of view.

In this tense moment, it behooves everyone in radio to sit back and do a little serious cogitating before rushing into the affray. Ben Franklin once said, "We must indeed all hang together or most assuredly we shall hang separately." While not a precise analogy, it supplies a basis for serious thought.

Radio is not unlike most other industries. There are groups within groups which are competitive. Networks, as often said, are no stronger than their affiliates, and it is almost true in reverse. But there are enough common enemies of both who will show up at the present hearings to occupy the attention of the industry without weakening the industry's case with internal conflict.

We have stated repeatedly in these columns that an investigation long has been inevitable—if not by the FCC then by Congress. Now it appears that both will happen. The antifactions have been working too long and too hard to avert them.

Without knowing, of course, what the FCC finally will propose, it appears that the Commission is, or at least should be, in a far better position than Congress to do a worthwhile job. It has (or, again, at least should have) the knowledge, time and experience to evolve regulations and possible legislative recommendations for Congress to plug up weaknesses in existing practices and methods. It has the duty of developing regulatory procedures that will inure to the public good through Radio by the American Plan. Its job is help the industry, not to tear down, smear or mucrate.

We favor the FCC inquiry rather than a Congressional investigation, at this stage in any event. Congressional committees usually are superficial. Members are preoccupied with other things, particularly in these tense times. Legislation growing out of a Congressional investigation, jammed between other functions, might prove haphazard and dangerous.

As the hearings get under way before the FCC, it appears they may consume some three months. The FCC committee has in mind a five-reaching study; namely, headline hunting and sensationalism. The inquiry will prove either a fiasco or a success, depending again upon one's viewpoint. But the broadcasting industry, and its component elements, should guard against contributing in any way to its failure by dynamiting its own ranks. We still know of no better way of saying it than to call for a united front.

Well, Wells, Welles

ENOUGH printer's ink to float the fleet was spilled by the newspaper industry in its spree on the CBS War of the Worlds incident, but most of it was wasted.

Strictly from the news standpoint, the story just didn't warrant screaming hell-in-a-half headlines. After calmer reflection, it is now apparent that most of the hysteria allegedly promoted by the "Martian invasion" was actually headline-bred.

First, the story "broke" on a dull Sunday night in the newspaper shops. From the feature standpoint, it was a natural, and there was plenty of "clear time" on the press association wires. Bureau after bureau of the news associations sent "follows" to the original story. And, while perhaps not guilty of fabrication per se, it is now manifest that many of the reporters took liberties, as reporters will in writing feature stuff.

But in addition to that, it gave newspaper publishers a chance to give radio another swift kick. Even though many publishers now accept radio as a contemporary advertising medium, they almost unanimously resent it as a new competitor. So the swifter the kick, the better, from their point of view.

In our own proings, we have unearthed several interesting sidelights. The FCC has received hundreds of letters on the broadcast. But don't get the wrong idea (as newspaper readers must) that they were all unfavorable. On the contrary, it is understood that substantially half of them praised the broadcast. And then the telephone and telegraph companies reported only a slight increase in traffic volume in the New Jersey area in which the "invasion" supposedly took place.

Admitting that some real alarm resulted directly from the broadcast, which was unfortunate in that it used actual instead of fictitious locales, we see in it the whole episode—as did many editorialists and commentators—as strong an argument as yet has been advanced in favor of Radio by the American Plan.

If a fictitious dramatization, so announced repeatedly and itself as fantastic as an interplanetary invasion, could throw some American citizens into a frenzy, what would happen if radio were ruled by a Government dictatorship? In the authoritarian nations only propaganda of the Government can go on the air. Small wonder then that their people are led about with rings in their noses.

Obviously newspaper terminology, like "flash" and "bulletin", should be used only in connection with actual news broadcasts. The Commission can and will suggest, but it can't order it, because it lacks the power. And it goes without saying that the industry will cooperate by voluntarily barring simulated news broadcasts or that type of parlance in dramatic scripts, commercial credits or in all save actual news broadcasts.

And, thanks to Messrs. Wells and Welles, that is another contribution to better radio.

The FCC Purge

STRANGE things, well advertised in advance by devious means, are happening at the FCC. And even stranger stories about things slated to occur are going the rounds.

Chairman McNinch, for the third time in his one-year tenure, has wielded the ax, and three more heads have fallen. A majority of the Commission—and a very slim one—voted with him. To all the resultant condition strife is to put it mildly.

Chairman McNinch was sent to the Commission by the President in an effort to bring order out of chaos. Few who know the situation will disagree that changes were—and are—needed.

Because he has worked with a slim majority, Mr. McNinch apparently has been forced to effect changes piecemeal. It is quite certain that all infections haven't yet been rooted out. And it may be that mistakes have been made in the McNinch pruning process. We dislike to indulge in personalities, but we feel, based on our own observations, that in one and possibly two of the most recent "purges" the Commission majority simply clipped the weeds and left the roots.

The new procedure pertaining to hearings, though complicated, may work out provided members of the Commission will work at it. With no exceptions, its record is none too good in that respect.

The FCC actions, purge and all, may sound like real explosions now. It is our guess that they are little more than pop-gu arrays compared to the Big Berthas that will boom when the new Congress, less New Dealish than its predecessor, gets under way in January.
HOWARD DEAN FITZER

A PROPHET may not be without honor save in his home town, but Howard Dean Fitzer, manager of WDAF, Kansas City, is living disproof of the old saying. He was born and bred in the Missouri metropolis. He loves it, he achieved his success there and he wants to spend the rest of his days there. He is devoted to his job, too, and the Kansas City Star and WDAF are two of his most prized subjects of conversation.

Dean Fitzer, as he prefers to be called (he usually signs himself simply as H. Dean), turned 40 just recently and rounded out 13 years as manager of WDAF. He doubles in brass, also serving as radio editor of the Star.

It's a far cry from playing a slide trombone in Sousa's Band to managing a major broadcasting station, but that in brief sketches the career of Howard Dean Fitzer. He was born in Kansas City July 22, 1898, went to public and high school there and matriculated at the University of Kansas. His college activities included band, glee club and orchestra.

He was in college when the war broke out, and enlisted in the Navy. Being a trombonist, he was assigned to the Sousa Band at the Great Lakes Naval Training School, later joining the Dinee, then mother ship to a fleet of destroyers operating out of Queenstown, Ireland.

There was nothing particularly strenuous about his wartime activities, he relates, unless it was the nocturnal shore leaves the bandmen enjoyed when commissioned to follow the ship's officers. He remembers that Irish bartenders especially enjoyed "Lasses Trombone." After Queenstown, the Dinee went to the Azores as flagship.

The war ended, Dean Fitzer went home to become a cub reporter on The Star and was assigned to the usual routine of obituaries, club news, etc. In 1925 he was appointed manager of WDAF and radio editor of The Star, succeeding Leo Fitzpatrick, now of WJR, Detroit.

Rockefeller Radio Fund

WDAF was only on the air those days for three minutes show a week, the three night shows and the ubiquitous Nightshaiks. It had no sponsors and no network affiliation.

"My first memories," relates Dean, "are of song pluggers, bad voices and civic choral groups. I announced in those days, and sang, in a harmony team known as Jack & Jill. That's what management amounted to. I recall announcing WDAF's first commercial, Betty Crocker, on Sept. 21, 1925."

WDAF's manager is now one of the chief factotums in The Star organization. He confesses to a weakness for following the news, and still haunts the city desk when a big story breaks. His hobby is radio and his firm conviction is that radio and the press can work together for their mutual benefit.

Dean Fitzer was married in 1920 to Juanita Collins, a Kansas City pianist. They have two children, Shirley Deane, 15, and Donna Lee, 7.

Rockefeller Radio Fund

Was $200,000 for Year

AGAINST a total of about $40,000 allocated for that purpose in 1936, the Rockefeller Foundation contributed approximately $200,000 for research into the cultural side of radio during the last year, according to its 1937 annual report. The beneficiaries were University Broadcasting Council, Chicago, $75,000 for developing educational and cultural programs; Princeton University School of International Affairs, $65,000 for a study of the value of radio to listeners; National Music League, New York, $15,000 for a study of radio's public service in the field of music; Pan American Union, Washington, $12,750 for a study of Latin American broadcasts; World-Wide Broadcasting Foundation, Boston, operating shortwave station WIXAL, $25,000, to develop radio programs of educational and cultural value.

EDWARD R. MURROW, CBS European representative in the States on a vacation following the Czech crisis, spoke before 1,000 members of the Chicago Council of Foreign Relations Nov. 10 he spoke before the National Press Club in Washington.

JOHN J. KARO, CBS director of market research, addressed the Columbus (O.) Advertising Club Nov. 11 and will speak before the Cincinnati Marketing Association early this week. Research in radio advertising will be his topic on both occasions.

JAMES D. SHOUSE, vice-president of Crosley Radio Corp., in charge of broadcasting, was awarded the coveted medal by Boss Johnston, of the National Muzzle Loading Rifle Assn., for his victory in the recent WLW Artists Match. He defeated Joseph educational director, and George C. Biggar, rural program supervisor.

GEORGE BOLAS, of the NBC-Chicago sales promotion staff, married Nov. 10.

GEORGE LASKER, formerly commercial manager of WPFN, Philadelphia, on Nov. 5, joined the sales staff of WEVD, New York.

MARK B. LOEB, production director of WIP, Philadelphia, has resigned to join the program department of CBS in New York. Edward Wallis, who recently resigned as assistant production head, has been named to Loeb's position. Wallis, when Loeb had resigned, was production head, with Howard Brown, staff announcer, promoted to the position of assistant production head.

JACK SHACKLET of the sales promotion staff of KLRA, Little Rock, has resigned to take an executive position with the new WJHL, Johnson City, Tenn. Frank Keegan has been transferred from Little Rock to sales promotion department. Lawrence Gilboe, chief announcer of WFOR, Hattiesburg, Miss., joined the announcing staff of KLRA Nov. 13.

TOMMY PLASTER formerly with the announcing staff of KGHi, Little Rock, has resigned to join KTAT, Fort Worth, Milton Tweedle, formerly of the sales department of KGHi, has taken over a new position with KPDM, Dallas, Tex.

JOHN FRANKLIN, in radio in Trenton and Philadelphia for the last three years, has joined WIP, Philadelphia, as director.

LESTER LINKS has joined A. & S. Lyons Inc., Beverly Hills, Calif., talent buyer for the radio division. He was formerly associated with Rockwell-O'Keeffe, that city.

JAMES H. BARNES, formerly of WJLE and WSSA, Cincinnati, and more recently of WHIO, Dayton, has joined the announcing staff of WBCO, Chicago.

ETER GRANT chief announcer of WJR, Detroit, has resigned. He will become associated with Radio-Kingdom before the Cincinnati Cooperative Club on "The Development of News in Radio.""

JOHN C. SPEARS, former free lance radio columnist, of Indianapolis, has joined WJLE, Cincinnati, to handle program promotion. The Bosses of the machine, Jamboree and other stage and radio shows built by WJLE.

HAL FIMBERG has taken over duties of program promotion on the CBS Jack Haley Show sponsored by Continental Baking Co. He succeeds Harry Coon, discharged from the Hollywood writers contributing to the programs are Oscar Bradley, Jerome Jerome and Richard Byron.

TOM HANLON, CBS Hollywood announcer, has directed in the motion picture "The Duke of West Point," to be produced by Edward Small Productions.

GENE BAUGH, cellist, George Orum, violinist, and Marius Thor, violist, and several musicians for Fort Worth, are members of the Dallas Symphony Orchestra under the direction of Jacques Singer.

MAURY FARRELL, formerly of WQAM, Miami, has joined the announcing staff of WAPI, Birmingham.

LIONEL BAXTER, chief announcer of WAPI, Birmingham, married Miss Frances Rice, sister of William Rice, WAPI secretary and receptionist.

MRS. DOROTHY FRANKLIN recently joined the continuity department of WAPI.

BOB HANSON, formerly of WHKC-WCLC, Cleveland, WACR, Austin, and WRU, Fort Worth, has joined the staff of Texas State Network as sports commentator.

LORETTA METTHEISEN recently was promoted to assistant manager of KGVO, Missoula, Mont. and Harry Miller named head accountant.

BESSIE FEAGIN, formerly assistant to Julian Street Jr., in charge of magazine publicity for NBC in New York, has joined the staff of The Student's Digest, magazine printing the most important broadcasts of the month, which will begin publication in January, 1939.

SETH BROKENSHIRE, staff writer of 20th Century Productions, Hollywood, is in early December leave for Latin American countries on a combined business and pleasure trip.

PATRICIA FAIR, formerly of Elbow J. Roussell, Los Angeles, exploitation staff, has joined KMTR, Hollywood, as publicity director.

MILDRED RICHARDS, former director of NBC Chicago sales promotion department for the last three years, has been named secretary and assistant to Kendal, director of the NBC Artists' Service to replace Malene Cooper, retiring from business.

WALTER B. DAVISON has been appointed sales supervisor of Hollywood Radio City guide tours. He was formerly NBC New York assistant superintendent of tours.

HARRY RURKE, program manager of WOW, Omaha, recently announced his marriage last July to Laurine Jacobsen.

WILLIAM S. RAINES, head of NBC's production department in New York, is recovering from an appendectomy.

FRED WOODING has resigned as acting publicity director of CBS, and his successor has been named as yet, A. E. Weir remaining supervisor of public relations and commercial office of CBC with offices at Toronto. Mr. Wooding has not announced plans.

DAVID N. SIMMONS, assistant program director of WQAM, Memphis, has been named publicity director of the station.

AUSTIN CROM-JOHNSON, in charge of NBC's network program featuring popular music, on Oct. 17 married Louise Lee Wooding, on the Fred Waring and other programs, in Birmingham, home town of the bride.

STEAKS and sauces a la Zuyder Zee are the domestic forte of Trygve Reuterdahl, chief announcer of WCCO, Minneapolis, who is now in Knoxville, where he regales guests at the Terweb board with foods prepared as per recipes of his native Holland. Here he is, smiling in anticipation, ready to exercise the Dutch technique on a thick steak.

FRANCES ZOLOTH, for four years a member of the KJH, Los Angeles, publicity department, has succeeded Bertha H. Butterworth as director of Don Lee Broadcasting System. Robert F. Pallen succeeds her as assistant publicity manager for the system as well as news editor of the network.

BOB PINKERTON recently resigned as production manager of KWWL, Lansing, and has joined the announcing staff of WFLD, Chicago, as announcer.

GEORGE TAYLOR, account executive of Rufus Rhoades & Co., San Francisco, is conducting a participation program on KAY five days a week titled Siesta Hour.

HAROLD YOKELA, formerly with WNAX, Yankton, S. Dak., and KSD, Kansas City, has joined the announcing staff of WWL, New Orleans.

LEWIS LANE, director of music review as X, in New York, will have two of his compositions performed by Lolita Cabrera and Arthur democratically for the piano recital at New York's Town Hall on Nov. 23.

RUSSELL NORDSTROM of NBC's New York publicity department has married Evelyn Siers of Flushing, N. Y.

FLORENCE MARKS has resigned from NBC's press department in New York to freelaue.

JAMES THOMAS, formerly of KNSO, St. Paul, Minn., and WNWO, Lima, Ohio, has joined the announcing staff of WWL, New Orleans.

DON COPELAND, formerly of WBFA, Tuscaloosa, Ala., and Chatham, Ont., as special events and newscaster.

CHARLES H. ALLEN, booking office formerly specializing in vaudeville talent, is planning to add a radio department in the near future. Firmly established in a small but competent office is

LOUIS TAPPE, continuity chief of WINS, New York, is presenting a new program, "The Critical Critic," which covers New York theatre openings, motion pictures and television, with a guest star as an added feature.

CHARLES FOLL, who recently resigned from KFRC, San Francisco, has joined assistant manager of KWWL, Longview, Wash. Bob Pinkerton recently resigned as production manager of KWWL.

Bill Beal Named Winner of Announcing Contest

BILL BEAL, member of the continuity and announcing staff of KDKA, Pittsburgh, was presented a gold medal and $100 in cash as winner of the General Electric Memorial Announcing Award Nov. 2 during a special KDKA broadcast. Walter F. Sullivan was named assistant manager of WWV, Pittsburgh, and Dave Garroway, of KDKE, received honorable mention. Presentations were made during the broadcast by L. W. Chubb, director of the research laboratories of Westinghouse B. & M. Co., of Chicago, a close associate of the late H. D. Davis, known as the "father of radio broadcasting in the United States."

Mrs. Davis originated the annual awards six years ago in memory of her late husband, H. D. Davis, KDKA announcer and general manager. The awards are for "original and inspiring" work on radio stations in the United States.

"A hauntingly beautiful" was the sidelight given by the judges in describing the contest winning broadcast for which Beal was honored. A favorite of the judges was the opening line, "It's a beautiful day to be alive."

Mrs. Davis, Des Moines, who has participated in the annual awards for the past eight years, told of the "wonder and thrill" she and her late husband felt over the success of the annual contest. That contest was established to "honor and inspire" the "300,000 announcers in America who have brought joy to millions of listeners."

Merle Jones Announces KMOX Personnel Shifts

FOLLOWING the resignation of James W. Rice, general manager, who has joined the Chappel Agency in St. Louis as vice-president, Lloyd Smith, formerly of WEYV, St. Louis, has been named general manager, Merle S. Jones, general manager of KMOX, St. Louis, has been named as public relations director and Charles Cunningham, former manager of KMPX, St. Louis, has been named as operations manager.

Arthur J. Casey, former production manager, has been made director of public relations. He will continue to produce The Land We Live In, St. Louis historical series sponsored by Union Electric Co. of Missouri, but will devote all his time to public relations upon the completion of that series.

Robert Tincher Assumes WNAX Managers Post

WITH THE acquisition Oct. 24 of WNAX, Yankton, S. D., by the South Dakota Broadcasting Corp., W. R. "Bill" Bledsoe, former manager of WNAX, has joined the business office of the Iowa Broadcasting Co., became resident manager of WNAX, according to an announcement Nov. 8 by Luther L. Hill, executive of the company. Matthews, former commercial manager of WNAX, continues in that capacity. Mr. Hill said, with the remainder of the personnel under Arthur Burnham, formerly of KRNT, Des Moines, became program director.

McNinch to Speak

FCC CHAIRMAN Frank R. McNinch has agreed to address the initial first district meeting of the NAB at the Greenbrier, White Sulphur Springs, W. Va., Nov. 19-20, according to John A. Kennedy, president of the West Virginia Network and NAB director for the district. Neville Miller, NAB official, will attend. Opening ceremonies for all stations in the district are expected. The district embraces Maryland, the District of Columbia, West Virginia, and part of North Carolina. The McNinch and Miller talks will be broadcast by CBS Nov. 19, 9-9:30 p.m. (EST) said.
Meet the WSM Dictator!

YOU may consider him a trifle young to merit attention, but WSM thinks differently. This youngster, to us, is to-morrow's radio audience. One day he (and millions like him) will be the one who listens or refuses to listen, who buys or buys not, as he chooses.

We plan to be in the broadcasting business when this day comes. So we build to this end by doing our darndest to give the parents of to-morrow’s audience the kind of broadcasting service they like to-day.

This is why we maintain one of the largest and most varied talent staffs in America—Why we check each script to see that it is in good taste and the public interest—Why we examine every product to satisfy ourselves that it will give our audience full value—Why we reject many contracts and much revenue rather than expose our audience to the slightest hint of impropriety.

The only way we know to be sure of an audience to-morrow is by keeping faith with the audience we have to-day.

This is not idle altruism. We can prove to your satisfaction that this WSM policy pays advertising dividends.
GETTING DOWN TO RADIO CASES

Central States Employees Dissect Organization
—And Offer Some Valuable Suggestions

TO STUDY and discuss concrete case histories and problems connected with the operation of the Central States Broadcasting System, more than 75 members of the staff of KIOI and KFOR met in Omaha May 14 and 15 for a four-hour clinic in later experiences of the brain child of Don Searle, CSBS general manager, and Frank Pellegrin, sales manager.

With offices and studios located in Omaha and Lincoln, and complete coverage of the State of Nebraska, Searle and Pellegrin decided to get the two groups together for a conference. The CSBS Clinic developed out of that idea. Staff members in every department were notified weekly in advance, and department group leaders appointed.

Announcers, engineers, salesmen, continuity writers and producers, were told they would have a chance to give constructive criticisms of their department or any other department of the organization that they felt would be given the opportunity to tell why they thought was good and what was bad about the selves or about their fellow workers.

When Don Searle called the clinic to order at 2 p.m. Oct. 23, every KFAB, KIOI and KFOR staff member not needed to keep the three stations on the air was in attendance.

Guest Experts

In his opening remarks, Mr. Searle, who was conducting the experiment, introduced the clinic idea; an introduction of "guest experts": Gene Katz and Lowell Jackson of The Katz Agency (CSBS national representatives); Don Davis, manager of WHB, Kansas City; Craig Lawrence, commercial manager of CBS-FM, Los Angeles, and Hollister, manager of KANS, Wichita.

The group split into departmental meetings, as follows: Sales, clinic; Frank Pellegrin, sales manager; chairman; Dr. W. E. Bobbitt, director; three guest experts; Earl Williams, chairman; program and traffic specialist, Jim Douglass, program director, chairman; news, Bruce Wallace, chairman; general office, Paul Dodd, chairman.

EXCHANGING views at dinner during the recent Central States Broadcasting System's annual 50th birthday party was a clinic, held in the Omaha offices of CSBS, are (1 to r) Don Davis, Crawford, Kansas; Frank Pellegrin, sales manager; and Gene Katz, The Katz Agency, New York, and Craig Lawrence, commercial manager, KRTN, Des Moines, Clinic "guest experts".

Each group held a general discussion of subjects important to that group and then suggestions for the general betterment of other departments were given. A secretary was appointed for each department, and complete notes kept on everything discussed.

For example, the Sales Clinic, which developed a general statement of sales aims and then each salesperson was given five minutes to offer suggestions for the betterment of his department—discuss sales problems and have his say about how other Colleges and how he could cooperate for a better, smoother-running system. Guest experts took part in the discussions and offered ideas; these were kept on paper brought out.

At a general meeting the chairmen presented a report. For example, the sales clinic report cited specific sales problems, made recommendations for better cooperation between the sales and program departments; "aired" special sales prizes and formalized new sales policies along certain lines. Gene Katz, Lowell Jackson, Herb Hollister, Don Davis and Craig Lawrence offered suggestions. A banquet wound up the clinic. Mr. Searle presided and introduced Frank Trow, president of the board of directors of the Central States Broadcasting System.

Complete written reports from each departmental clinic chairman will contain full details of every subject discussed. Another follow up will be a meeting of departmental chairman to develop ideas.

Grid Forecasts on 8

HARRY MARTIN ENTERPRISES, Chicago, announces the sale of two 15-minute programs weekly over CHICAGO radio stations, to be offered by Jimmie Evans on KIRO KRCL KFAM WCFL WLAC WAPI WDCN WMBH. During the six weeks March 15 to April 19, 1938, 85.6% correct, according to Mr. Martin. Sponsors of the programs are Armour & Co., Kellogg, Weyerhaeuser Lumber Co., KRLC, St. Cloud Brewing Co., KFAM, Erving, O'Connell, General Electric Supply Corp., WLAC, Crosley Radio, WAPI; Pure Oil Co., Shell Oil Co., General Wood, Smith, Distributors, WMBH. Football schedules and forecast sheets are distributed as a merchandising tie-in.

Nutrena to Use 10 NUTRENA MILLS, Kansas City, Kan. (live stock and poultry feeds), Feb. 15, 1938, will begin a three-minute quarter-hour program titled Trail Blazers on 10 stations west of the Mississippi. Simonds & Simonds, Chicago, is agent.

Booth Places Series

BOOTH FISHERIES Corp., Chicago, announces that its frozen foods division has started an extensive campaign of spot announcements on an unannounced number of stations for the period of one to three months, to emphasize the Booth Presby Co., Chicago agency, recently received the account.

Six Blue Spoons Obtain Discounts

FOLLOWING the lead of Adam Hat Stores, New York, which added 400 stations to its NBC-Blue network fight broadcasts [broadcast, Nov. 1], five other sponsors have increased their coverage on the Blue and thereby gained the discounts now offered to advertisers who use supplementary or auxiliary Blue groups in addition to the basic Blue. Sherwin-Williams Co., Cleveland (paints), it has added another 20 stations, and thereby carrying its Sunday afternoon Metropolitan Opera Auditions of the World broadcast to the Blue Mountain Group and KTMS and KFSD the Blue Pacific Group, giving this advertiser a 10% discount for both of these groups and the Blue basic as well.

Mills Laboratories, Elkhard, Ind. (Alka-Seltzer), has added the Blue Mountain and the Blue Southwestern groups to its National News Service Saturday broadcasts, thereby gaining a 10% discount on the Blue basic and these two supplementary groups, will be carried by WJW, New York, and Warner Co., New York (Sloan's Liniment), has added KTKO to fill the remaining stations in the Blue group and earn a 5% discount for its Criminal Case History Friday evening series.

Personnel Changes

J. B. Williams Co., Glens Falls, N. Y., has increased its station list for True or False Monday evening series, by two stations to 44, to cover the Blue Mountain and Pacific groups and bring a 10% discount. Canada Dry Ginger Ale, New York, which begins sponsorship of Information Please on Nov. 15, has added the Southern Group to bring its total up to 40 stations and to get a 5% discount. This discount schedule, which NBC announced last week, is effective immediately and can be used by the Blue network by advertisers, went into effect Nov. 1.

One vice president in charge of sales at NBC, has transferred Reynold R. Kraft and has added the circuit of the Blue Pacific network sales staff to specialize in selling the Blue, working under the direction of Alvin Evenson, recently named Blue sales manager.

Chicago Baseball

GENERAL MILLS, Minneapolis (Wheaties), and Socony-Vacuum Oil Co., New York, will co-sponsor the 1939 and 1940 home games of the Chicago Cubs and White Sox on-board. Sponsors on alternating days by Wheaties and Mobilgas, the games will be aired by Pat Flanagan and Charlie Grimm, former Cubs manager, who will sign a three-year contract as a baseball announcer on WBBM. During the 1938 season WBBM broadcast 197 major league games including all the games played in Chicago, 43 out-of-town games reported by wire and five pre-season contests. Knox-Envee, Minnesota Metal Foods, General Electric, Mills and J. Sterling Getchell, Chicago, handles the Socony-Vacuum account.

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And NBC Offers An Ever Greater Service to America

With each passing year, NBC adds new services to make radio of greater value to the public. Our growth is measured in terms of increased achievement in bringing educational, political, and cultural features before all listeners. Both sides on every political issue find opportunity to present their views. Great plays... great music... spectacular special events programs... are now almost daily fare for the millions who listen regularly to the National Broadcasting Company. Consummate artists such as Arturo Toscanini lend the touch of genius to NBC Sustaining Programs. And, NBC, on its 12th Anniversary, more than ever looks to the future for wider opportunities to offer even greater service.
News Survey Near End

STUDY of news broadcasts and their effect on the opinions and habits of their hearers, being made by James Rorty and Mrs. Rorty as a part of the Princeton University study into the effect of modern broadcasting on the life and customs of the American public, is nearing completion and should probably be ready for publication about the first of the year. Radio news services, local and national news broadcasters and commentators, dramatized news programs are all included in the study, which is even making a survey of the actual results of the recent Martian attack scare resulting from the use of news broadcasting techniques on a dramatic program.

CBY is the new call of the Canadian Broadcasting Corp.'s Toronto non-commercial station, which until Nov. 1 was known as CRCT. This completes the change from the CRCT call letters standing for Canadian Radio Commission to the new call letters signifying Canadian Broadcasting Corp.

Test of Power Over Sales Prices

(Continued from Page 8)

By popular vote

THE MOST POPULAR STATION
in CANADA'S WEALTHIEST MARKET!

CFRB, TORONTO, ONTARIO

YES SIR, MY WHOLE FAMILY AND I VOTED FOR CFRB!

Recently made public, the results of a straw vote conducted by a popular trade publication gives CFRB the popularity-edge over its nearest competitor by the astounding ratio of 3 to 1. Wholly voluntary replies to this poll which asked listeners to name their favorite radio station offer conclusive proof of CFRB's popular coverage!

Distribution of the buying power of Canadian Industry, based upon the purchases of commodities and materials used in manufacturing, shows Ontario to have nearly 50% of the national total. When industrial purchases are added to consumer buying power, Ontario becomes a 2 1/4 billion-dollar market. CFRB, located in Toronto, Ontario, in the center of a listening area of 54 cities and towns, is the KEY to this potential market.

For over twelve years CFRB has adhered to its inaugural policy of bringing the best features and entertainment to its listeners. Affiliated with the Columbia Broadcasting System, CFRB consistently brings world events and news to Canadian listeners, through this network.

CFRB's twelve years of unbiased service has built an audience goodwill that puts dollars in the pockets of shrewd advertisers. Get all the facts regarding CFRB's popular coverage before placing YOUR radio program in Canada's richest market!

CFRB TORONTO
THE KEY TO ONTARIO SALES!

Advertising Representatives in U. S. A.

JOSEPH HERSHEY McGILLYRA
New York • Chicago • San Francisco
Los Angeles • Atlanta

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BROADCASTING • Broadcast Advertising
instance the viewpoint appears to be that if the Commission approves a transfer involving a price more than the value of the tangible assets, it is in effect allowing a wave-length or license or some other interest to be sold. He contended this theory is fallacious because the new licensee must still come before the Commission for periodic renewals of his license, must expressly waive any claim in every application for renewal, and must accept a license which, on its face, says he has no right of ownership, just as does the statute itself.

If any theory is adopted, the Commission must be consistent in applying it, Comdr. Craven stated. "It is just as illegal to pay $25,000 more than the value of the assets as it is to pay $1,600,000 more. Every such case would have to be decided (so far as price is concerned) purely and simply on the basis of evidence as to the value of the property. Yet in recent months we have repeatedly approved transfers where the undisputed evidence showed that the price was substantially larger than the value of the property. The only distinction between this case and others is that a larger station and consequently, larger sums of money are involved.

Declaring he did not believe the "bare bones" policy could be justified legally or practically, Comdr. Craven said that it would lead to difficulties in administering the Act and places a "terrific obstacle" in the way of progress in advancement of the industry. An immediate problem would arise, he said, in reference to sales of stock in corporations that hold radio licenses. Stock in a number of these licenses, such as RCA and CBS, is freely traded on the large exchanges. It is impractical to say that a man who holds 10 shares of such stock may sell it at the market and then turn around and say that a man who wants to sell 51% of stock in the same corporation can only sell it at a price based on the value of the physical assets, he argued.

The Tax Angle
Moreover, he said there would be the problem involved in disposition of an estate if the Bureau of Internal Revenue says that the estate tax must be fixed on some ratio of price to earnings "and yet we do not permit the stock to pass at a price that is sufficient to meet the Federal tax."

Discussing other theories regarding transfers, Commissioner Craven said he would not venture to say what the ratio of sales price to earnings should be. Perhaps it should be ten to one or more or less, he declared. "However, I can readily see the danger of the Commission adhering to such a theory."

Serial Security
BECAUSE the Johnson Family, heard on MBS, is wholly dependent upon one person, its creator, Jimmy Scribner has been insured for $100,000. So effective is his personification of the 22 characters appearing in the sketches that listeners still send in fan mail addressed to the individual characters mimicked by Mr. Scribner.

AFTER an address on "The Economic and Social Aspects of Radio" by W. B. Ryan, NBC sales manager in San Francisco (left), President Don R. Harris (right) and his fellow members of the University of California chapter of Alpha Delta Sigma, scholastic advertising fraternity, recently broadcast a half-hour roundtable, ADS Examines Radio, on KRE, Berkeley, first program from the new KRE studios.

It runs the danger of tempting licensees to extract the highest possible profit out of a station to justify highest possible purchasing price. It will prove unjust to institutions which have operated their stations on a non-commercial basis, and who find it desirable to dispose of the stations."

Commissioner Craven concluded he had no definite pronouncement as to the proper theory "other than to state that it is my opinion that in all such cases involving transfer of licenses the fundamental factor to be considered is the interest of the public rather than the price paid by the purchaser."

"In the consideration of a price the Commission may properly take into account accumulated losses of the past due to causes such as pioneering expenses, development of a listening audience, and operation of the station on the basis of a high class program service under a heavy economic disadvantage," he said. "While it may be advisable for the Commission to take into consideration as a factor of public interest the ability of an assignee to operate a station successfully from a financial standpoint, the Commission should not be eager to insist on immediate profits. It should be recognized that in any long range development it is not unsound to operate a business at a loss in the early stages. Therefore the Commission should not be restrictive in such cases, but should consider the matter with foresightful liberalism on a sound business basis."

"While the Communications Act of 1934 clearly indicates that licensees have no ownership in frequencies and that no frequency can be sold, there is nothing in this Act which precludes the Commission's granting an application to transfer a station's license to another licensee when it is clearly shown that the operation of the station by the new licensee will be in the public interest and provided that in the transfer the frequency itself is not sold and provided the transactions are made by honest business men as a result of the application of sound business in accordance with the laws of economics."

MARLIN RAZORS, Bridgeport, Conn., on Nov. 9 began local sponsorship of the MBS cooperative show, Famous Jury Trials, on WICG, Bridgeport. Account is handled direct.

ANNOUNCING...5000 WATTS DAY
1000 WATTS NIGHT

The First
Western Electric
5 Kw "Doherty"
Transmitter

KTUL
TULSA

BROADCASTING • Broadcast Advertising

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Press Wireless Denied Foreign Relay License

DENIAL of the application of Press Wireless Inc. to establish radiotelephone service for relays of international broadcasts from abroad, in competition with RCA and A. T. & T., was announced Nov. 4 by the FCC. MRS, it was brought out, proposed to employ the facilities for interchange of programs, testing at the hearing that its interest in the proposal was based upon the possibility of a lower rate.

The Commission found that Press Wireless had failed to show a public need for the proposed telephone transmission either for regular press traffic or for additional program transmission service. The lower rates tentatively proposed, it added, were “without significant in the absence of a showing of applicant’s ability to render an adequate service.”

Griffin in South

GRIFFIN MFG. Co., Brooklyn, New York (All-Wire shoe cleaner), having concluded its summer CBS program “Potline to Shiner,” on Oct. 11, is planning to start its usual winter spot campaign in Nov. 4. Canada’s CBC, meanwhile, will conclude 36 announcements and time signals weekly to start Nov. 28 on WQAM, Miami, to run four months. On Nov. 2, the sponsor will add WDBO, Orlando, WJNO, West Palm Beach, WFLA, Clearwater, and WSUN, St. Petersburg, and, in February, WJAX, Jacksonville, to run 13 weeks. Bermingham, Castleman & Pierce, New York, is agency.

Once Is Enough

EMERY MELBORN, engineer at KWKL, Longview, Wash, has been a knockabout that pinning will not strike twice. He was recently given a knoced-off tower when a bolt struck the station’s antenna tower. KWKL was off the air for a few hours, but was otherwise unaffected.

ASCAP in Canada

Asks Rate Boost

Increase of 6 Cents Sought in Receiving Set Fees

BY JAMES MONTAGNES

AN INCREASE of six cents per month for licensed receiver is being sought by the Canadian Performing Rights Society, Canada’s ASCAP, on which to levy the 1939 fees from the broadcasting stations. The 1938 rates were eight cents per month for the receiver, which netted the Society $83,080 from the broadcasters. This year’s proposed program agreement is a license as of March 31, 1938, when 1,104,207 receivers were li- censed, according to government records.

This year the Society is endeavoring to collect $100,978 for the case of repertoire by radio broadcasting stations in Canada during the calendar year 1939. In addition to the $154,000 realized on the tax on licensed sets, an additional $56,390 is to be levied on commercial radio sets users at $10 per set.

Last year the Society also endeavored to collect 14 cents per receiver, but the copyright appeal board under the Department of State at Ottawa ruled that conditions in Canada had not changed from those in 1935 when a Royal Commission had set the rate at 8 cents per licensed receiver. The CPRS last year based their increase on an increase awarded the British society in England to 14 cents.

Broadcasters and other music users have till Nov. 30 to present their case before the appeal board. The Canadian Association of Broadcasters and the Canadian Broadcasting Corp. work in harmony on this appeal, although the CBC stations are not members of the CAB. The CAB representatives were in Ottawa the week of Nov. 7 to present their case.

Vermont Maid Syrup

PENICK & FORD, New York (Vermont Maid Syrup), through J. Walter Thompson Co., that city, on Nov. 1, started a 14-day thrice-weekly participation in the quarter-hour “Early Morning News” by Norman Nesbit, on 13 Californian Don Linn network stations, Tuesday, Thursday, Saturday 7:45-8 a.m. (PST). Other thrice-weekly participants are Sudder Food Products Inc., Monterey Park, Cal. (potato chips); Wernet Dental Mfg. Co., New York (Polident); Peter Paul Inc., Naugatuck, Conn. (“The Crown gum”), and Los Angeles Soap Co., Los Angeles (White King soap).

Don Lee Video Shift

SOUND channel of W6XAO, Los Angeles, the Don Lee Broadcasting System television experimental station, has been changed from 54 to 49.75 megacycles, according to Harry R. Lubcke, television director of the network. Switch was in accordance with the allocation of specific channels to television scheduled to go into effect in April, 1939, under FCC rules. New allocation calls for the sound and sight transmitter frequencies to be closely adjacent so that the combined program can be received simultaneously with ease, he stated. The old 54 of W6XAO remains at 45 megacycles.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Nov. 4 altered the format of its CBC radio show, introducing a weekly musical comedy in which original songs and lyrics by Bert Kalmar and Harry Ruby are featured. Musicals will occupy the half-hour, under the regular cast. Ray Noble has the orchestra.

APPLICATION for a new 100-watt station on 1420 kc. has been filed with FCC by the Cedar Rapids (Ia.) Gazette.
NBC Ending Work At Hollywood Site

To Be Finished in December; San Francisco to Be Next

FINISHING moves on NBC Hollywood Radio City, the network's new RCA equipped western division headquarters at Sunset Blvd. and Vine St., will be completed in early December when the general public will be admitted to regular escorted tours through the building, according to Don E. Gilman, vice-president.

Although the entire working personnel of the organization has been moved into the three-story executive building and programs are being broadcast from the various studios with the general public admitted by ticket, tours are expected to be on the job for several weeks. The organ studio is still to be finished.

San Francisco Plans

Several weeks are required for adjustment of the air-conditioning plant and final completion of the basement which will house the $10,000 RCA special equipment display and NBC exhibit. This will form part of the escorted tour. The terrazzo lobby floor is to be refinished and walls remain to be painted. A 25 x 40 foot mural, The Spirit of Radio, executed by Ed Trumbull, Connecticut artist, after several weeks delay, has been installed in the main foyer of the building over the master control room, which is open to public view. Besides the executive building, NBC Hollywood Radio City contains four large theatre-auditoriums and four small studios [BROADCASTING, Nov. 1].

With occupancy of the new Hollywood quarters, it is expected that Mr. Gilman will turn his attention to San Francisco and select a new building to house the network's studios and executive offices. NBC has occupied its present San Francisco quarters at 111 Sutter St. since 1927, and it is understood the network will spend more than $500,000 on its new project, getting under way shortly after the first of next year. Lloyd E. Yoder is NBC San Francisco manager and operating director of KPO and KGO.

Kentucky Educators

REPRESENTATIVES of radio stations and educational institutions throughout Kentucky met Nov. 5 at WEAS, Louisville, to form a committee on radio in education, and elected Elmer G. Solzer, director of radio at the University of Kentucky, as chairman. Morton Goddins, University of Louisville, was elected secretary. Aims of the committee will be to educate persons engaged in preparing educational broadcasts for schools, colleges and similar institutions on the methods and limitations of radio in education and to advise stations on the educational worth of programs offered them. Preparation of a booklet was discussed, and the next tentative meeting date was set for January.

NBC Gets Court Order

Enjoining Jersey Board

REFUSING to acknowledge the authority of the Public Utility Commission of New Jersey over erection of a broadcasting transmitter in that state, NBC has obtained from Judge Philip Forman of U. S. District Court in Trenton an order requiring the Commission to show cause why it should not be enjoined from acting against NBC. Hearing will be held in December.

NBC was ordered to appear before the Commission when it failed to ask permission to construct a transmitter for a shortwave station, W2XDG, at Bound Brook, for which the network had received a construction permit from the FCC, under an old New Jersey law giving the state body power over broadcasting [BROADCASTING, Oct. 1]. NBC claims that the law is invalid, as all regulation of radio belongs to Congress and is not a matter for State concern.

Spots for Vovox

HYDROSAL Co., Cincinnati (Vovox vanishing cream), will soon start a test campaign of spot announcements in two or three markets with plans for expansion, according to M. H. Petersen, radio director of H. W. Kastor & Sons Adv. Co., which recently acquired the account.

18 On Cocomalt List

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), is running a late fall campaign of one-minute transcribed announcements twice daily, five days a week on 18 stations. No addition to the list is contemplated at present. J. M. Mathes, New York, is in charge.

THE BACH TEMPEST

Settles Back in Its Teapot

After FCC Letter

DISCLAIMING power to prevent broadcast stations from performing classical music in swing style, the Federal Communications Commission has advised Alfred L. Dennis, president of the Bach Society of New Jersey, to complain to stations about the matter.

Chairman Frank R. McNinch told Mr. Dennis that "evidence of the transmission of material contrary to the public interest or in violation of law" is considered in renewing licenses but he pointed out limitations imposed on the FCC by statute.

Roy Harris, noted American classical composer, took a different slant in writing to Mr. Dennis, recalling that long before Bach's time there were outbursts against composers who dared to attempt new styles. He added Bach himself turned out some jaunty and dissonant numbers.

14 HOURS PER DAY

...That's the schedule Procter and Gamble uses on KFYR

Camay, 1 quarter hour
Dreft, 1 quarter hour
Naptha Soap, 1 quarter hour
Ivory, 1 quarter hour
Crisco, 1 quarter hour

Increased sales have proved the wisdom of each year increasing their schedules on

KFYR

THE REGIONAL STATION WITH THE CLEARED CHANNEL COVERAGE

550 kilo. M. EYER BROADCASTING CO. 5,000 day
Meyer Broadcasting Co.
Bismarck, N. Dakota
Gene Furgason & Co., National Representatives.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KTHS, Hot Springs, Ark.
Utilities Engineering Institute, Chicago, weekly t. thru First United Broadcaster, Chicago.
Chicag o Bedding Co., Chicago sp series, thru Selvair Best Co., Chicago.

E. Myers Eye Co., St. Louis (Merry War Eye), sp series, thru Affunger Adv. Agency, St. Louis.
May 1923, Newton, Ia., sp weekly thru McGowan-Ericson, N. Y.


WMAK, Yankton, S. D.
F & F Laboratories, Chicago (cough drops), sp weekly thru Blackett-Sample-Humment, Chicago.
Mante Lamp Co., Chicago, 2 t weekly thru Pensa, Fellers & Pecha, Chicago.
Foley & Co., Chicago (cough syrup), 6 sp weekly thru Laussen & Salomon, Chicago.

KFI, Los Angeles
Institute of Applied Science, Chicago (correspondence school), weekly sp thru Mattson-Pogarty-Jordan, Chicago.


WATL, Atlanta
Paquin Laboratories Corp., New York (cosmetics), 3 sp weekly thru Wm. Easty & Co., N. Y.
B. P. Goodrich Rubber Co., Akron, t weekly thru Ruthrauf & Ryan, N. Y.

WAAB, Boston

KJH, Los Angeles
Firestone Auto Supply & Service Stores, Los Angeles (auto supplies), 7 sp weekly thru Sweeney & James, Cleveland.

KFLG, Los Angeles
Ludens Inc., Reading, Pa. (cough drops), sp weekly thru J. M. Mathes, N. Y.
Oneda Ltd., Oneida, N. Y. (silverware), sp weekly thru BBDO, N. Y.


WSUN, St. Petersburg
Swift & Co., Chicago (All Sweet margarine), sp series thru J. W. Lampman Co., Chicago.
Quaker Oats Co., Chicago (Ful-O-Pep poultry feed), sp series thru Benton & Bowles, Chicago.

KJH, Los Angeles

Drawn for Broadcasting by Sid Hiskaw Broadcast Advertising

"Every Mike But One Is Dead, But We Like the Make These Local Politicians Feel Like Big Shots."
Sponsored Events

FOR broadcasts tied in with special events like National Pharmacy Week, National Fire Prevention Week, and local football and baseball games, EYOS, Merced, Calif., reports "extremely successful" results from carrying them as community participating programs. Sponsorship is institutional and sold from the angle of cooperative community promotion, stressing the availability of such programs to small dealers who individually could not afford to buy radio time.

WEBSTER EISENLOHR, New York (Giralde cigars), has taken over sponsorship of Sports Quiz on WMCA New York, Fridays, 7:30-8 p.m. Program, an audience participation show dealing exclusively with sports program features Jimmy Powers, sports editor of the New York Daily News, and Bert Lee, WMCA sports commentator. Agency in charge is N. W. Ayer & Son, Philadelphia

CENTRAL NATIONAL BANK of Cleveland has begun sponsorship of Empire Builders on WGAR, Cleveland, five times weekly. Narrated by Carl George, it is the story of persons who have made contributions to the advancement of civilization.

JOHN MORRELL & Co., Outhawa, Ia. (Red Heart dog food), on Nov. 17 starts Doggy Dan & The Red Heart Man, six 10-minute live shows weekly on WMQA, Chicago. Harry Hurst & McDonald, Chicago, agency.

SAFEWAY STORES, San Francisco (chain groceries), recently launched an intensified radio campaign in San Francisco and Los Angeles on behalf of Lucerne Milk, sold in cardboard containers. Day and night time spot announcements are being used six days a week Monday through Saturday, on KPO, KSFO, KFRC and KJBS, San Francisco, placed through J. Walter Thompson Co.

STANDARD BEVERAGES, Oakland and San Francisco bottlers and distributors of Par-T-Pak, Royal Crown Cola and Nehi, is conducting a spot announcement campaign through the winter months on six northern California stations in behalf of Par-T-Pak. It is using both 30 and 60 word announcements on KPO, KSFO, KFRC, KROW, KJBS. Account is placed through Emil Reinhard Agency, Oakland.

MANHATTAN SOAP Co. New York (Sweetheart), has started two evening quarter-hour newscasts weekly on WMAQ, Chicago, using UP news reports. Franklin Bruck Adv. Corp., New York, is agency.

MORRIS PLAN INDUSTRIAL BANK, New York, is sponsoring a half-hour weekly program featuring Dr. Walter P. Pitkin of Columbia U; Joseph L. Hennes, of New York U.; and Morton Rapoport's Clarion Choir on WOR, New York. Tillison & Bell, New York, is handling the account.

WANDER Co., Chicago (Ovaltine), on Nov. 8 moved Orphan Annie from KPO, St. Louis to WLS, Chicago, and OGLIVIE FLOUR MILLS, Montreal, has started a twice-weekly spot campaign featuring Orchid Household Flour on CHQ, Ottawa; Wingham; CFCR, Kingston; CKL, Kirkland Lake; CKO, Timmins, Ont.; J. J. Gibbons, Toronto, handles the account.

DEERFOOT FARMS Co., Southborough, Mass., which has appointed Badger & Browning, Boston, to direct advertising, will use radio for Deerfoot Farms sausage and bacon.

IT was erroneously reported in Broadcasting Oct. 15 that General Foods in Canada was investigating possibilities of changing its piped network programs from the United States to transcription spot campaigns in Canada, states Baker Adv. Agency, Toronto.

GamBARELLI & DAVITTO, New York (Spaus apple wine), has added stations WABQ, Boston, and WOL, Washington, to carry the Friday evening half hour musical program. "Moonbeams," heard currently on WOR, New York.

GOELOCH & BERRY Co., Chicago (molasses syrup), on Nov. 1 started a six weekly quarter-hours of Radio Gospel Club featuring Eddie and Fanny Cavanaugh on WQFX, Chicago. Agency is George H. Hartman Co., Chicago.

Radio Advertisers

CALIFORNIA-OREGON POWER Co., Medford, and Mountain States Power Co., Denver, are sponsors of Orphan Annie, a twice-weekly quarter-hour transistor series. Women's Forum of the Air, on KFJ, Klamath Falls, OR, KNY, Roseburg, OR, KFJ, Medford to its list. Series was placed by division of Walter Biddick Co., Los Angeles.

LAGUNA PLANT & SEED Co., Maywood, Calif., placing direct and using radio for the first time, has a four-week test campaign which started Oct. 14, is sponsoring Garden Tails on KFOX, Long Beach, Calif., thrice weekly.

BURL & Co., Orangeburg, N.Y., has added a 15-minute program of songs by Tony Fletcher, the Lonely Cowboy, on WOR, Newark, to the three five-minute programs already being broadcast for the promotion of Bel-AI tape, Tuesday and Saturday afternoons, 1:15-3:15 a.m. The new program is heard on Sundays. "Anderson, Davis & Platte", New York, is agency.

PAUL R. DILLON Co., New York, on Nov. 1, has started a campaign of weekly spot announcements on WNEW, New York, to promote Hanson's Sweet Roll, White-Lowell, New York, is handling the account.

KILLED FURRIERS, New York, is running an advertising campaign of programs ranging from 15 minutes to two hours on three New York stations, WNEW, WINS, and WOR, New York, is agency.

CASTILIAN SOAP Co., Hollywood, using radio for the first time in a test, and placing direct, on Oct. 31 started sponsoring the six-week quarter-hour transistor series Kid program on KXTR, Hollywood.

SAHUARA CHEMICAL Co., Downey, Calif., placing direct, through Advertising Arts Agency, Los Angeles, has started regional advertising and using radio for the first time, on Nov. 9 started six-weekly participations in Sahuarita Solutes and Healthwise Protective League on KXN, Hollywood. Contract is for 13 weeks.

KARL SHOE STORES, Los Angeles (chain store), after a test on KFJ, that city, on Oct. 24 renewed the six-week quarter-hour News by Point Bishop. Contract is for 13 weeks, with placement thru Pacific Market Builders, Los Angeles.

FLAMINGO SALES Co., Hollywood (nail polish), using four and five spot announcements weekly on KKNX and KFJ, in a 13-week campaign, on Nov. 7 added KPO, San Francisco to its list, utilizing spinning agency. Agency is Buchman & Co., Los Angeles.

WASHINGTON STATE Apples Adv. Commission, advertising fresh apples, recently launched a small campaign on KTBZ, St. Paul, using participation on Betty Brinn's program in two New York stations; and KXN, Hollywood, participating in the WOR program. The current campaign is but a portion of the series of air campaigns conducted by this organization the year around. Account is handled by J. Walter Thompson Co., San Francisco.

A SPECIAL series of commercial announcements for use in connection with the promoted event Special Days of Sylvia sponsored by Maple Leaf Milling Co., Ltd., Toronto, has been recorded by Associated Broadcasting Co., Toronto, for use on 24 stations across the Dominion. First account is handled by CockfieldBrown & Co., Ltd., Toronto.
Sellling Time Is Buying Time

WIBW Turns Cows, Pigs, Eggs and Crops Into Tractors, Groceries, Clothing and Cars

893,770 farm homes in WIBW territory are buying now. They are making their selections on the basis of recommendations they get regularly from that good neighbor of theirs, WIBW. These farm homes are going to be mighty good customers this year because this is their second consecutive year of bumper crops. Let us show you how WIBW can increase your sales in this rich market. No obligation.
Broadcast Clinic Planned on Coast
Southern California U. Scene
Of Institute on Nov. 18

CLOSER coordination of the many agencies in the field of radio, development of higher professional standards, and proper interpretation of radio for the public will be discussed Nov. 18 at the first Institute of Radio on the University of Southern California campus, Los Angeles.

Prominent educators and outstanding representatives of the radio industry will take part in the one-day conference, an outgrowth of a suggestion from Southern California radio executives. John Dolph, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, is chairman of the executive committee, assisted by Dr. W. Ballentine Henley, director of coordination at the University, and his assistant, Lawrence D. Pritchard.

Industry Problems
To give an over-all picture of radio and education, nine major sections have been set up within the Institute. There will be afternoon meetings of the individual sections, to be followed by a dinner and evening program. At the latter meeting, the entire group will receive a report from each section. Sections include: copyrights and legal problems, engineering, production and direction, audience study and surveys, advertising, adult education, radio as a social force, news and news editing, radio and the child. Particular emphasis will be placed on radio as a classroom medium through children's programs.

The advisory committee consists of Lew Frost, assistant to Don E. Gilman, NBC western division vice-president; Jose Rodriguez, educational director of KFRC; Charles D. Penman, production manager of KEHE; H. W. Campbell, assistant manager of KEHE and George W. Irwin, chief announcer of that station; Calvin J. Smith, manager of KFRC; and Howard R. Bell, program director of KITC. Also on the committee are Don Belden, vice-president of Lord & Thomas and Dan B. Miner, head of Dan B. Miner Co., both of Los Angeles.

The Institute is designed to advance professional radio for those employed by the industry and to bring together persons who wish to further radio in education. Mr. Dolph stated. The university is a pioneer on the Pacific Coast in educational broadcasting. A Division of Radio has been maintained for nine years in the coordination office. Although no radio degree is offered, there are 39 courses in the 24 schools and colleges on the campus which offer a background for those contemplating radio work. From these classes students are auditioned for a place with the Division of Radio.

CBS, Hollywood, has been presented with a signed copy of a special resolution passed by delegates to the recent American Legion convention in Los Angeles. It expresses appreciation to the network for cooperation during the Twentieth Annual National Convention.

RENEWALS

the only kind of testimonials that really count!

★ Super salesmanship can sell any medium once -- but when it comes time to buy again, it's RESULTS that count!

★ Take a tip from the fact that most of WFBR's advertisers RENEW!

★ Here are some outstanding "repeaters":

AMERICAN OIL COMPANY
4 YEARLY RENEWALS

AYARES SMALL LOAN CO.
5 YEARLY RENEWALS

B. C. REMEDY CO.
5 YEARLY RENEWALS

BEAUMONT LABORATORIES
2 YEARLY RENEWALS

BULOVA WATCH CO.
4 YEARLY RENEWALS

CARTER MEDICINE CO.
4 YEARLY RENEWALS

CHEVROLET MOTOR CO.
14 RENEWALS

COCA COLA BOTTLING CO.
2 YEARLY RENEWALS

CROWELL PUBLISHING CO.
2 YEARLY RENEWALS

INTERNATIONAL BEDDING CO.
4 YEARLY RENEWALS

JARMAN MOTORS
4 YEARLY RENEWALS

S. & N. KATZ
5 YEARLY RENEWALS

KOESTER BAKING CO.
5 YEARLY RENEWALS

MD. PHARMACEUTICAL CO.
(REM)
2 YEARLY RENEWALS

ONEIDA, LIMITED
4 RENEWALS

PENICK & FORD
TWO 17 WEEK SERIES

PHILLIPS PACKING CO.
4 YEARLY RENEWALS

PUBLIC BANK
3 YEARLY RENEWALS

READ DRUG & CHEMICAL CO.
5 YEARLY RENEWALS

SCHMIDT BAKING CO.
5 YEARLY RENEWALS

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Fromherz Joins B-S-H
GENE FROMHERZ, former time buyer of J. Walter Thompson Co., Chicago, has joined Blackett-Sam-ple-Hummert, that city, to share the time-buying department with Jack Laemm. Mr. Fromherz joined J. Walter Thompson Co. in September of 1936 and was assigned to the development of spot radio. At that time the agency was placing approximately $40,000 of spot business each year, but in 1937 placements jumped to $300,000 and for 1938 are said to be running well ahead of $500,000 excluding the Kellogg Co. account. Mr. Fromherz began his radio career in 1932 as an assistant to Hugh Raeger of First United Broadcasters, Chicago agency. In 1935 he joined the Affiliated Broadcast System where he remained until the 1936 connection with J. Walter Thompson Co.

CARROLL TORNORTH has joined Rockwell-Kittay, Los Angeles talent agency, as radio contact man. He was radio department manager of A. V. Bamford, Corp. of America, Beverly Hills, Calif.

DON FRANCISCO Jr. has been switched from the Hollywood radio department of Lord & Thompson to the agency’s Los Angeles offices as assistant buyer. The Bucknell has been made office manager of the Hollywood radio department.

Pete de Lima, at one time head of the CBS Artists Bureau, New York, has been appointed radio department manager of Jones & Hawley, that city. Mr. de Lima is the Chicago representative of Aerogram Corp., Hollywood recording concern.

MANN HOLINER, radio director of Lennen & Mitchell, who also manages the agency’s Hollywood office, let Nov. 4 for New York to prepare the new NBC radio schedule which starts Nov. 20 under sponsorship of P. Lorillard Co. (Old Gold cigarettes).

GROW & PITCHER Broadcasting Agencies has opened an office in Hamilton, Ont., to cover Western Ontario. Claude Bissell will be in charge of the New York publicity, merchandising and productions.

H. L. HURST and L. H. Northrup, vice-president and secretary respectively of Charles Daniel Frey Co., Chicago agency, have resigned and have announced no future plans.

HELEN SINCLAIR, of Schwimmer & Scott, Inc., has been promoted to copy writer’s section of that agency’s radio department.

THEODORE L. BATES and Walter A. O’Meara, vice-president of Benton & Bowles, New York, have been elected to the agency’s board of directors. James G. Rogers Jr., vice-president, has been elected general manager.

MRS. ELIZABETH BABB has resigned from H. W. Kastor & Sons, Inc., Chicago. She has not announced her plans.

FRANK A. ARNOLD, vice-president of Edwin Brown Wilson Inc. and formerly with NBC, spoke at the University of North Carolina Nov. 1 on broadcasting as an advertising medium.

Boice Joints Agency
H. K. (Ken) Boice, who resigned as CBS vice-president in charge of sales on Oct. 29, has joined the office of Benton & Bowles, New York, as vice-president. Returning to the agency’s business, which he handled for many years before joining CBS in 1930, Mr. Boice will serve as assistant executive of Benton & Bowles and will not confine his activities to any particular department.

Richardson to Kastor
HARRY K. RICHARDSON, formerly of Fresa, Fellers & Fresa, Chicago, and more recently with WNAX, Yankton, S.D., has been named assistant to M. H. (Pete) Petersen, radio director of H. W. Kastor & Sons Adv. Co., Chicago.

AAA Meetings
REGIONAL meetings for members of American Association of Advertising Agencies will be held Nov. 17 in New York at the Hotel Roosevelt for Eastern Seaboard agencies; Nov. 22 in Chicago at the Medinah Club for Central States members.

Diamond Girdlers
EIGHT members of Knox Reeves Advertising, Minneapolis, traveled 155,400 miles to supervise broadcast cast in 54 cities during the 1938 season, according to the agency which handled the broadcast casts of General Mills, Society-Vacuum, B. F. Goodrich Co. and Procter & Gamble. Brad Robinson covered 35,000 miles in the East, Jim Kelly 52,000 miles in the Southeast and South Central states, and Lloyd Griffin 27,000 miles in the Southwest. The remaining mileage was covered by five Knox Reeves men whose travel included 9,400 miles of pre-season visits to training camps. The men concentrated on merchandising tie-ins and helped sportscasters with special promotion stunts. Candid camera shots and any other story material were obtained.
Cunniff to Rambeau

EDJ. CUNNIFF, formerly acting manager of KFAB-KFOR, Lincoln, Neb., has joined Rambeau Co. Prior to his connection with the Chicago sales staff of William G. Rambeau Co., Mr. Cunniff served as manager or sales manager of the following stations: WORC, Rockford Ill.; KMA, Shenandoah; KOAM, Pittsburg, Kan.

Mr. Cunniff

Promy to McGillvra

NORMAN PROMITY has been resigned from Trans-American Broadcasting & Television Corp. to rejoin Joseph Hershey McGillvra, station representative organization, as head of the New England sales staff. Mr. Promity was first associated with McGillvra in 1934, coming from the media department of Benton & Bowles. The following year he joined Katz Special Advertising Agency as the company's first radio representative at the time it added radio stations to the list of newspapers it represented, and most recently returned. Mr. Promity has been handling radio advertising for the California Radio System and of WLW in the New York office of Trans-American. In addition to his sales duties, he will also cooperate with Mr. McGillvra in handling national sales problems. Robert R. Somerville left the McGillvra sales staff Nov. 14 to join the McGillvra New England sales staff, representative organisation for CBS owned and operated stations.

New Canadian Rep

INLAND Broadcasting Service has moved its headquarters to 171 McDermot Ave., Winnipeg, to represent Prairie and Western Canada in Canada. Dawson Richardson is president, with K. C. Ball, recently manager of Pacific Railways & Express Co., Winnipeg, and the Winnipeg Press, as General Manager. Stations are CJRC, Winnipeg; CFSC, Saskatoon; CFNC, Calgary; CFRN, Edmonton; CKV, Kelowna; CJOR, Vancouver.

Series for France Shows

U. S. at Play and Work

FRENCH radio listeners will get a first-hand description of the life and people of the United States through a series of recorded programs arranged jointly by NBC and the Administration des Postes Teleographes et Telephones, official French broadcasting system. J. Harrison Hartley, assistant director of the NBC special events division, and Henri Diamant Berger, French motion picture producer who has been commissioned by the French Ministry of Communications, will produce the on-the-spot recorded programs to be broadcast on a regular schedule by the PTT.

Mr. Hartley and Mr. Berger have started a 20,000-mile tour of the United States which will take them from coast to coast. They plan to visit and record programs in New York, Washington, Pittsburgh, Chicago, Dulsit, Salt Lake City, San Francisco, San Pedro, Hollywood and New Orleans.

30 for Breitenbach

M. J. BREITENBACH Co., New York, is running a five to six week campaign of one-minute transcription thrice weekly to promote Gudes Pepto Mangan on the following 30 stations: WLBZ WOCW RNW WORC WLAW WICC WGB WDEC WDRK WICC WGY WHEC WBEN WNBW KFV WGB WHB WNBG KDAO RC WADC WNYC WSPD WJR CKLW WJJD WWBD WSN WMT KRNT and KFAB. Agency is Morse International, New York.

They Don't, Eh?

A manager of a large chain organization store in Steubenville, Ohio (35,000 population) challenged a WWVA representative so—"They don't listen to your station anyway!" "They don't, eh? Better smile when you say that and penny for me!!" countered our representative. Down on the floor went store manager and representative with this question: "What's your favorite radio station, lady?"

Fifty customers, right in the manager's own store, willingly answered and 40 came back with—

"WWVA"

That left out of 50, 10 for other stations—four to one for "The Friendly Voice From Out of the Hills of West Virginia"

The high spot of this "survey" is that Steubenville is midway between Pittsburgh and Wheeling and is definitely claimed in the primary area of five stations, including WWVA. Looks like we win all the way 'round!

You just can't dispute the presence of those who listen—that's why WWVA campaigns click. We're of the firm opinion that you can't overlook WWVA for real campaigns in Eastern Ohio, Western Pennsylvania and Northern West Virginia—facts prove this claim.

National Representatives

JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . . SAN FRANCISCO

Columbia Station

5000 WATTS

WWVA

160 Kilowatts
PROBLEMS facing average American parents in rearing of their children will be dramatized in a new series Wings for the Martini, to be presented by NBC in cooperation with the U. S. Office of Education, WPA, and the National Congress of Parents & Teachers. The programs will present general questions on familiy situations in which parents are forced to make decisions, in the form of dramatic episodes in the life of the Martin family. Supplementary information, listener aids, and discussion outlines will be presented in the National Parent-Teacher Magazine, the National Congress Bulletin and School Life.

Running Account of Hunt
Run.ner account of a real bear and deer hunt, direct from the game preserve of Pisgah National Forest, was broadcast Nov. 9 by WBT, Charlotte. The hunt, the fifth sponsored by the U. S. Forestry Service, was under supervision of rangers and wardens of the preserve. A special wire was strung from the camp, where 25 hunters quartered, to the nearest telephone line 35 miles away. The remote equipment was transported to the camp by pack mules and horses.

Learning About Music
NEW weekly program to teach radio listeners how to write and understand music is now being broadcast on WNYC, New York, as a joint presentation of and the Federal Music Project. Program, entitled Let's Make Music, is conducted by the American composer, Roy Harris, who will use lectures, illustrations on the piano by himself, valuable instrumental groups, and finally, audience participation.

The Marxian Viewpoint
EMPLOYEES of the Cleveland Municipal Light Plant, at work splicing cables in manholes and street excavations were recently interviewed by Carl Marx on his special Radio Triumps feature on WCLE, Cleveland. The broadcast was prompted upon Announcer Marx, who is driving up-streets all about him.

Bangboard Derby
EAR-BY-EAR report straight from the bangboard was supplied by KFH, Wichita, at the 1938 Kansas Corn Husking Contest. KFH covered the husking competition by shortwave using its complete mobile equipment and shortwave transmitter WFO in carrying three pickups. More than 30,000 spectators watched the 35 contestants, KFH was represented by Vernon Reed, program director; Bruce Behymer, farm and livestock reporter; Vic Rugh, sportsanizer, and Elvis McKean, announcer.

Philadelphia Nights
PICTURE of places to go and things to do around Philadelphia is carried on What To Do Today, new morning feature on WPIL, Philadelphia. Conducted by Dick Wright, the program offers a personal view of the latest pictures, theatrical shows and concerts, spotlights a few places of interest to visitors, and brings gossip from backstage and night clubs along with latest news of the city's hotspots.

One Side of the News
NOVEL among election programs was The Peoples Side of the News presented on hookups of hookups of 12 to 18 stations in Pennsylvania by the Democratic State Committee. Political news was handled in regular newscast style. Tom Mehan, publicity director, acting as news commentator and Reed McRoberts, his associate, acting as an editor of the air.

Courtroom Dramas
DRAMATIC series reenacting America's major court room stories is Pomeroy's Playhouse on WOR-Mutual recently, Wednesdays, 10-10:30 p.m. (EST). Produced in New York before live radio audience, using scenic effects of a real court room, the program is written by Martin E. Young, New York trial lawyer, and Sam Baker.

Listeners in the Middle
KWOL, Longview, Wash., is presenting a program Tele-topics, handled informally from the announcee's booth. The announcee telephones housewives in Kelso and Longview and asks them questions. Both ends of the conversation go out on the air. The announcee incorporates the commercials for a Longview laundry into his conversations.

REFRESHMENTS and entertainment by members of the cast of Angler Baiting at the Show went to nearly 2,000 school patrolmen in St. Paul recently when Edward Hoffman (KTVI) and general manager of WMIN, St. Paul, threw a "WMIN School Police Party." With the group of school coppers is Frank Hetznecker (in uniform), superintendent of the St. Paul School Police.

Dreams Realized
ORIGIN and development of present day methods of communication and travel will be discussed on a new series of weekly programs, Ideas That Came True, on the NBC-Blue network, by Dr. Rolie G. Reynolds, principal of the Horace Mann School at Teacher's College, Columbia University, New York. While intended primarily for school children, the programs will be of equal interest to adults with news of current events added to the weekly dramatization.

Harford Sports
BESIDE broadcasting local high school football games, the newly-organized sports department of WHIT, Hartford, presents three-weekly Ray Markay's Sportscast, a general revue of all sports activities. Friday Night Quarterback features interviews with football players, and Saturday night, Call Me Tony, offers interviews of opening night each week from backstage in the O.C., and Sunday morning, Meet the Stars, interviews personalities in the studio.

Frost Warnings
AS AN AID to California citrus fruit growers and farmers, Don Lee, owner of the Los Angeles and California Bulletin, Los Angeles, on Nov. 15 inaugurates a series of nightly quarter-hour frost warning broadcasts. They will be released via special facilities direct from the Pomona, Cal. home of Floyd Young, government meteorologist.

Randall Interviews
INDIANS in full regalia added color to the recent broadcast by Ken Miller, news director of KVOO, Tulsa, from Woolaroc Ranch, near Bartlesville, where Oilman Frank Phillips was entertaining governors from 30 states. During the program Mr. Miller interviewed governors of several states.

INFORMATION...
about "Information Please" and about new Hooper-Holmes method of checking radio programs.

Send for your copy.

TRANSCRIBED PROGRAMS

For the Low Budget Account
Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

For the High Budget Account
Programs that will create the public appeal that will bring you the audience that is going to listen, buy or see your product.

Send for complete Catalogue

CHARLES MICHELSON
545 FIFTH AVENUE NEW YORK
**Meet the Candidate**

**TIMELY tip with current political campaigns in Cleveland was the WJAR feature, Meet the Candidate, which was sponsored together with all election reports by Standard Oil of Ohio. Production Manager Carl George sent questionnaires to all state, county and local political candidates requesting information on their qualifications, experience and political background. Program was strictly non-partisan since George discussed all candidates impartially.**

Washington Whoppers

SIGNAL Oil Dealers of Southwestern Washington are sponsoring a program on KWKL, Longview, that features negative advertising and a liar's club contests. All the dealer stations give out liar's club entry blanks, on which the patrons create their own tales. With U. T. Tellam Lye, as president and Ida Soon Prevaricate, as secretary, this club has gathered some very original "whoppers." The commercials on the program are constructed in negative style, informing the public of the poor service, lazy personnel and lack of ambition to be found at the Signal dealers' stations.

Caveat Emptor

**PUBLIC SERVICE series, designed to help the consumer guard against being cheated in making purchases, is Let the Buyer Beware, starting Monday on WNYC, New York, by the Department of Markets. The program, conducted by Alex Peculotta, director of the Bureau of Weights and Measures, uses material taken from reports of 75 investigators of the Bureau and Department of Markets.**

*Young Pessimists*

TO INSTALL democratic ideals of peace in children's minds, WIP, Philadelphia, is presenting a weekly series of sobering juvenile stories with excerpts from the lecture bureau of the Women's International League for Peace and Freedom, sponsors of the programs.

Announcer's Choice

KSTP, St. Paul, realizing that most women ponder about the menu problem, utilizes a five-minute spot in the morning to give a menu-of-the-day. It isn't passed on by the homemakers expert, but by the announcers, who tell what they'd like to see on the table when they get home at night.

*Campus Debates*

DESIGNED to let parents know what their sons and daughters are thinking in college, Debator's Forum has started on WJJD, Chicago. The Saturday afternoon forum series presents discussions by students from a number of Midwestern colleges.

First Americans

INDIAN HABITS, history and present-day problems are discussed on the American Indian Forum, broadcast at noon quarter-hour on WNEW, New York, under the auspices of the Committee on Indian Research.

**Favorites of the Past**

WHEREABOUTS and activities of former celebrities who have faded from the limelight are furnished on What Has Become of... heard Mondays through Fridays at 8:15 a.m. on KWX, St. Louis. Listeners ask for information on their former favorites, and the Answer Men dig it up.

**Science for the Kiddies**

SCIENCE for children is featured on the weekly program, Science Everywhere, on NBC-Blue, under the auspices of the American Association for the Advancement of Science. Dr. Carroll Lane Fenton, author, directs the program. Children dramatize the lessons to be studied.

**Repetitive History**

TAKING events from the news of the day, Quin Ryan shows how those current events are similar to happenings in the past on History Repeats Itself, five-weekly feature started Oct. 17 on WGN, Chicago. In recalling history, Mr. Ryan uses his own library of news stories of the last 50 years.

**Before the Plug**

LEAD-IN paragraph for commercial announcements tying in with the advertising message is a popular 50-word, 35-word or 20-word paragraph for household, beauty, stage and radio personalities, or household hints in the "inform-a-gram" recently adopted at WTMJ, Milwaukee.

**studio People**

LISTENERS get inside dope on studio artists since Let's Get Acquainted started on WLW, Cincinnati, Nov. 5. Conducted by Gene Trace and heard 7:45-8 a.m. Saturdays, the program delves into the personal lives of the artists and presents biographical material through interviews.

**RHYMING Time**

FUN feature, with announcements in rhyme and featuring Jean Sar- geant orchestra, Pat Plahm, Science Morin, Johnny Walton and Johnnie Anderson is Saturday Night House Party on WOAI, San Antonio.

**Terminal Pickups**

WHN, New York, is conducting daily broadcasts from the Pennsylvania Station, New York, with Henry Gladstone interviewing passengers arriving in and leaving New York.

**WWNC**

ASHVILLE, N.C.

Full Time NBC Affiliate

1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of the Southeast"

**Today's and tomorrow's needs in Sound Control are met by USG**

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

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

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

United States Gypsum Company

300 WEST ADAMS ST.
CHICAGO, ILLINOIS

**BROADCASTING • Broadcast Advertising**

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www.americanradiohistory.com
ENTERTAINING

quarter views

Say That

CKCL

Baptist recently supervised a program formula, Your Town, discussed

August income among Southern from France,

of

Thumbnail Coverage

INSURANCE

beyond the pre-depression -hour,

higher 58 November 15,

son of harvest-

a Tulsa,

Tulsa,

are

Every

a new

Rev.

* Shinny Talk

AS hockey fans file into the Maple Leaf hockey arena at Toronto, CKCL interviewers ask their_predic tions on the game, the likely score, the likely plays for Did I Say That?, new Saturday night program sponsored by a local clothier on CKCL, Toronto. The interviews are recorded, and at 11 p.m. after the game is finished, the recorded predictions are broadcast.

Municipal Affairs

EVENTS in New York City are discussed on a weekly program, Your Town On WIN, New York, by City Councilman Robert K. Straus, son of the late Ambassador to France, Jesse K. Straus.

Weld Problem

OPEN FORUM on marital life, with discussion and constructive criticisms, is the weekly quarter-hour, Matters of Modern Marriage, on WCA, Philadelphia.

Life Between Deadlines

ENTERTAINING events encountered by Ken Miller in preparing his five daily news broadcasts on KVOO, Tulsa, are recounted on Between Deadlines thrice-weekly.

This Is Radio

THE story of radio itself was treated in a broadcast drama This Is Radio carried Nov. 15 over the combined NBC Radio networks. Written by Thomas Langan of the NBC script division, with John Joseph McGinnity, the four-act play was employm ented as a salute to the NBC networks’ 160 affiliated sta tions in celebration of the organization’s 12th anniver sary Nov. 15. It tells the stories of two youngsters who grew up with radio.

Labor Achievements

THE 70-year history of the achievements of the Ancient Order of United Workmen was dramat ized on a half-hour show carried recently on the anniversary of A. U. W. on an 18-station hookup of the North Central Broadcasting System. The live talent show was over the WEAF, WELE, Virginia, WMFG, Hibbing, KDFE, Fergus Falls, KPAM, St. Cloud, WNCT, WSWP, KRCO, Rochester, KFYM, Magazine, KATE, Albert Lea, WDAY, Fargo, KFJM, Grand Forks, KFPR, Bismarck, KELO, Wolf Point, NAXA, Lander, WNAW, Yankton, KSO, Des Moines, WTM, Cedar Rapids, and trans criptions were carried by KIDO, Boise and RGHIL, Billings.

The Service Is Lousy

NEGATIVE appeal is stressed in the commercial copy used by the Goodyear Service Stores of Macon on WKEN, that station. The program consists of an interview between the announcer, and one Sam, a lazy attendant at one of the service stations.

Fair Enough

TO ACQUAINT listeners with New York World’s Fair activities, WNYC, New York, presents a weekly quarter-hour show, Fair Highlights, conducted by Dr. Leandro Forno.

Many Long Years Ago

CAVALCADE of historical events, news, and fashion for the fun-loving ear,drama is the half-hour series, WAXL Year, heard thrice-weekly on CKWX, Vancouver, B. C.

MISSISSIPPI HARVEST

Mississippi in five years has moved from fifth to third highest in farm income among Southern states—far beyond the pre-depression high income rate of 1924. Debts to individual accounts reb out by Jackson banks were 37%, higher in September than in August—a highly favorable comparison, with a national gain of only 3% at the same time.

Rap a rich share of the Missis sippi harvest—invest your adver tising dollars with WJOX, Missis sippi’s dominant radio station.

RADIO AND EDUCATION

NEW educational series, Art Institute of the Air, opened on WCCO, Minneapolis, recently under auspices of the Minneapolis Institute of Arts. Programs promote art appreciation and demonstrate means of learning art values. Important guest displays at the Institute also will be discussed.

DEMONSTRATION and lecture on production techniques was given in the auditorium studio of WWJ, Detroit, recently before a special meeting of 200 Wayne University students taking radio work by C. L. Menser, NBC production manager, Chicago. Mr. Menser traced the steps in an actual production, from writing that story through rehearsals, explaining the techniques as he progressed. His appearance was ar ranged by Dr. Preston H. Scott, chairman of the speech department, and nearby 많은 Park, director at Wayne U.

WAYNE U’s Broadcasting Guild presented a program series, carried on WXYZ, Detroit, this semester features a special radio course in "Effective Speaking for Public Business and Society". The course is conducted by Dr. Rupert L. Cortright, assistant professor of English, and frequently uses dramatic scenes and various con versations to illustrate concrete the points emphasized in the talks, copies of which are distributed free to the students.

WJMI, Milwaukee, gives radio coaching to student groups from the city’s schools. Those interested to visit the studios, make a tour and get simple explanations of the broadcasting process can find information on the "Great Lakes Broadcast Network, Inc." by telephoning Mrs. O. W. Hunter, Business Manager, 311 North Second Street, Milwaukee.

DIRECTED at South America and Europe, WXAD and WXAF, Sche nefeld, shortwave nations of Radio Electric Corporation, recently started a series of educational broadcasts, original in nature. The programs are heard Mondays at 4:17 m.; Tuesdays, 2 p. m.; Wednesdays, 2 p. m. and Fridays, 2 p. m. on both stations, and will be repeated English and French in South American countries.

ELIZABETHAN dramas are presented in a weekly series on WIXW, New York, by the Radio Division of the Federal Theatre Project. The programs are heard in the "Today’s Theatre" segment, conducted by Dr. Ernest Howett.

CHIEF GOWEN, special events announcer of WAXY, Omaha, has been appointed to head the radio depart ment of the Omaha YMCA night service, announced to run for four weeks, is designed to give prospective radio jobseekers an insight into the problems of radio technique.

WCOP, Boston, on Nov. 9 started College Radio Workshop, heard Wednesdays at 4 p. m., for another year. Six performances were given last season, during the regular college term, with students from nearby colleges taking active parts in writing and producing original material for broadcasting and to become acquainted with actual broadcast equipment.

PHILIP H. DANIELS, continuity director of KMXX, St. Louis, and Arthur J. Casey, publicity director, are conducting classes for this fall—Mr. Daniels at the City College, and Mr. Casey at the YMHA-ZWA in St. Louis.

DETROIT Board of Education, cooperating with the Detroit News, is presenting March of Youth, variety program featuring pupils of Detroit public schools, for another season on WWJ, Detroit.

School Broadcast Parley

CHICAGO Radio Council announces another School Broadcast Conference to be held at the local Morrison Hotel, Dec. 1-3. Designed to instruct teachers in radio techn ique the conference will offer a series of demonstrations using local pupils and registrants. Registration fee for the conference is $1. CBS may originate its American School of the Air from Chicago during the conference, according to Harold Kent, director of the council.

CROSLEY RADIO Corp., Cincinnati, on Nov. 1 was authorized by the FCC to increase the power of its instructional broadcast station, WXSL, from 10,000 to 50,000 watts.
New Auto Models Exploited on Air

Networks and Stations Join in Programs From New York

THE National Automobile Show, held in the Grand Central Palace, New York, the week of Nov. 11, was publicized through the cooperation of the networks and several New York stations to stimulate public interest in buying the new models.

An experimental television broadcast of an automobile show was arranged by NBC cooperatively with leading automobile manufacturers to show the practical application of television to demonstrate outstanding features of new popular-priced models. After seven automobile halls had been demonstrated in front of the RCA Bldg., New York, the program was switched to NBC's television studio to demonstrate details of the cars in sectional views or in operation.

Master of ceremonies, who greeted the guests in the new cars in Rockefeller Plaza, was E. P. H. James, NBC's sales promotion manager, who televised included Chevrolet, Ford, Hudson, Nash, Packard, Plymouth and Studebaker.

NBC also has arranged a program on Nov. 17 which will feature Arthur Fielder and Paul Hall, stars of NBC's regular program Sunday Drivers, as imaginary Kentucky mountainmen driving to New York in a 1904 Reo to see the Automobile Show. Graham McNamie will conduct them around the Grand Central Palace showing them the latest features of different makes of cars. The program will close with a speech by Albert Reeves, vice-president of the National Association of Automobile Manufacturers.

MBS was to broadcast the International Dinner of the National Automobile Press on Nov. 15, which is sponsored by the Automobile Manufacturers Association and held at the Ritz-Carlton Hotel, New York. Speakers were to be William S. Knudsen, president of the General Motors Corp., Detroit, and Richard C. Patterson, assistant secretary of commerce, formerly executive vice-president of NBC.

Five special, prominent automobile officials were arranged by CBS, heard in the early afternoon Nov. 11, 12, 14, 15, and 17. WMCA, New York, is carrying 15-minute periods of descriptions and interviews from the Automobile Show throughout the week, in addition to a broadcast of the speech by Gen. Hugh S. Johnson at the luncheon for automobile manufacturers at the New York Advertising Club Nov. 10.

Mexico Refuses to Ratify Treaty

(Continued from Page 11)

reasons for the refusal to ratify are not yet known. In some quarters, however, it was felt that possibly the Mexican border situation contributed considerably to the failure to approve the convention. It is reported that such border station operators as Dr. John R. Brinkley, ex-operator of 6KFB, Milford, Kan., and Norman T. Baker, former operator of KTNT, Muscatine, Ia., both of whom had their stations deleted, opposed the treaty. They are operators of high-powered stations along the Mexican border which, under the terms of the treaty, would have been outlawed in Mexico.

Under the treaty definite facilities would be allocated for use in Mexico at specific locations, particularly in connection with exclusive and duplicated clear assignments. Except for Ensenada, in lower California, no provision is made for high power border stations in the hands of American citizens. Mexico has foreseen no party to allocation agreements involving the North American Convention and has operated stations on the either on mid-channels or the same waves as used in this country and Canada.

Delays Reallocation

The immediate effect of Mexico's action presumably will delay the FCC in promulgating the reallocation of broadcast facilities in this country expected during 1939. Proposed new rules and regulations based on the treaty were the subject of extensive hearings before the FCC "superpower" committee last June and the committee's report is expected shortly. Action on the committee's report by the full Commission, it is anticipated, will not be expedited in the hope of effecting the sweeping changes contemplated by the treaty during the next year.

The treaty was to become effective, under its own terms, after three of the four principal nations signatory to it had ratified it. Mexico was the fourth nation involved and it had been expected that even if it did not actually ratify the treaty it would signify its intentions of so doing. Now that the Mexican Senate has refused to ratify, the whole question of reallocation in this country becomes confused.

The treaty itself assured continued existence of all of the some 750 stations in this country. Shifts up and down the band are provided, however, in most cases involving the movement of station positions from 10 to 50 kc. but maintaining their same relative positions in the band. New classifications for stations, setting up six rather than the present three designations, were provided. As told, 69 channels were designated as clear, 41 as regional and six as locals, with mutual use of regional and local channels among the nations according to prescribed engineering specifications.

Provision was also made for increases in power of regional stations to 5,000 watts day and night, based on interference limitations and of local stations to 250 watts at night as against the top 100 watts power at present prescribed. The way also was opened for power in excess of 50 kw. on 1-A or clear channels.

In the clear channel category, the treaty prescribed that the United States would have accommodations for 68 stations on clear channels, Mexico 15, Central America five and Newfoundland, Dominican Republic and Haiti, one each.

McWhorter Now Directs WCMI, at Ashland, Ky.

APPOINTMENT of Harold McWhorter, until recently assistant manager of WALB, Zanesville, O., as director of WCMI, Ashland, Ky., was announced Nov. 2. Charles Otto of Chicago, was named business manager under a reorganization of the station.

Mr. McWhorter is former owner and operator of WPAR, Parkersburg, sold in 1937 to John A. Kennedy, West Virginia broadcaster and publisher. He also served at WMMN, Fairmont, as assistant manager. Mr. Otto was formerly with Montgomery, Ward & Co. as assistant buyer in the radio buying division in charge of advertising and retail merchandising. Later he served with the Kroger Grocery Co., Cincinnati.

WE HAVE THE BEST WINTER OF BROADCASTING AHEAD OF US THIS YEAR IN OUR THIRTEEN YEARS IN BUSINESS!

Thank You.

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

BOUND

To Give

Greater Value

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and binding needs. It is neat and convenient. It is bound like a book — looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

PRICE
$2.50

POSTPAID

(Your name in gold 25c extra)

BROADCASTING • Broadcast Advertising

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HELLO, MR. KERSCHL, DEUTSCH!
(R. C. Gumpshul, Advert.)

“Did you say market?”

Look at PEORIA! Peoria is the number one sale among papers as far as people all over the whole state of Illinois go! People who buy 10 copies get a free book. People who buy, too! For copy rates are about U. S. prices — about $30.00 annually. You are sure at PEORIA with one skill well WMBD.

MEMBER CBS NETWORK

Penns Grove, N. J.

KABR
Aberdeen,
South Dakota
1000 WATTS

WEED & COMPANY

RESULTS CUMULATIVE

NATIONAL TIME STATION

REPRESENTATIVES:
NEW YORK - CHICAGO - DALLAS - SAN FRANCISCO

BROADCASTING

• Broadcast Advertising

National Press Bldg.
Washington, D. C.
Chain-Monopoly Probe Starts
(Continued from Page 11)

The extent of duplication of network programs, specifically included in the FCC agenda, will occupy an important part of the cases presented by the networks. Since network broadcasting began, there have been sporadic complaints of duplication of programs, notably in secondary areas. It is the plan of the Commission to determine how much duplication exists both in primary and secondary areas, whether or not of all or of it is justified and, if not, what special regulations should be enforced to prevent excessive duplication and theoretically thereby afford listeners a greater selectivity of program service.

The FCC will break new ground in searching the ownership and control phases of station and network operation. Network ownership, management and lease of stations constitutes one part of this study. Concentration of ownership or control of more than one station in the same or affiliated interests is another. Survey of the ownership angle with relation to other businesses of licensees is a third.

Place of Transcriptions
In the transcription field, the committee proposes to ascertain the place occupied by recorded programs in the broadcast structure; whether transcription development has prospered or been retarded by virtue of network or other competition, and the technical and program quality of such renditions.

That the major networks regard the inquiry as epoch-making was clearly shown at a conference Nov. 2 of network attorneys with William J. Dempsey, FCC general counsel and chief counsel for the inquiry. At this meeting it was roughly estimated that at least six weeks would be required for presentation of the cases for the major networks alone.

Regional networks, it appeared, might require two weeks for their case, with another two weeks allowed for miscellaneous groups and transcription services. How much time the Commission itself will take with its own staff witnesses and with cross-examination of other witnesses, is conjectural, though possibly two to three weeks is considered a good guess. The Commission plan, broadly, is to follow the procedure established at the hearings last June on rules and regulations. Witnesses will be permitted to make direct statements but cross-examination will be limited to the Commission's legal staff. Examination of witnesses by private counsel would be conducted through questions handed to Commission counsel unless waived by request.

Duplication witnesses, under present plans, will appear following the presentation of testimony under each of the five major brackets. They will probably include engineering and accounting witnesses. Cross-examination of Commission witnesses by private counsel will be permitted.

All told, appearances have been filed on behalf of 24 separate organizations or groups. The final half-dozen appearances were filed after the Oct. 5 deadline, but so far as is known, it is not the intention of the Committee to prevent any of the late from appearing.

NBC, first to present its case, will be represented by a legal corps headed by Philip J. Hennessey Jr. About a dozen witnesses will testify, it is understood. Of the estimated 16 hearing days of direct testimony, about four will be devoted to the question of program duplication. CBS will be represented in John J. Burns, former general counsel of the Securities & Exchange Commission, who will handle the general case, while Duke M. Patrick, former Radio Commission general counsel, will handle the duplication issue, expected to consume two days. CBS also will have a dozen witnesses.

MBS plans to take four days, with probably a day or more devoted to duplication. Chief counsel will be Louis G. Caldwell, first Radio Commission general counsel. Witnesses will include Messrs. Alfred J. McCooker, chairman of the board; W. F. Macfarlane, president; T. C. Streibert, vice-president; Fred Weber, general manager, and the consulting engineering firm of Page & Davis.

Main Commission witnesses probably will be Andrew D. Ring, assistant chief attorney for broadcasting, who will testify on duplication and technical phases; William J. Nordfleit, chief accountant, and DeQuinne V. Sutton, head accountant, in connection with analyses of contracts, revenues, ownership and other statistical data procured by questionnaires or from information filed with the FCC.

In addition to the 22 appearances filed [Broadcasting, Oct. 15, Nov. 1] Grrombach Productions Inc.,...

Disc Complaint

The Grombach appearance, filed by Jean V. Grombach, president, specifically attacked the practice of NBC in disallowing off-the-line recording. It stated that Grombach intended to furnish factual cases indicative of certain practices or agreements "in restraint of trade or furtherance of monopoly in connection with local and/or chain monopoly."

Any recording company may purchase through A & T or Bell remote control recording lines or connections to most local stations or networks, Mr. Grombach stated. Such connections have been made except in the case of WJZ and WEAF, NBC key outlets, which have refused them the permission. The only company that can record the programs from these stations, it was contended, is RCA Victor, "a company owned and operated by the same management, even in cases where considerable pressure is brought to bear by the clients, and copyright owners of the program themselves." Mr. Grombach further charged that instantaneous recording also is handled on a similar basis, with NBC's own recording facilities being the only ones allowed line facilities. It is further stated:

"NBC even claims that no one has a right to record programs 'off the air' from these stations for file purposes, even when said file recordings are ordered by the advertiser and owner and producer of the programs and when said recordings are cleared by unions, etc., and are not for any rebroadcast for commercial use.

"These matters we want to present in an unprejudiced manner to the Commission to find out whether a license and channel granted to WJZ and WEAF by the U.S. Government and broadcast material received off the air can be controlled as stated by a corporation or group of interlocking corporations, also if such a license and channel entitled them to exclusive recording rights in an allied but different industry."

The American Guild appearance was filed by Leo Fischer, executive secretary, and Henry Jaffe, attorney. Mr. Jaffe is the partner of Sol A. Rosenblatt, former NRA deputy administrator in charge of the broadcasting industry code, and also counsel for Transamerican. The Guild, the appearance stated, is a labor union affiliated with AFL and is a branch of the Associated Actors & Artists of America. Its jurisdiction is over musical solo artists, chorus and ballet.

The appearance alleged that by the purchase and consolidation of a vast majority of the then independent managers, NBC and CBS have acquired "a monopolistic stranglehold on the services of concert and opera stars whose appearances on radio are essential to the radio industry, with the result, inter alia, that competition for the services of these artists have been stifled."

Artist Monopoly Claimed

It was further alleged that to aid this "monopoly", CBS and NBC have together "acquired monopolistic control of the business of concert management by operating, as a side line, community and civic concert courses in some 400 cities."

It was charged that this monopoly has restrained competition among stations for the services of the artists and resulted in "great injustice to them because they have been left with no practical alternative than to submit to management by NBC or CBS or their controlled companies."

"CBS and NBC have thus acted in a dual capacity—as artists' managers they owe a duty to the artist to obtain the best terms for them; as owners of radio stations and as producers of concerts, they have placed the artist in the position where his own representative is also, at the same time, the employer of the artist, or is directly and indirectly interested on behalf of the producer of the concert or the manager of the radio station."

Finally, it was argued that by achieving "a practical monopoly of the management of the concert artists" NBC and CBS "have thus committed acts which by their very nature tend towards monopoly in the radio industry."

Aside from the industry groups, the appearances filed by CIO, AFM and National Committee on Education by Radio are viewed as significant. CIO, representing certain practices alleged discriminations against labor unions by stations, AFM, despite its recent successful negotiations with the industry on reemployment of musicians, revised the "canned music" and unemployment issues. The Education Committee through S. Howard Evans, its executive secretary, said it would produce testimony relating to monopoly.

Independent Radio Network Affiliates is expected to play an important part in the proceedings. Its appearances, however, did not move beyond the scope of its presentation, Samuel R. Rosenbaum, chairman of IRNA, is expected to make the principal presentation for the group, which has held several conferences through duly appointed committees with NBC and CBS regarding network-affiliate-policies and practices.

The enlarged KDYL audience comprises the greatest market between Denver and the Pacific Coast...alert, responsive people who are able to buy.

Are you making the most of this opportunity?
Booth Ablaze
NOT MUCH started by a fire which broke out in the press box atop the grand stand during a play-by-play broadcast of a football game recently, Sportscaster Tuck Young, Program Director Jimmie Mygford and Engineer Boyd Station, handling the game for WSPA, St. Louis, continued their account of the game until driven from the booth by the fire. Brigade—and then desribed the work of firemen until heat seared the power lines and ended the broadcast. The fire was extinguished shortly, with no casualties other than minor burns to Messrs. Young and Station.

UNIVERSAL LISTENING SERVICE, a bureau for checking radio programs, has been set up at 719 Montrose Ave., Chicago, under direction of Herbert Zadar. Handling the Watch Co. and Wometco Co. accounts, the new firm's telephone is Bitter 2671.

H. V. KALTENDORN, CBS news analyst, has been presented with a scroll for his "surpassingly brilliant broadcasts on the European crisis," and signed by Major Edward Bowes, Fred Allen, Grange Allen, Jack Benny, Edgar Bergen, Ben Bernie, George Burns & Gracie, Bing Crosby, Cecil B. DeMille, Al Johnson, Andre Kostelanetz, Lily Pons, Kate Smith, John Hume, Thomas Paul and Whiteiman.

JERRY BELCHER's program, Interesting Neighbors, which was sponsored through the summer by P. W. Fetch & Co., Des Moines (shampoo), on NBC was renamed as a sustaining show on NBC-Blue, Thursdays, 5-8:30 p.m.

WNYC, New York, has opened a new theatre studio in the Health Department Bldg., on Foley Square, New York, to accommodate large audiences.

WFRA, Tampa, solves the problem of baby's breath broadcast stations for city's sick babies by mounting a microphone-shaped baby holder, part of an incubator, to the roof of the station, on the regular microwave and loaning this "reasonably accurate facsimal" to the churches and other organizations wanting it as a prop.

LONGEST remote broadcast for WMJ, Milwaukee, was accomplished when sports writer for the Wisconsin UCLA football game in Los Angeles. Between halves Sportscaster Winnie introduced Wisconsinites who have made good in Hollywood, including Spencer Tracey, Fredric March, Fred MacMurphy and Stanley Morner, a WMJ alumnus. The broadcast was sponsored by Wadham Oil Co., who sponsor all Wisconsin Packers' games broadcasts.

TO MEET new requirements brought about by lengthened time on the air, increased activities and larger scale programs, the CHK, Montreal stations, CHB and CBF, are opening three new studios of drill size and construction, for use of symphony orchestras and choirs and for radio and television performances. A second floor spectators' gallery is included. Next to the gallery is a reverberation chamber containing the Elolian organ apparatus for an electric organ. The other two studios are smaller, for use of chamber music, piano recitals, and plays. Each studio has its own control room and capacity for picture booth. The studios are decorated in modern style.

WJTN, Jamestown, N. Y., owned and operated by Hardy Wilders, moved Oct. 31 into new quarters in the Hotel Jamestown. WJTN resumed its broadcast schedule at 7:30 the following morning due to the absence of Engineer H. J. Keats. Francis King and Tom Gill.

SCRIPTing of the opening programs in the new series, The Land We Live In, half-hour, dramatization of St. Louis history sponsored by Union Electric Co. on KMOX, St. Louis, has been placed in the cornerstone of a new building on the grounds of Jefferson Barracks, historic army post near St. Louis. The script, presented by Manager Mary V. Jones, was written by Gerald Holland and produced by Arthur Casey, both of KMOX.

WHEN Canadian newspapers printed a barrage of congratulatory editorials, articles and interviews concerning radio, the Mercury Theater of the World War Two, April 1943, has been recaptured, according to the Radio Corporation of America.

Navy plane, 31 miles west of New Orleans, was given the Navy's highest award, the Navy Distinguished Flying Cross. The citation read: "The Navy Distinguished Flying Cross is awarded to Captain (P. F.) Anderson, for extraordinary heroism on 30 Nov. In special Dress Uniform, on a flying mission from the Yorktown, Bofors, in the South Pacific, for saving the lives of two crewmen of the Yorktown, who were located. One a two mile cable from the Yorktown, the other a mile and a quarter from the Yorktown. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire, due to a collision. The Yorktown was located on fire.

UCS, New York, has been allowed to use a New York Studio B of the Eight International Broadcasts, held there Oct. 17-20, to the following: WOR, WLS, WJZ and WOC. These authorities were also used to feed three programs to both NBC and CBS.

WLB, Minneapolis, has published a new rate card which, besides listing revised rates, includes information on the station's current regulations and restrictions and facilities.

FOR ITS public safety work, WCCO, Minneapolis, was honored with special local of cognizance at the recent 32nd Annual Convention of the Minnesota Automobile Assn. The resolution stated that "many lives have been saved and the public continuously educated to respect the rights and privileges of all motorists and pedestrians who must use our streets and highways" through WCCO's efforts.

THE atmosphere of historic concerts given in famous music halls, saloons or courts of Europe is recaptured in a new series of weekly programs entitled Famous Musical Evenings, featuring the Columbia Concert Orchestra directed by Bernard Herrmann, on the CBS network. Music of the period depicted is played on a narrator interposes word pictures of the piece of the occasion and such sidelights as the "presence of royal patrons.

WTAR, Norfolk, broadcast an elaborate radio show from the U.S. Navy Operating Base on May 30. The program included broadcasts from a Navy plane, a two-way conversation with a sailor at the bottom of the Elizabeth River, a short wave show from the Yorktown. 30 miles by sea, with numerous speech and dance music and interviews with Navy personnel under supervision of Technical Director J. L. Grether.
Newspapers in Chicago Assisting Radio Council

COOPERATING with the Chicago Radio Council in a series of programs designed for reception in the classroom are the Herald & Examiner and the Chicago Times. On Mondays the Herald previews the Tuesday broadcasts of Science Reporter on WJJJD, giving background material slanted for school children. The Times on Tuesdays runs a series of historical pictures as a tie-in with Chicagooland, a Wednesday afternoon program put on for grade school pupils. Prizes totaling $100 are offered for the best scrap book of these pictures.

Unique series called You and Your Hobby has started on WENR under auspices of the Council. Each Thursday afternoon some particular hobby is discussed, such as model airplanes. Then in cooperation with the Industrial Arts Laboratory a part of the Chicago school system, blue prints and design sheets are sent to all listeners. The series ties in with more than 200 school hobby clubs. The Council publishes a weekly radio program bulletin and digest of its radio work. The bulletin for the week of Oct. 20, read in part, "It has come to our notice that an advertisement for a radio selling at $4.95 has been sent to Chicago schools. In our opinion it is in no way adequate for classroom reception, and we advise strongly against the purchase of this instrument."

CHICAGO stations receiving honorary awards for program merit from the Illinois Woman's Press Assn. at a luncheon Nov. 12 included WGN, WENR, WLS, WAAVP, WGN's Concert Review featuring the music of Henry Weber was awarded for "for encouraging modern cultural music!" its Painted Dreams serial, sponsored by Sterling Products Co., was honored as an outstanding "cultural dramatic program," and Clifton Utley of the Chicago Council in Foreign Relations was awarded for his weekly reviews of foreign news on WGN. On WENR, Donald Dowd was awarded for his announcing of the Music on Your Desive It series sponsored by RCA-Victor, while America's Town Meeting of the Air was awarded for the extraordinary discussions of economic, political and international problems. Children's program on WLS, featuring Malcolm Coward, was also honored. On WAAVP, the Prairie Avenue Hour was awarded its highest rating as "cultural music." Quaker Oats Co. was cited for its Mid-Winter Harvest radio series originating on WLS as an "outstanding program for farm and rural audiences." The Saturday night time series features Chuck Aree in broadcasts from a farm owned and operated by Quaker Oats Co.

TRANSFER of the license of WBL, Stevens Point, Wis., from the State Department of Agriculture and Markets to the board of regents of the university of Wisconsin was approved Nov. 9 by the FOC.

SCHOOLS CLOSED
But WHIO Gives Regular Classes in Dayton

WHEN Dayton, O., schools closed late in October due to lack of funds, program schedules of WHIO were not changed but rearranged to make room for daily educational programs to carry on regular school work. With cooperation of the board of education and school teachers, WHIO started on Oct. 31 carrying four periods each day, conducted by teachers with regular classes reciting in the studio, along with supplementary educational features which have been carried regularly since the start of the school year. The particularly "radio school" closely follows that of Dayton's junior and senior high schools.

Typical day's program on WHIO directed at out-of-school students includes English instruction, 8:30; 8:45 a.m.; biology discussion; 8:45-9 a.m.; French, 1:30-1:45 p.m.; American history, 1:45-2 p.m.; American School of the Air, 2:30-3:45 p.m.; juvenile dramatizations of fairy tales and legends, 4-4:30 p.m.; Today, news broad- cast, 6:45-7 p.m. Arrangements for the "school" are in the hands of Emerson Landis and Asst. Supt. Norman B. Wine of the Dayton Board of Education; Mrs. J. Davis, president of the Montgomery County Parent-Teacher Assn.; Walter Locke, editor of the Dayton Daily News; Rev. Daniel Brownlee, executive secretary of the Dayton Council of Churches, and J. L. Reinsch, WHIO manager.

Author Sues NBC

NBC was sued in Federal court in San Francisco in early November by Hugh Wiley, author of humorous negro stories, who charged unfair competition for using a character contained in his copyrighted stories. The suit demanded that the NBC pay him all its profits on the sustaining serial, Sons of the Lone Star. The character under dispute is "the Wildcat," which figured in seven of the NBC episodes of the drama on the Blue network on the coast. NBC's attorney, James P. McCoy, for NBC, will move for dismissal on the ground that a character can't be copyrighted and that the only similarity between the two is the race and dialect.

Students Assume Charge Of WBAL For One Day

As part of a radio promotion campaign in local high schools, high school students will take over operation of WBAL, Baltimore, Nov. 18. Working around the radio for a few days for experience, the students on that day will supply a complete station personnel, from manager to office boy, salesmen to continuity writers.

Other phases of WBAL's educational activities include production of a radio show and broadcasting a regular quarter-hour program directed from the Baltimore high schools; inviting the fifth, sixth and seventh grades of 52 local schools to visit the studio and put on a quarter-hour program, using their own ideas and broadcasting a weekly quarter-hour of dramatizations by students.

SEEDS and SALES!

For a volume sales harvest, let WAIR sow your advertising seeds throughout this fertile, receptive money-spending market. WAIR is a powerful sales producer.

RUSH THE WHOLE CROP TO OUR HOTEL, Si!

The fact that people gotta eat - - and that Red River Valley produces PREMIUM FOODS - - makes our wealthstable, makes us hay seeds easy spenders. We buy, f'r instance, one-third of all retail sales made in North Dakota, South Dakota and Minnesota combined [except for the counties containing Minneapolis and St. Paul].

WDAY is the ONE station that covers all the Valley, all the time. Our low rates top off the bargain! Shall we send you the full story?
McNinch Finishes Major FCC Shifts

(Continued from page 13)

mission upon consideration of the recommendation of the examiner.

"Thereafter the Commission, instead of the person who presided at the hearing will file a proposed report of findings of fact and conclusions of law in each case, which report shall be public," he said. "Opportunity will be afforded for the filing of exceptions and oral argument before the Commission issues its final report of order.

Mr. Dalbey was singled out among all the examiners for dismissal, remains a mystery. One of the first new examiners to be named when the FCC was created in 1934, he came to the FCC from private law practice in New York. He had been head of the Democratic Committee Speakers Bureau in the 1932 campaign, and, it is understood, had a high rating on the Civil Service lists. Mr. Dalbey made no formal statement, but asserted when questioned that he was "completely flabbergasted" and had never been called in by the chairman.

Examiners transferred to the Law Department were P. W. Seville, George H. Shumaker, John C. Bramhall, Robert L. Irwin, Rosel H. Hyde and Tyler Berry. They were transferred at their present grade and salary.

It is anticipated there will be transfers, resignations and possibly dismissals among lawyers in the immediate future. Obviously, General Counsel Dempsey will be confronted with a sizeable reorganization task during the next few months. Examiners to assign in his department. Already, it is learned, several changes in assignments have been made.

Too Quick, Says Craven

Unlike the Gary dismissal of last month, no charges of inefficiency were made against the three officials released. Mr. McNinch stated he had not consulted with the examiner about the changes, but said he was under mandate to reorganize the FCC in a manner that would be consistent with efficiency.

Commissioner Craven said he regretted the action of the majority. Although the public press has "been filled with rumors of reorganization of the Commission staff," he said the first official notice of the nature and purpose of the proposed action was given at the Commission meeting at which the majority voted. "I regret that, in view of the ramifications of the action, those individual Commissioners who were taken by surprise were not accorded the courtesy to study the proposals at greater length," he stated.

Declaring he was disturbed by some of the factors involved, Commissioner Craven said he felt that "our basic difficulties might be the result of the failure of Commissioners acting as a body to properly direct and indoctrinate the subordinate staff of the Commission."

I informed my colleagues that I could not agree that the staff should be broken up with all the blame and that I am ever willing to cooperate with the Commission in an endeavor to discuss all of the available methods for improving the effectiveness and manner of performing work at the Commission."

He said he voted against abolition of the Examining Division because he felt that "grave questions of procedure involving undesirable control of the nation's communication systems might be involved and because I felt that long Government service and an excellent record of efficiency should be recognized by this Commission. Moreover, I felt that these men should be given an opportunity to be heard by the Commissioners prior to their severance from the service. Likewise, I am concerned with reference to the effect on Civil Service in Government by action such as that taken today."

Commissioner Craven said he voted against employment of Mr. Ramsey because he did not know the man, had no opportunity to investigate his qualifications and because he felt that the Commission mission be in danger of evading the spirit of the Civil Service Act. Furthermore, he said, he felt that if the majority of the Commission desired Mr. Ramsey's services in an advisory capacity for a temporary period, it should have been employed in addition to the present staff.

Mr. Arnold, with a record of 17 years under Civil Service, goes on leave, presumably until he has made a new connection which was not known to Broadcasting went to press. His position paid $7,000 a year. It is understood he had been offered a post with the Veterans Administration, with which agency he served prior to joining the FCC, but that the salary was only $5,000 and that he had rejected it.

Like the release of Mr. Arnold, that of Mr. Wisner's has been reported in the daily press for several weeks. Mr. Wisner was press officer for the old Radio Commission, and has served continuously in the Government for the last 12 years. The effective date of his release, covering accumulated leave, is Dec. 28.

Chairman McNinch explained in his statement that reorganization of the Commission's information work was initiated with the abolition of the Wisner office. "Mr. Ramsey," the Chairman said, "will study and report to the Commission as to how the collecting and disseminating of information can best be handled, giving some initial help in handling it, and recommend such man as is limited to the Chairman and the Commission as relates itself to this task." He will be designated special assistant to the Chairman.

Mr. Ramsey formerly was with the Hearst organization, and specialized in power and utility reporting. He has been with the FCC for the last three years, and he is author of a book titled Pyramids of Power. Mr. McNinch indicated Mr. Wisner's position as publicity man for the FCC will be named before Mr. Ramsey's 90-day temporary tenure expires.

Information Office Inadequate

Mr. McNinch said the information office which has been handling matters of routine character, has been "wholly inadequate and ineffective."

Much information relating to development in radio, television, telephony and other means of communication is received by the FCC and is of the utmost importance, he said, and because there is no present arrangement for collecting and disseminating this information the reorganization was decided upon.

The new procedure on hearing of cases will be more "liquid," Mr. McNinch said. The Commission to assign employs best qualified for the particular case to sit on it, whether attorney, examiner or examiner, he declared. The whole staff will be the possible field for selection of such personnel. Moreover, he declared, it will enable the Commission to close the gap between the time applications are heard and decided.

Questions about possible Civil Service complications, Chairman

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McNinch said the changes are primarily "organizational" and only secondary as they may affect personnel. Under the law, he explained, the Commission has a right to abolish any unit functioning under it.

Regarding Commission personnel itself, Chairman McNinch said he had no plan whatever and had made no recommendations to the President. Should the Chief Executive consult him, he declared, he obviously would give him his best judgment.

Asked whether he felt a "single administrator" might be desirable for communications regulation, Mr. McNinch said he thought it would be impractical, adding he had no hesitancy in saying he would not recommend it. On the other hand he declared that there have been repeated discussions among independent commissioners about the advisability of smaller or larger boards.

Arnold's Statement

Mr. Arnold issued a detailed statement coincident with the Commission's action. He said that from his experience as chief examiner he felt the action of the Commission in placing examiners under jurisdiction of the general counsel "is fundamentally wrong, as contrary to the practice as suggested by the Supreme Court of the United States in the case of Fred O. Morgan doing business as Fred O. Morgan Sheep Commission Co. et al., appellants, vs. the United States of America, and the United States, Court of Appeals, and puts the judicial work of the Commission directly under the authority and control of the legal department, which in many matters represents the opposition."

Referring to the recent letter of the chairman of the Civil Service Commission, proposing that examiners and other employees be exempted from Civil Service requirements, Mr. Arnold said that it was the apparent desire of the chairman that examiners who hold hearings in a judicial capacity "are to be guided by their own decisions according to the will of the Commissioners." This, he added, "is a departure not only from the procedure hereafter followed in this Commission, but in other Commissions of the Government."

Mr. Arnold quoted various memoranda and recommendations dealing with his stewardship. He pointed out that the Commission has approved approximately 92% of the reports made by examiners and said he believed it was a "great record." He stated also that he had endeavored to get some word from the chairman to policy but that since the abolition of the divisions a year ago, there has never been a conference with the Commission or any of its members and the examining department.

Mr. Wisner also issued a statement in which he declared the Commission's action "came as a great surprise to me." He said that the chairman at no time had indicated to him the action was contemplated and that he paid no attention to rumors that he was acting on his own. Pointing out that he had been under Civil Service for nearly 12 years, Mr. Wisner declared he felt his record at the Civil Service Commission was such that he would be "protected from arbitrary and capricious actions." He added that it was evident in this case Civil Service broke down completely and the law was ignored by circumvention. No one under Civil Service can henceforth feel secure.

Civil Service Probe

Adding to the furor was the statement Nov. 10 by Harry B. Mitchell, chairman of the Civil Service Commission, that an investigation of the most recent dismissals might be made to determine whether any Civil Service regulations have been violated. He made no flat statement on it but the concern seemed to be that the dismissals of the three FCC employees without hearing might establish a precedent which would be followed by other governmental agencies.

Chairman Mitchell last month publicly announced that the Commission looked with disfavor on the original plan of Chairman McNinch to exempt some 60 attorneys, examiners and other "confidential employees from Civil Service requirements after he had received a joint letter from Commissioners Craven and Payne questioning chairman's form of proposal.

Immediately following the dismissal action, rumor was rampant. One report was that the three highest salaried examiners—Dalberg, Seward and Bramhall—were slated for removal, with the abolition of the Examining Division.

Without interest in the FCC operations so heightened, it was felt certain that the whole issue might be raised on Capitol Hill even before Congress convenes. The subcommittee of the House Appropriations Committee in charge of independent offices will hold its customary hearings during December on the FCC budget. The chairman and such other members of the Commission as he may designate appear before this committee. As a matter of fact, the committee will call all members. Rep. Willard Wolden (D-Va.) is chairman of the subcommittee, which holds its sessions behind closed doors. The transcript of the hearings is made public at the time the independent offices appropriations bill is introduced early in the next session.

This is the Model F-28-2 Recorder, bringing even finer quality to the finished recording through the incorporation of many new features in both recorder and amplifier:

1. Recorder head carriage mechanism—assures absolute freedom of movement vertically, with no movement horizontally, by ground cone ballbearings supporting the cutter head arm.

2. Recording scale—a new scale reading direct in minutes for all pitches and both IN and OUT.


4. Motor drive—at 33 1/3 r.p.m., split second timing is achieved by direct synchronous speed gear and worm drive. The playback of a program always coincides with the original program's length.

5. Recording amplifier—re-designed for ease of operation with an inclined front panel and all controls conveniently grouped at the top.

The Model F-28-2 Recorder in its light, smart and sturdy new carrying-case, has been brought to a new pitch of perfection in both appearance and performance.

For full information, send for descriptive literature.

"... it had to satisfy Fairchild first"
WHN Rejects Coughlin
FATHER Charles E. Coughlin, Detroit radio priest, on Nov. 6 began a new series of broadcasts on WMCA, New York, exclusively, Sundays, 4-5 p.m. The broadcasts were rejected by WHN, New York, previously scheduled as the outlet, because of Father Coughlin's refusal to comply with the station's rule which requires submission of speech in advance of the broadcast. Airletters Inc. Chicago, places.

Remote Amplifier

Using parts of a discarded condenser, mike head, Dick Whitman, engineer of WBT, Charlotte, has built a new compact wide-range amplifier. Weighing under 20 pounds and measuring 18 x 12 x 8 inches, the amplifier is insulated in a leather case complete with batteries, and eliminates bulky equipment to the scene of remote broadcasts.

A NEW RCA facsimile scanner is being installed at the transmitter building of WOR, at Carteret, N. J. For some months WOR has been experimenting in the early morning hours with the Finch facsimile system and is adding the RCA equipment for a series of tests in which the relative advantages of each method of picture transmission will be determined.

WOR, Newark, has been assigned an experimental license for a new high-frequency station, W2XVS, which will permit communication with WOR portable relay transmitters and the new ground system at Newark, or enroute to special events broadcasts.

NEW Collins mobile unit of WFJA, Tampa, for which the call letters WTHI have been reserved by the FCC, has been assembled and is being assembled for operation.

KIT containing all material needed to construct half-inch coaxial cable has been made available for amateur experimenters and engineers by Trans-ducers Corp., New York, manufacturer of Co-X concentric cable. The kit includes inner conductor, insulators, outer shieldings, clips, screws, nuts, eyepods and instructions for assembly of the cable.

The new QSL transmitter has been ordered by the Bead Bulletin for the new KBND, Bend, Ore., 100 watts night and 200 day on 1510 kc., recently authorized by the FCC.

UNIVERSAL MICROPHONE Co., Inglewood, Calif., is manufacturing a 1¼ ounce “watch model” mike and announces it as the “world’s smallest expandable size microphone”. Originally designed for telephone work because of its size, the instrument is also adaptable as a lapel microphone for “man on the street” broadcasts and other special events.

KILO, Seattle, recently completed construction of an additional control panel equipped throughout, and installation of a Tele-phon recorder.

WPIC, Sharon, Pa., has purchased a Collins 12-X amplifier.

SECOND issue of Terminal Radiogram, bulletin of technical information published by Terminal Radio Corp., New York, has expanded to twice the size of the first issue.

CKPR, Port Arthur, Ont., started Operation this week over 10,000-watt Candaian Marconi transmitter recently in a frequency of 580 kc., moving from 730 kc.

WOW, San Antonio, has installed a new RCA booster amplifier, its third. The 450-watt RCA equipment and a 44B RCA microphone.

WGN, Chicago, has completed the installation of its ground system at the new transmitter site 24 miles northwest of the Loop, Disposed of 15 miles of copper wire, the new ground system was installed under direction of Carl J. Meyers, WGN chief engineer.

WCNW, Brooklyn, is installing a complete set of new WE amplifiers, and is negotiating to purchase a new high-fidelity transmitter.

WIRE, Indianapolis, which recently installed a complete new transmitting plant, has applied to the FCC to increase its power from 500 to 1,000 watts.

WARD, Brooklyn, has applied to the FCC for authority to erect a new vertical radiator and move its transmitter from Long Island City to 204 Scholes St., Brooklyn.

THE old transmitter of KNX, Los Angeles, with its 450-foot vertical radiator, has been sold to the Voice of America, through Con- rad R. Strasser, factory representa-tive at Los Angeles.

TRANSMITTER SHIFT IS ASKED BY WREN

WREN, Lawrence, Kan., NBC-Blue outlet for the Kansas City market, has filed an application with the FCC to move the station’s transmitter closer to Kansas City, according to an announcement by Vernon H. (Bing) Smith, president and general manager.

WREN seeks authority to move the transmitter from Leavenworth County, Kan., to a point northeast of Johnson County. The application also seeks permission to establish a station in Kansas City as well as in Lawrence.

Operating on the 1220 kc. channel, WREN points out that the station, which operates a 1,000 watt night and 5,000 watt day, has been the NBC-Blue outlet for a number of years for the Kansas City area. A contract for sale of the station to the Kansas City Star several months ago was denied by the FCC and its present owners have decided to continue its operation.

Mr. Smith announced that for the past several months radio engineers in Washington have surveyed the Kansas City area in connection with the WREN removal. Their surveys show that through the move to the proposed new location, the station would be able better to serve listeners in metropolitan Kansas City and at the same time render a more substantial service to listeners in Lawrence and Kansas as a whole and to listeners in Western Missouri.

TROY BROADCASTING Co., recently authorized to build a new 1,000-watt daytime regional in Troy, N. Y. (WTRY), has established offices in 301 Proctor Bldg., Troy, with Edward Robinson, formerly of WSTR, Syracuse, and WJTN, Jamestown, in charge, Col. Harry C. Wider, president of WSTR, heads the Troy company.

...GOOD MORNING!

When Polly Shedlove says “Good Morning” her large audience eagerly welcomes her sprightly, human, friendly-neighbour visit. She and her guests bring helpful, entertaining moments, so crowded with animated conversation that they stay until her final “I'll be dashing along now.” Here's the New York participating show for results...on the air every morning from 9:00 to 9:30 a.m.
A REPORT of the pre-testing of radio programs carried on by Miller, Franklin & Co., New York, at the Chautauqua and Trenton State Fairs in the Oct. 15th issue of Broadcasting erroneously credited Miller, Franklin & Co. with development of the "televote" system used to count the votes of the audience before whom the program was presented according to the inventor of the Televote System, Nevil Monroe Hopkins, research engineer, who also developed the Radiovote System [Broadcasting, May 1, 1934].

The Televote System is to collect the consensus of a theatre audience or other gathering, voting being secret but the result being immediately announced. Voting is done through push buttons on each seat, each button being connected to a tiny resistance in a circuit and the total resistance being measured on a dial calibrated from 0 to 100. When a question is asked and those in favor press their buttons, the percentage of affirmative votes to the entire audience is immediately registered on the dial and its image, cast on a screen gives answer to the audience.

Sounding the Nation

"With this system," writes Mr. Hopkins, "the great audiences in scattered halls and theatres throughout the nation may not only know their own audience reaction, as projected on the screen, but after a few minutes' time the consensus of the audiences in all other equipped theatres throughout the nation may be learned by telegraph and radio and the rebroadcast of the question with its mass reaction made. In this way, not only the members of the audiences equipped with my system will hear the question and see the reply displayed, but all those listening-in in their homes will hear the voting and the results, through the agency of their home radio receivers."

An alternate plan developed by Mr. Hopkins will measure the audience opinion throughout the territory insofar as they may not only know their own audience reaction, as projected on the screen, but after a few minutes' time the percentage of affirmative votes to the entire audience is measured and recorded on a dial calibrated from 0 to 100. When a question is asked and those in favor press their buttons, the percentage of affirmative votes to the entire audience is immediately registered on the dial and its image, cast on a screen gives answer to the audience.

Protests Against Option on WPTF

Continued from page 17

WPTF under its local management and ownership, the resolution continued, has been "ever mindful and alert to render every kind of reasonable aid to any worthy civic endeavor." It added that the board of the Chamber feels the only guarantee of a continued disinterested and effective service by the station to the community and the State, "is its continued ownership and operation by the local civic-minded proprietor." Possible transfer by "absentee landlords" of WPTF's assignement to another city, also was deprecated.

The Junior Chamber joined with the Raleigh Chamber in resolving that the FCC be petitioned in opposition to the transfer.

Pathé and Transradio

Pathé News has signed a contract with Transradio Press Service allowing for a special news service setup, assuring a faster coverage of events by cameramen through reception of news flashes at the same speed as those reaching newspaper and radio tickers. The special service consists of a direct telephone connection with the central exchange of Transradio Press in New York, as well as with other centers such as Washington, Boston, and San Francisco and Chicago. The contract also provides for a checking of news rumors and the development of feature newsreel stories.
Monopoly Over News
Is Cited by Examiner in
Opposing WJBL's Sale

ALTHOUGH holding that the
proposed sale price is not excessive,
Examiner P. W. Seward has recom-
manded in a report to the FCC
that it deny the application of
Charles R. Cook as transferor and
Decatur Newspapers Inc. as trans-
feree for authority to acquire con-
trol of WJBL, Decatur, Ill. The
newspaper firm, publishing the De-
catur Herald and Review, now
owns 49% of the stock of the li-
cence company, which it purchased
last year for $7,250, and proposed
to acquire the remaining 51% for
$7,800.

If this application is granted," Exa-
miner Seward held, "(the new-
paper corporation) will be the sole
owner of such corporation and
be in full control of Radio Station
WJBL, which will give to it all
the means of disseminating news or
other information in the area and
complete control of all advertising
available in the area. In view of
these facts it appears that
this would tend to restrict compe-
tition in the dissemination of news

Knew Charlie
ORDINARY citizen of Chi-
cago in a medical clinic, Charlie Mc-
Carthy phoned for a cab the
other day to rush his wife to a
maternity hospital. Cab
stand attendant must follow
the Chase & Sanborn pro-
gram for him answered, "I'll
now you down". Charlie phoned another cab company
and the dispatcher yelled
"Give my regards to Dotty
Lamour and Don Ameche.
Using the name of Joe
Doakes, Charlie finally got
his wife to the hospital
where Charlie McCarthy III
is doing fine.

and information, and in advertis-
ing."

Although no second station is in-
volved in the case, Examiner Seward
pointed out the Commission
"has repeatedly held that it is not
in the public interest to grant to
the same person or interest license
to operate more than one broad-
cast station in a particular area, as to
do so would tend to restrict compe-
tition.

Group Headed by Dumm
Buys KROW, Oakland

SALE of KROW, Oakland, to a
California group headed by Wesley
J. Dumm, president of KSFO, San
Francisco, subject to FCC ap-
proval, was revealed Nov. 11 in
authoritative quarters. It was
reported also that Philip G. Lasky,
general manager of KSFO, is Mr.
Dumm's chief associate. While
the price was not disclosed, it was
understood to be around $100,000.
KROW operates on 930 kc. as an
independent, with 1,000 watts full
time. The licensee is Educational
Broadcasting Corp. H. P. Drey,
president and general manager, is
listed as principal stockholder,
with about 40%. Members of the
Watch Tower Bible & Tract So-
ciety are understood to hold
most of the balance of the stock.

CARVING EXPERT

MORTON BLENDER, 25-year-old
an unsuccessful of WCP, Boston, has
achieved a wide reputation for his
wood carving and modeling of plas-
tics. With a sound and plastic model
of the Toronto Symphony Orchestra
already on display in Massey Hall,
Toronto, Mr. Blender has started
the most ambitious project of his
career—a scale model of the Bos-
ton Symphony Orchestra as it ap-
pears during the use of scanning in
Symphony Hall. Combining his close
association with members of the
organization, Mr. Blender worked with
WCP and accurate photographs and
drawings of the musicians, Mr. Blender
plans "faithful reproduction of the
symphony in action, with each instru-
ment and a life-like reproduction of each
musician's face.

After completing the Boston
Symphony model, Mr. Blender has
been requested to do the new Ed-
ward Hatch memorial shell, in which
will be performed and his mu-
icians will present future summer
Ex plan a d e concerts. The shell
model, as planned, also will show a
complete progress of each with each mu-
ician "done in detail.

FCC Holds Rearrangement
In the Brooklyn Cases

RADIO'S most litigated cases—
the so-called "Brooklyn cases"—
were referred before the FCC on
Nov. 10 after having been rem-
anded to the Commission by
the U.S. Court of Appeals for the
District of Columbia on the FCC's
motion.

As counsel for WBBC, August
Gerber, of New York, argued in
support of the deletion of WARD
and WLTH, Brooklyn stations,
and award of their facilities to WBBC.
He recited in detail the history of the
litigation which began in 1923, take-
ning the position that all appli-
cants were on equal footing and that
WLTH and WARD were
required to justify their right for
renewal of licenses. Failure of
proof and a showing by WBBC
that it could fill this void justifies
the latter in obtaining their facil-
ties, he contended.

Paul M. Segal, counsel for
WLTH and WARD, took an op-
posite position. He contended that
as a matter of law WBBC was
required to make an affirmative
showing of superior fitness and su-
perior rendition of public service.
He argued that WBBC has failed to
show its superiority in respect to
technical ability, finances, pro-
gram service and in other phases.

TWO MAJOR ISSUES
FACING TELEVISION

TELEVISION, although ready for the
public from a technical point
of view, still faces two major ques-
tions—fixing satisfactory television
standards and finding a method of
paying for programs. I. J. Kaar,
designer of the radio divi-
sion for the Electric Co. de-
clared in a paper read at the fall
convention of the Society of Mo-
tion Picture Engineers Nov. 1.

The situation in television is
"quite different" from sound broad-
casting, Mr. Kaar commented. "Be-
cause of the interdependence of
amplification and the necessity of
synchronization between receiver and transmitter,
all frequencies used are
changed, receivers designed for the
old standards become useless. Be-
cause of this no responsible manu-
facturer would sell receivers to the
public until standards were fixed
by the FCC."

He added that the mat-
ter of standards has practically
been settled now.

The question of who shall pay
for television programs remains
uncertain. It is pointed out that
the present broadcasting system,
with commercial sponsors paying the
bill, requires the exist-
ence of millions of receivers,
with the listeners who may be induced to buy
the advertised products

"Such an audience does not
exist in television," he said, "and
cannot be expected for several years. The
public has been accustomed to expect
a high degree of excellence in pro-
gram material. When television is
fully developed, the public will demand full-
ness and as far as program material is con-
cerned. This means great expense,
which ultimately will have to be
borne by the pioneers."

"The standard high quality tele-
vision system which will possibly
be commercialized shortly will have
a 12-inch tube with a picture 7/8
10 inches," Mr. Kaar predicted.

"Three, five, seven, and nine-inch
ubes probably also will be stand-
ard commercial sizes. It is reason-
able to expect to see larger pictures
in the best systems of the future."

Unions Join in Show

COOPERATIVE show, sponsored
by seven different labor unions,
Nov. 15 was begun on WEVD,
New York, Tuesdays through Fri-
days, 8-9 p.m. The program,
known as The Labor Hour, con-
sists of dramatic sketches, inter-
views with guest speakers, musical
selections, and Bryce Olives,
WEVD news commentator. Unions
sponsoring the show are the Butch-
ers Union, Transport Workers.
Retail Clerks, Bakers Union, and
three local chapters (numbers 29,
62, and 91) of the International
Ladies Garment Workers Union.

Guild Elects

RADIO Writer's Guild, New York,
Nov. 7 held its annual meeting
at the Midtown House, New York.
Five members were elected to the
council, which consists of 15 mem-
ers, five of whom are elected an-
ually to serve three years. Elect-
d were: Erik Barnouw, Henry Fisk
Carlton, Elaine Sterne Carr-
ington, Theodore Ferro and John
Martin. The election was made to
appoint a committee to set up a
code of "fair practices", which
would outline the principles and
objectives of the Guild for the
guidance of members.

"Which one is CKAC? That's the one mom
and pop are listening to!"

CKAC, Montreal (Canada's Busiest Station)

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BROADCASTING • Broadcast Advertising
HOW TO SELL MORE TIME
A MEASURING TAPE FOR STATION PROMOTION RESULTS

Find a promotion medium that combines editorial character with thorough news coverage, with right readership, with blanket circulation, with proved advertising results, with economical rates

and you have BROADCASTING

BROADCASTING • Broadcast Advertising
November 15, 1938 • Page 69
Late Personal Notes

symbolizing the outstanding achievements of the station in the last year from a civic standpoint by the Young Men's Business Club of New Orleans, in connection with a luncheon commemorating WWL's acquisition of 50,000 watts.

RICHARD O'DAY, one of the owners of WNEW, New York, is ill with a heart ailment in Joseph's hospital, Paterson, N. J.

LENox L. LOHR, president of NBC, on Nov. 7 left for a week's visit of his home in Evanston, Chicago and a short hunting trip in Illinois.

EARL A. WALKER, FCC commissioner, on Nov. 10 is to address the 50th annual convention of the National Association of Railroad & Utilities Commissioners.

LESLIE E. MAUPIN has rejoined the sales staff of KLM, Mpls., N. after a two-month absence. Katherine McGrath also has returned to the station in a secretarial capacity, Jacques, news editor, resigned, Nov. 12.

MEREDITH R. PRATT, for the last 10 years advertising manager of Los Angeles Evening Herald Express, has joined Columbia Broadcasting System as executive. He succeeds A. R. Ketchem Jr., resigned.

LARRY GRADLEY, formerly of KOL and KIRK, has joined the sales staff of KFVB, Hollywood.

M. DE WITT RAE JR., formerly with the NBC sales promotion department, has joined WNEW, New York, as head of sales promotion.

CLASSIFIED ADS

Help Wanted

Real Salesman: young, aggressive, with integrity and ability to do selling job for 260 wait full time in Station City 50,000 population. Full cooperation: result getting promotion programs for ambitious, sound selling $15 to $20 plus week plus commission. Pos- sibilities: 60 week. Give experience, educa- tion, background, name in full. Include photograph. Box A151, Broadcasting.

Situations Wanted

A-1 program director of large station desires of making change, prefers small city. Only first class proposition considered. Full details if interested. Box A187, Broadcasting.

Production man, teen-agers' experience, production, programming, promotion, writing, employed, but wants to make change. Will accept small salary. Box A165, Broadcasting.

Young man desires position with small station as Junior Announcer. Fine voice and unusual ability at sport broadcasts. Voice recording. Box A160, Broadcasting.


Ambitious, young college graduate, at present chief announcer of prominent and successful station with established continuity, special events and major network production and announcing. Box A158, Broadcasting.

Chief Engineer, eleven years experience, last seven for major network owned station. Experience all phases broadcasting, engineering, operation, construction, installation. Age 24. Box A162, Broadcasting.


Young man, five years amateur phone. First Class Radiotelephone license. Summer Time Broadcast Operator experience. Go anywhere. Box A146.

Broadcast engineer thirteen years experience operation, maintenance and design. Three years executive engineer, eight years network stations. Go anywhere. Considerable trouble with voicesid. References. Box A160, Broadcasting.

Aggressive station or commercial man-ager: will guarantee definite results. Experienced, qualified. Box A159, Broadcasting.

Experienced news editor, employed at one of country's leading stations, desires change. Reason for proposed change, eight prospects for expansion. . . . will be under- estimated when situation is known. Strong writing, announcing experience, especially baseball. Excellent recommendations. Box A166, Broadcasting.

Announcer-operator will make investment of $850.00 with services in established or prospective broadcast station. Box A164, Broadcasting.

ROBERT W. FLING, formerly of Standard Radio, Chicago, has joined Press Radio Features, Chicago program.

Earle Jankyn, announcer for NBC in New York, and Olive Happy, radio singer, were married Oct. 21.

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Crosley Renewal Is Given Shouse

Expanded Service During Year As Vice-President Shown

RENEWAL of the contract of James D. Shouse as vice-president of the Crosley Radio Corp., in charge of broadcasting, was announced Nov. 3 by Powel Crosley Jr., president.

Augmented activities, including creation of two major departments, promotion and farm service, played an important part in the renewal, it was learned. Mr. Shouse joined the Crosley organization Nov. 15 last year after serving as general manager of KMOX, St. Louis. He has direct supervisory charge of WLY, WSAI and WXL.

Besides creating promotion and agricultural departments, Mr. Shouse has made many other changes. One of his first official acts was to appoint the heavy musical director of WLY and WSAI. He has set up a comprehensive sales and service organization, with Robert E. Dunville, former assistant general manager of KMOX, as sales manager. Wilfred Guenther recently was named promotion manager of the two stations in charge of all exploitation and kindred activities. John Conrad, former public relations chief of KWK, St. Louis, became promotion manager of WSAI.

Beulah Strawwy, for eight years with merchandising and advertising department of the Kroger Grocery & Baking Co., was named trade relations director in promotion department. Jerry Burns, formerly of KXY, Kansas City, moved into special events department under Herbert F. R.

Creation of agricultural department with George C. Biggar, former program director of WLS, Chicago, in charge, has also been completed. In Mr. Biggar's department, which is also the Artists' Bureau, Jack Bell, former commercial manager of WCM, Ashland, Ky., has become booker, while Johnny Spears, Indianapolis free lance radio columnist, has joined staff as publicity and promotion director for the Boone County Jumbocure and other road units, recently created by WLY.

Other changes, in connection with Mr. Shouse's expansion program, include appointments in September of Dewey H. Long, formerly of Radio Sales Inc., as general manager of WSAI; C. J. (Jack) Thornquest, as sales manager of WSAI; E. C. (Jimmy) Krautter from WLY service department to client salesman under Mr. Dunville; William Callahan from WSAI sales force to WLY sales service manager; Archie Grinis, formerly with WAGA, Atlanta, to WSAI sales.

"We are contemplating no other major changes in the near future," said Mr. Shouse. "I believe with this setup we are equipped to do an outstanding job both for commercial accounts and for the rural communities. Under the setup which has been in the process of organization the past year, WSAI is now entirely segregated from WLY and operates independently with its own general manager, sales staff, program promotion and traffic departments."

AFRA-WGY Dicker

CONTRACT covering announcements employed at WGY, Schenectady, an NBC-operated station, is now being drawn up for signing by NBC and the American Federation of Radio Artists, talent union which already has contracts with the network for artists and announcers working at key stations in New York, Chicago, Los Angeles and San Francisco. Terms of the contract, which were arrived at following a series of conferences between Mark Woods, NBC vice-president; Emily Holt, AFRA executive secretary, and Kolin Hager, WGY manager, were not disclosed, but it was stated that the contract is satisfactory to all parties. Expectations are that it will be signed today after the AFRA convention and the FCC network hearings are concluded and Mrs. Holt and Mr. Woods are able to get together again in New York.

WITI will climax its football game broadcasts for this season with an exclusive report of the Sugar Bowl played in New Orleans on Jan. 1. Bill Stern, WBC's chief football announcer, will describe the game on the WITI Red Network, starting at 2 p.m. The Rose Bowl battle at Pasadena will also be broadcast by NBC at 4:30 p.m. on Jan. 2.

FIRST entry of the Pillsbury Flour Mills Co., Minneapolis, into the Hallo-American Field was marked Nov. 14 when three Italian announcements daily for 20 weeks were purchased on WOW, New York, through Ashley Advertising Agency, New York.

VICTOR-AMERICAN FUEL CO., Denver ( Colo.), has assumed sole sponsorship of Mutual's program of commentary on national news by Fulton Lewis, Jr., MRIN's political commentator, on KVOD, Denver.

Radio and PA Systems For Golden Gate Ordered

RCA and the California Commission to the 1939 Golden Gate International Exposition signed contracts recently for radio and public address equipment costing $100,000. The complete system, to be ready Feb. 10, will be leased by RCA to the California Commission and operated by the Exposition Company. Engineers of CBS, MBS and NBC approved the layout for network operations before the contract was signed.

Lesley Hewitt, engineer in charge for the State of California, who coordinated the suggestions of RCA and C. C. Langevin Co., leading bidder on the job, left for Camden to work out installation details with RCA.

 Californians Reelect

SOUTHERN California Broadcasters Association Inc., Los Angeles, at its board meeting Nov. 7 re-elected as president Leo B. Tyson. John J. Gillin, Jr., Mgr. John J. Gillin, Jr., Mgr., has assumed sole ownership of the Los Angeles and Oxnard stations. The other members of the board were re-elected.

WOW Goes Huskin'"
Examiners' Reports

WKA, Lawrence, Mass.—Examiner Bowman recommended (1-74) that application hours to sunset San Francisco be granted.

Applications

KGM, KELO, KHF, KHLO—Auction transfer control to Consolidated Amusements.

WFMV, Frederick, Md.—Application change to locations.

WORC, Worcester, Mass.—Application to amend directionals.

KRLN, Midland, Tex.—Application to new transmitter.

WREX, Lawrence, Kan.—Application to new antenna, move transmitter.

WDAN, Danville, Ill.—License for new station.

causes, were saluted on the program.

The week of Nov. 14 was to be given over to a series of special programs. From the transmitter site on a 40-acre tract near U. S. Route 62, 43, a special Monday program was to conclude the tree planting begun last March when sound was broken. WLS officials were to plant 14 American elms symbolical of WLS' 14 years of existence, in honor of those attending, and as a living symbol of our continued and extended service.

Mr. Butler will be host to 25 outstanding leaders in agriculture at a dinner Nov. 15, with a broadcast of interviews by Mr. Butler at 7:30 p.m. That same evening, Nov. 15 will be Agriculture Day and a special program is to be aired during the Dinner Hour program.

Wednesday will be Equipment Day and a special program from 7 to 7:30 p.m. will feature talks by C. M. Jansey Jr. and S. L. Bailey, of Jansey & Bailey, Washington, D. C., who chose the site for the new transmitter. C. S. Van Gordon, general sales manager of the Gillette Rubber Co., East Aurora, Wis., and one of the first to hold a broadcast license (then WTAQ, Ogletree, Iowa), will trace the historical development of radio.

Education Day on WLS with a series of educational programs and discussions. Corn Belt Day is Nov. 18 with a special broadcast from the transmitter site at the laying of the corner stone. WLS reverses the usual procedure by laying its corner stone at the completion of the transmitter installation. As BROADCASTING went to press it was understood that Gov. Hennessee Horner would speak on WLS Nov. 18, 7:30-8 p.m. By then a short history of the WLS programs will be concluded Nov. 19 with another special show during the Barn Dance program.

WLS shares time on the same clear channel with WENR, Chicago, for 1938, and WENR, Chicago, recently purchased half interest in the new $250,000 transmitter [BROADCASTING, Sept. 1].

Mrs. Margaret Emerson

MRS. MARGARET DAYTON EMERSON, 34, veteran clerk in the license division of the FCC, of New York City, was killed recently in an automobile accident in which she was a passenger. The death occurred when the vehicle in which she was riding, driven by her employ, took her life Nov. 2 by gas. She is understood to have been in poor health for some time.

WWW, Twin Falls, Idaho—Application to move to Pocatello, 600 shares of common stock, amended to add 1025 shares from Stanley M. Morris deceased.

NOVEMBER 19

WIRE, Indianapolis—Application to move to New, Ho. Bost. Co., Grants Pass, Ore.—CP 1150 kc 100 w, D to 100 w, D to 100 w.

RMJ, Fresno, Cal.—Application D to 5 kw.

KERK, Bakersfield, Cal.—Application to move to new station.

KJON, Richland, Wash.—Application to new site, new antenna, move transmitter.

KFRN, Atlanta, Ga.—Application to new site, move transmitter.

KENC, Midland, Tex.—Application to new station.

WWE, Lawrence, Kan.—Application to new transmitter.

KWW, Hattersville, N. C.—Application to new site.
PRO AND CON OF KID SHOWS

‘Rotarian’ Debates Effect of Exciting Programs;
—Doctor, Not Censor, Is Suggested

WRITING in the Rotarian magazine for November on “Does Radio Harm Our Children?”, Eleanor Saltzman, an advertising writer, painted a picture of youngsters getting wild ideas of a gun-toting, gangster’s world full of hair-raising “escapes” from the “ether milk of modern babies”, and was answered by Elmo Scott Wat- son, editor of The Publishers’ Auxiliary, who declared that “a child who has never read an exciting story will be tempted to sharpen winds as well as to mild grow up with a tender skin and is poorly prepared for adult life.” Miss Saltzman told of seeing before her radio one afternoon and hearing 45 minutes of “close escapes” out of 16 minutes listening time, pointing out that this afternoon period is “sacred” to children who drop their work and play to listen. “In our present scheme of radio entertainment,” she said, “air space is bought by bales of cotton. The purchaser wants listeners by the hundreds of thousands or millions, and he gives what he thinks will bring them.”

The success of a program is measured by the number of box tops and labels sent in by listeners, she continued, questioning this as proof that the program is “what the public wants.”

Mr. Watson points out that “parents have a tendency to tilt at windmills over what they consider bad influences on their children” and that “educators do not yet know enough about the infinitely complex processes of youthful development to prophesy what will be good for a given child in a given environment.” He said that juvenile radio entertainment today is in a position similar to the dime novel of 50 years ago and later the funny papers and movies. In cases where “Johnny wakes up screaming” after a bad dream following his listening to a “too exciting” program, Mr. Watson suggests to parents that the child perhaps “needs a physician’s attention more than a censor’s.”

Recent Increase in Spot Boosts NBC in Chicago

SPOT and local sales totaling $400,000 in the last 60 days and spot sales for the full year 1 ahead of the 1937 period have been announced by Oliver Morton, manager of NBC’s Chicago local sales department. Mr. Morton also announced that local shows now account for 45% of the Spot daytime sponsored time on WMAQ-WENR, NBC-Chicago owned and operated stations.

During October, 11 new accounts were added, including spot for Ford Motor Co. on WMAQ-WENR; American Pop Corn Co., Sioux City, Ia., on WMAL KDKA KOA WMAT WGY; The Maytag Co., Newton, Ia., on KPO; Silerne-Megowan Biscuit Co., Chicago, on WMAQ (52-week renewal of one hour weekly); Campbell Cereal Co., Minneapolis, on WMAT KDKA; Kitchen Arts Foods, Chicago, on WRC; Sears Roebuck Co. WMAQ-WENR; Illinois Fannie May Co., Chicago, on WENR; International Harvester Co., on KDA WBZ-WBZA WMAT WGY; Merchandise National Bank, Chicago, on WMAQ.

Electrical Appliance Spots

ELECTRICAL Appliance Society of Northern California will launch a spot announcement campaign on 20 stations in Northern California Dec. 1. The campaign, which will call for 350 spot announcements, will include 35-50 and 100 word spots and continue to Dec. 24. The account is handled by Jean Scott Frickelton Agency, San Francisco.

WAAB, WNAC Hearings Are Deferred by FCC

INDEFINITE postponement of the hearings scheduled on application renewals of WAAB and WNAC, Boston key stations of the Yankee and Colonial networks, was authorized Nov. 1 by the FCC upon petition of John Shepard 3d, pres- ident of the networks. The indefinite postponement was until “sometime after Jan. 1, 1939”. Commissioner Caster said.

The stations were designated for hearing because of complaints al- leging improper use of the facilities in editorial campaigns and in alleged political activities.

CALL letters have been issued by the FCC to the three new stations au- thorized during latter October (BROAD- CASTING, Nov. 1) as follows: WJHF, Jacksonville, Fla.; WJLB, Beecker, W. Va.; KTOH, Libas, Hawaii.

Insure your future!

Start training now in PRACTICAL RADIO ENGINEERING

Do you ever sit down and "think your job in the face"? Are you satisfied with your present position—or anxious to get ahead? Today, you can’t afford to be satisfied, because rapid new developments mean that Radio’s better jobs are going to the better men.

BETTER MEN GET BETTER JOBS! Right now is the time to start training—so you won’t be left behind when others are moving ahead. Oippets offers you home-training that will equip you to keep pace with, and insure your future in Radio.

Send for FREE booklet—Just off the press

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-11 3224 16th St., N. W.
Washington, D. C.

BROADCASTING - Broadcast Advertising

November 15, 1938 - Page 73

Gates Remote Equipment


Gates Union Station ERIE, PA.

Gates Union Station ERIE, PA.

Police and Broadcast Engineers will find the type MO2 holder, complete with Bliely High Frequency Quartz Crystal, well suited for long periods of rigorous service in all types of mobile and portable transmitters. A positive feature is the holding coil preventing undesirable electrode movement under severe vibration or shock. Catalog G-10 contains complete information—write for your copy.

Bliely Electric Company
Merchandising & Promotion

Custom Cooperation—Owensboro Club—Boxtop Mystery—Taking and Putting—Down on the Farm

Chiller on Stage

The ballroom of Cleveland's Hotel Statler, with a capacity of 1,200, was filled for the overloving Oct. 30 when WAG, Cleveland, originated the mystery thriller The Hermit's Cave. This weekly chiller, usually fed from WJR, Detroit, to WAG, was presented in Cleveland the night before Hallowe'en as a radio promotion of the sponsor, Carter Coal Co. The Munsters, WJF acting company, staged the Hermit's tale of the week, "The Door to Room 418" on a specially constructed stage in the Statler ballroom under weird lights. Originally heard on WJR only, The Hermit's Cave attracted such listener attention that it was extended to WAG, and beginning Sunday, Nov. 6, to WKRC, Cincinnati, and WSST, South Bend.

WOMI Participants

CONDUCTED as a club, with a card or letter to the program the only entrance fee and no more than a card every two weeks, Rambles & Rhythm on WOMI, Owensboro, Ky., is a mail puller. Members select the music, ask questions, pass along funny stories and generally act as favorable or unfavorable comment by dealers. These reports form a part of the summary report of the information, of sales executives interested.

The plan was broached in Chicago Nov. 8 by Ray V. Hamilton, manager of KXOK, and C. L. Thomas, manager of KFRU, Columbus, also owned and operated by the Star-Times. It is understood, the plan was well received by Chicago agency executives. Weed & Co., represent the two stations.

Fada a Day

STEEM ELECTRIC Co., New York (electric irons) and West Disinfecting Co., Long Island (CN disinfectant), are participating sponsors of a morning program, Houseparty on WHN, New York, six days weekly, conducted by Ed East, using a Fada radio every day to the listener who sends in the best answer to simple questions. Smith-Benny Sales Corp., New York, handles the Steem Electric account, and Moser & Cotin, New York, is in charge of West Disinfecting Co. advertising.

FULL-SIZE coach of the pint-size football team sponsored this season by WMAZ, Macon, is Manager E. K. Cargill, who draws upon his experiences as a gridiron at Mercer University some 15 years back in teaching them finer points of the game they play for Dear Old WMAZ.

Ramsell Spotlights

RAMSDELL, Inc., New York, makers of Sulpher Cream and Rita Sav, recently took space in metropolitan newspapers to promote sponsorship of The Johnson Family, heard on WOR, Newark. Three, one-sided ads appeared during the week of Oct. 24 and Nov. 4 in the Daily Mirror, Daily News, Times, Herald, News Standard, World Telegram, and Journal-American in New York, and the Newark Evening News and Christian Science Bulletin. Both the radio program and advertisements were placed through William Irving Hamilton, New York. Unsolicited box tops are receiving daily by Jimmy Scribner, author-producer of the Johnson Family program on WOR, Newark, for Ramsell. Only apparent explanation, says WOR, is that Steem Creams aree are anxious to show appreciation of the programs.

Culinary Miracles

WITH ROOM for 2,500 spectators, the WSJ Wonder Kitchen of WSJ, Cincinnati, is being broad- cast from the stage of the Paramount Theatre, according to John Conrad, WSJ promotion manager. Courtesy of Harry C. Estes, Paramount executive, the home economist, the program is heard 11-12:30 a.m. daily except Sundays. Arrangements also have been made for lobby displays and motion trailers for the culinary feature.

Millions at Dawn

HABITUAL audiences of more than 4,000 families in the Houston, Texas, area, the broadcast is heard 6:30 to 9 a.m. "waiting for your message" are offered advertisers by WEF, WJZ, NBC's New York key stations, in a new promotion piece which points out the low cost of advertising in the program, as well as the large regular audi- ence.

Minnesota Achievements

IN ITS booth on the annual Minnesota Educational Assn. convention at the Minneapolis Auditorium, Oct. 27-29, WCCO, Minneapolis, distributed lists of educational and cultural programs heard over the station, and displayed pictures of leading educators appearing on WCCO.

Station & Store

GLADYS CRONKHITE's home forum authority of KGO, San Francisco, was to present a series of public radio appearances of her favorite recipes during the week of Nov. 14 at the Montgomery Ward store-Jackson, where she was to conduct a cooking school.

Prey Fair

WOB, Newark, is issued a new brochure, This Way to the Fair, calling attention to WOR's coverage of the market attracted by the New York World's Fair.

What's New at WOA?

WOAI, San Antonio, has published a brochure picturing its new studios, along with personnel and talent.

Putting and Taking

KOL, Seattle, has a unique program idea in the production, Pet & Tab, half-hourly by Fahey-Brockman, men's clothes. The idea was originated by W. H. Steem, radio director for MacWilkins & Cole, Seattle advertising agency. It is modeled on a card game. Five participants, chosen from requests, each receive five chips valued at 50 cents each. Each complete sentence on which a question in the form of a riddle must be answered right. A correct answer allows the player to take a chip from the pot. If wrong he must ante one. The winner is entitled to take the pot. The program is broadcast over the playhouse's knowledge and quick-wit, thus the element of gambling is dodged. At the end of the show the player is given a chip in his cash in their chips with the master of ceremonies of the broadcast show.

The Rural Aspect

KXOK, St. Louis, has issued a direct-mail piece promoting its KXOK Country Journal, 90-minute weekday farm program devoted to news, rural sports, market reports, weather reports, with small-town newspaper editors appearing as guest speakers each Friday. The brochure shows samples of publicity given the program in the form of press clips, comments of farm leaders and mail pull, along with an explanation of KXOK's coverage of rural farm market.

Christmas Cards

TWO network advertisers are offering Christmas cards. B. T. Babbitt Co., New York, through Blackett Sampson, is offering greeting cards on David Harum for a label and 25c. Standard Brands, New York, through J. Walter Thompson Co., will offer cards for a Royalty galvanite label and 10 cents, as announced on Rudy Valley's program.

McCaythcy Terrrain

THE management of the McCaythy radio stations in Califor- nia recently sent out an attractive card giving space for portraits of any picture, "News From McCaythy Land," illustrated with a relief map of California and a coverage map.

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Promoted in Print

TYING IN with the 50th anniversary edition of the Keaney (Neb.) Daily Hub, KGFW, Kearney, ran a full-page ad picturing its new studios and reviewing its programs, facilities, personnel.

Turbans to Salesmen

PROMOTING its sponsorship of Chandu, the Magician, on WNBH, New Bedford, Mass., Giusti Baking Co. presented turbans to listeners to its station when it recently distributed about 5,000 program folders to visitors at the Western Washing- ton State Fair. Later the station distributed the station listings in Seattle and Tacoma.

In Southern Idaho

KTFI, Twin Falls, Idaho, is distributing thousand of brochures, Market Facts of South- ern Idaho, presenting maps and figures to depict KTFI coverage.
"COVERED!"

A WLW Special Event pickup is front page news in most middle western cities. From sports to speeches, and Fairs to Federations ... WLW's alert Special Features Department brings listeners thrilling ... interesting ... exciting programs ... programs listened to attentively ... shows which not only build audiences but definitely contribute to a greater understanding and appreciation of life in WLW land.

Important things happen in WLW land ... and every second WLW's Special Features Department watches the ever-changing picture ... prepared to portray it truthfully.

These things, too, we think, are part of the story of

WLW, The NATION'S STATION

Added Vigor Urged In Fight On "Isms"

SMUGNESS Drum Corps Marches And A.F.O.I. Head Urges Peace In Between Labor And Industry Instead Of Federal Spending

Picard Widens Lead In Kenwood

MORE POINTS Won By Papelessett

FOUR REDS TO STARTING LINE-UP Our Vandy, Backed By Ernie, To Be Opening Batters For Nationals. McCarthy To Seed Last Game To Pair First Innings.

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WLW, The NATION'S STATION
NEW RCA 813 gives 260 watts output with less than 1 watt Driving Power!

IT'S A FACT! This sensational new RCA Beam Power Transmitting Tube actually requires less than one watt driving power to give 260 watts output in Class "C" Telegraph service. Needing no neutralization, a pair of 813's makes a bang-up final for that quick-band-change, high-power transmitter.

The new 813, is among the finest transmitting tubes RCA has ever developed, employs a new stem structure which makes practical a compact tube—only 7½" long—having very short heavy leads and low lead inductance. Because of its design, this new high-power beam tube can be operated at full ratings up to 30 megacycles without neutralization.

Other noteworthy features of this new tube are: Heavy-duty thoriated-tungsten filament, oversize graphite plate, dome-top bulb with cushion mount supports, low screen current, and a new Giant 7-pin base having short shell and wide pin spacings.

Typical Operation (Class "C" Telegraphy)

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<tr>
<th>Specification</th>
<th>Value</th>
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<tr>
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<td>Filament Current</td>
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Price, $28.50