He had the brutal features of a man who would put a common malt vinegar on a trusting salad.

"Sir," we pleaded, seeking to awaken his better nature, "here is WOR Success Story 64, the likes of which you have never seen."

Sneering, he eyed us coldly and aloof.

"After one broadcast 150 WOR listeners stormed a New York store searching loudly for this sponsor's product; 300 dealers clamored to be sent stocks of it..."

Wearily his gaze escaped us.

"... But listen! It cost $30 to buy it. Even so, sales for one month were 1660% greater than those for the two months preceding it. And this WOR sponsor's sales have leaped from 20th to 1st place. Now he's first in dollar volume in his field."

"But I'm not interested in sales, anyway," he said. The next moment we had shot him with a nickel-coated dragee through his brain. One must draw the line somewhere.
WLS Goes to the FAIRS

Everybody in the country is talking about television, and everybody in Illinois wanted to see this latest wonder of radio. So it was only NATURAL that Illinois' Station of Friendly Service (that's WLS, of course) should be the first to present television to a state-wide audience.

WLS gave thousands their first opportunity to see television at the Illinois State Fair in Springfield. Enthusiastic audiences saw the programs produced in the studio (center picture) and watched them on the receivers nearby (below).

WLS also furnished the other hit show of the Fair, when the WLS National Barn Dance was selected for the fifth consecutive year to be the opening night grandstand attraction (top). The Barn Dance also opened the Wisconsin State Fair, and on September 2 will be the opening attraction at the Indiana State Fair.

Folks staying home are not forgotten by WLS. Art Page conducts his daily Dinnerbell programs direct from all three Fairs, announcing prize winners, interviewing Fair officials, judges and winners, and covering all Fair news.

Thus, by meeting its audience, WLS makes thousands of new friends every year and cements friendships of long standing. Thus, because WLS serves its listeners doubly, in person and in its broadcasts, WLS has a loyal audience—loyal to the station, its programs and its advertisers.
SPOT RADIO has reached a new high of $35,000,000 annually.

The recent survey by Sales Management shows that New England leads all other sections of the country in spot broadcasting. It further shows that 97 of the 128 spot advertisers in New England used Yankee Network stations.

When shrewd national time buyers choose Yankee Network outlets for 75% of the spot broadcasts, there must be good reasons for so doing. One is that New England has more large, separate, prosperous markets than can be reached efficiently by a national broadcast coming through one or two New England stations. The Yankee Network provides the direct coverage needed in these important markets — spots your selling effort where it will do the most good.

The Yankee Network’s 18 stations offer the greatest range for spot broadcasting in New England.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNAC</td>
<td>Boston</td>
</tr>
<tr>
<td>WTIC</td>
<td>Hartford</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
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<tr>
<td>WTAG</td>
<td>Worcester</td>
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<tr>
<td>WICC</td>
<td>Bridgeport</td>
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<tr>
<td>WNLC</td>
<td>New Haven</td>
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<tr>
<td>WCSSH</td>
<td>New London</td>
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<tr>
<td>WLBZ</td>
<td>Bangor</td>
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<tr>
<td>WFEA</td>
<td>Manchester</td>
</tr>
<tr>
<td>WSAW</td>
<td>Fall River</td>
</tr>
<tr>
<td>WNBH</td>
<td>New Bedford</td>
</tr>
<tr>
<td>WHAI</td>
<td>Greenfield</td>
</tr>
<tr>
<td>WBRK</td>
<td>Pittsfield</td>
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<tr>
<td>WLLH</td>
<td>Lowell</td>
</tr>
<tr>
<td>WLNBH</td>
<td>Lawrence</td>
</tr>
<tr>
<td>WRDO</td>
<td>Laconia</td>
</tr>
<tr>
<td>WCCT</td>
<td>Augusta</td>
</tr>
<tr>
<td>WCOU</td>
<td>Lewiston</td>
</tr>
<tr>
<td>WSAR</td>
<td>Auburn</td>
</tr>
<tr>
<td>WSYB</td>
<td>Rutland</td>
</tr>
</tbody>
</table>

EDWARD PETRY & CO., INC., National Sales Representative
23,777,600 (+) listen

(we mean U.S. Radio Families)

CBS RURAL
87% of all U.S.
rural radio families

NEW YORK CITY
94% of all radio families

ST. LOUIS
95% of all radio families

CHICAGO
88% of all radio families

Baltimore
99% of all radio families

PHILADELPHIA
93% of all radio families

BOSTON
97% of all radio families

www.americanradiohistory.com
The largest network audience in the world

...it's 2% ... 10% ... maybe 20% larger than any other network's. We don't quite know — because it was measured before a striking and decisive shift in the balance of network power.

In 1937 and 1938, CBS put through a research sieve 72.7% of all urban U.S. radio families—and 100% of all rural U.S. radio families.

It took six times as many nationwide personal interviews as Fortune or Dr. Gallup ordinarily use — with calls carefully distributed by incomes, in every geographic area.

The research workers proved what advertisers already knew. No great “promotional” margin of leadership for any network, but a neat and steady 2% lead for CBS over the second best network — in 1938! Here are the figures:

<table>
<thead>
<tr>
<th>REGULAR EVENING NETWORK AUDIENCES</th>
<th>CBS Network</th>
<th>2nd Network</th>
<th>3rd Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>U. S. Urban</td>
<td>15,117,500</td>
<td>14,865,600</td>
<td>10,464,000</td>
</tr>
<tr>
<td>U. S. Rural</td>
<td>8,660,100</td>
<td>8,361,700</td>
<td>6,961,100</td>
</tr>
<tr>
<td>Total</td>
<td>23,777,600</td>
<td>23,227,300</td>
<td>17,425,100</td>
</tr>
</tbody>
</table>

But that was yesterday! People in radio know what’s happened in the last 12 months — and what’s happening still — to change the balance of “network” coverage, for anybody’s money! In other words, these studies were made before the FCC re-established a maximum of 50,000 watts (instead of 500,000) for any station in the U.S. And — they were made before CBS added six new 50,000 watt stations to the Columbia Network for Fall ’39 advertisers.

This striking shift in the balance of power makes yesterday’s lead of 2% for CBS just a flurry of snow before a snow slide! Because an avalanche of change in network power, network listening and network prestige has followed on its heels. No wonder we’re a little vague, today, on exactly how much larger Columbia’s audience is than any other network’s. Maybe it’s 10%...even 20%!

We don’t know. But this you can be sure of:

- CBS delivers more actual listeners for the advertiser’s dollar than any other network. It did so last year. It does so this year. It will do so by still bigger odds through 1939 and 1940!

Proof of this comes from the people most concerned with complete network coverage — America’s largest advertisers — whose own exhaustive research checks and double checks every radio dollar they spend:

- Each year, for six years without a break, more of the country’s largest advertisers have used CBS than any other network!

It’s safe to put your money, with theirs, on the fact the world’s largest network regularly delivers more families than any other!

Most of you who read this advertisement will know why it was written. To those who do not, may we apologize for the “faintly competitive” note it strikes — just to keep the record straight.

COLUMBIA BROADCASTING SYSTEM
All of us at WWJ feel that the adoption of a code of standards and practices by the National Association of Broadcasters is a distinct step forward, and marks a turning point in the development of the industry.

We take particular pride in pointing out that since its inception, nineteen years ago, WWJ has operated along policy lines parallel to those embodied in the code.

Our self-regulation has gone even beyond the code limits, and will continue to do so. Operation “in the public interest, convenience and necessity” is a cardinal principle at WWJ.

W. J. Scripps
General Manager
Here's the West's
*1 radio buy

A
established news program now available on San Francisco's KGO.
the NBC-Blue station commanding the lucrative Exposition market.

Built from full reports of both UP and INS. (KGO also airs AP bulletins—the only station on the Coast using all three press services.) A week's test announcement recently brought over 1500 letters from 15 states, Hawaii, Alaska and Canada asking that the program be continued. And the cost—only time rates plus 25% for complete news, talent and production. Get full details from any NBC representative.

KGO
COMMANDS THE EXPOSITION MARKET
NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service.
111 Sutter Street . San Francisco, California.

DON'T YOU THINK WE SHOULD MENTION THE RECENT SURVEYS SHOWING HOW SUCCESSFUL RADIO NEWS IS ON THE COAST? ONE NOTHERLY COAST NEWSCAST, FOR INSTANCE, HAS JUST SIGNED FOR ITS NINTH CONSECUTIVE YEAR.
The KEY to this RICH Market is

LOUISVILLE KENTUCKY

50,000 WATTS, 320 K.C.
C.B.S. BASIC STATION

Nationally Represented by
EDWARD PETRY & CO.

LOOK AT THESE WHAS POTENTIALITIES:

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>5,039,828</td>
</tr>
<tr>
<td>Urban Population</td>
<td>2,584,815</td>
</tr>
<tr>
<td>White Families</td>
<td>1,199,064</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>1,185,900</td>
</tr>
<tr>
<td>Buying Income</td>
<td>$2,214,269,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$1,296,831,000</td>
</tr>
<tr>
<td>Value of Manufactured Products</td>
<td>$2,716,481,297</td>
</tr>
<tr>
<td>Value Farm Lands and Buildings</td>
<td>$1,360,831,000</td>
</tr>
</tbody>
</table>

owned and operated by

The Courier-Journal  THE LOUISVILLE TIMES
WFMJ
Youngstown, Ohio

Invites you to visit its new, up-to-date and beautifully appointed radio station.

Opening
September 7
for daylight operation

With Associated Press and local news every hour from The Youngstown Vindicator, and the best music, entertainment and informative programs, WFMJ fills a long-felt need in the life of Youngstown, northeastern Ohio and western Pennsylvania. Advertisers will find WFMJ a necessary station for the coverage of this rich market.

The WFMJ Broadcasting Co.
Headley-Reed Company, National Representatives

New York • Chicago • Detroit • Atlanta
Picture an area so prosperous that seven out of ten families are automobile owners... where there is one passenger car to every 3.2 persons (the national average is 5.5)... where there are over three times as many registrations as New York City, a million more than the combined registrations of the three largest cities, more than any single state in the Union. That is a flash view of the "Golden Horseshoe," the market blanketed by WJR in Detroit and WGAR in Cleveland.

You may sell automobiles. You may not. But the auto owner rates high among the buyers of almost every product. And this vast army of them can be sold, quickly and economically too, through the "Great Stations of the Great Lakes"... WJR and WGAR.

THE GREAT STATIONS
OF THE GREAT LAKES

W. J. R
THE GOODWILL STATION
Detroit

W. G. A. R
THE FRIENDLY STATION
Cleveland
Crisis Will Not Upset American Broadcasts

By SOL TAISHOFF

Hands-Off Attitude by Government Is Predicted in Early Stages of a Conflict; Federal Officials Concurring

THE EFFECT of hostilities in Europe upon American broadcasting hardly will be discernible to the listening public insofar as station operations are concerned—at the outset in any event.

While certain regulatory steps will be taken to preserve the neutrality of the United States, there is no present disposition on the part of the U. S. Government to molest normal commercial operations of most stations. On the contrary, the Government attitude appears to be that of maintaining a "hands-off" policy, realizing that broadcasting will serve a singularly useful purpose in informing and maintaining the morale of the people.

Plans Discussed

A canvas by Broadcasting of responsible Federal officials, in the light of the explosive situation abroad, did not yield any perceptible change in attitude from that of a year ago, when the Hitler-provoked Czech crisis appeared headed toward open conflict. Now, as then, the Government is interested in preservation of this country's neutrality, and is giving consideration to radio and communications generally in that light.

It is true, however, that the State Department in its all-front activities evoked by the crisis, has given more than cursory thought to communications. As a matter of fact, meetings of officials of various governmental agencies identified with communications and radio were called by the State Department Aug. 24 and 25 for preparatory discussions. While at this stage only cursory thought is being given to imposition of program restrictions, it would be conveying a somewhat too optimistic impression if it were not pointed out that in times of stress this aspect inevitably comes under official purview, in connection with all media for dissemination of information.

Governmental agencies simply act in an advisory capacity to the State Department, which in turn counsels with the President.

International Stations

Despite rumors that the outbreak of hostilities would see the silencing of international broadcast stations, no such word has emanated from official sources. In fact, indications of a young boom in spot have been noted since the international situation reached the acute stage.

With many agency-advertiser sources foreseeing in a European war the likelihood of a business boom in this country and with the current autumn spot market one of the best in years aside from all war aspects, the radio season just getting under way promises to be a record-breaker for the industry.

News in Demand

Frequent program interruptions and cancellations in the last fortnight for transatlantic and domestic news flashes have not resulted in complaints by advertisers. As a matter of fact, sponsors have been pleased to permit interruptions. Furthermore, they realize the value of courtesy announcements when so large a section of the general public is living through this critical period with ears glued to the radio.

Greatly enhanced interest in news broadcasts has found sponsors grabbing up such time as fast as it can be obtained. Stations and networks have added broadcasting hours, and clock-round schedules are maintained in many instances.

A check of New York and Chicago agencies and representatives indicated that no spot or network placements had been cancelled as a result of the war scare. Extensive spot schedules for fall placement that have been in the mill during the last month will go on the air in mid-September or early October as planned and contracted for, and none of the scattered cancellations can be directly attributed to the war scare.

Among the few agencies often talking about but not always starting radio for their accounts, the war scare is being substituted as a handy and convenient rationalization. Those agencies who last year said, "We're waiting until after Labor Day to see how things go, and then we'll place this business," are saying now, "We figure we'd better wait a few weeks and see how this war scare turns out before we do anything."

Consensus of advertising opinion is that if a general European war breaks out a trade boom may result in America, in which event radio will boom. Should our international trade be negatively affected by a general war it is likewise conceivable that radio advertising would drop off considerably.

Despite the fact that many of their programs have been cancelled during the intensive news coverage abroad, the majority of Chicago advertisers are pleased with the result, realizing that a single courtesy announcement reaches a greater audience during a war crisis than their programs ever reach during normal times.

Spot Activity in Chicago

Typical of the network attitude was the expression of Harry C. Kope, sales manager of NBC-Chicago, who telegraphed Aug. 24 to the network's clients and their agencies: "During the present European crisis it may be necessary, in the public interest, to take any part, or all of our clients' time periods to broadcast developments from Europe. Where possible, courtesy announcements will be given, but there may be situations where time will not permit."

No network programs scheduled for fall have been cancelled because of conditions in Europe, according to Chicago network officials.

Spot billings for this September and October will be slightly higher than last year. The trend toward more spot announcements and (Continued on page 75)
Radio in 'State of Alert' During Crisis

Quick Coverage Given As Nets Go on a 24-Hour Basis

By BRUCE ROBERTSON

EUROPE'S August crisis, bringing the continent to the brink of war than at any time since the signing of the Armistice, November 11, 1918, has been fully and fairly covered by the American radio networks, who have brought to listeners throughout the land immediate reports of every important incident bearing on the situation. It all started on Aug. 21, when the announcement that Russia and Germany had negotiated a non-aggression pact upset the hopes of England and France for lining up the Soviet Republic on the side of the democracies. Taking that as their cue, the three nationwide networks swung into action for covering the inevitably resulting reactions in the various European capitals.

Last year's September crisis, which halted with the signing of the four-power treaty at Munich, showed broadcasters the weak spots in their European coverage plans and started them experimenting with the various means of reporting the news from abroad. The annexation of Czechoslovakia by Germany in March gave American radio a chance to try out and further perfect its methods, with the result that when the present crisis arose it found radio ready and waiting.

On 24-Hour Vigil

At NBC, CBS and MBS headquarters in New York special events departments, engineers and traffic crews went on 24-hour duty. Commentators and newsmen moved into the studios, sleeping on cots between desks, eating sandwiches from nearby lunchrooms, drinking coffee brewed on the spot, keeping over news tickers or talking to reporters waiting in London, Paris, Berlin and Warsaw.

Translators strained their ears to catch the news broadcasts of state radio stations in Italy, France, Germany and Poland. Jangling phones meant connected conversations with roving correspondents in Budapest, Rome or Riga, ready to take the air with red hot news if network lines could be cleared and Transatlantic connections made available.

Commercial Cast Aside

Commercial programs were ruthlessly cut out in order to make way for on-the-spot-off-the-minute news. Transmitters stayed on the air all night, broadcasting hourly summaries and intermittent bulletins with music in between, or if the stations did sign off, were kept warm and ready to start in again at a moment's notice. Since likewise put their international divisions on a full-time basis, to keep European listeners advised of events uncolored by the political censorship of their own countries and of the world reactions to these events, every broadcast that goes out over the network to American listeners is also short-wave to Europe during the entire day and night. NBC is maintaining its regular schedule of broadcasts in the various foreign tongues, but has greatly increased the proportion of news. During the early morning hours NBC broadcasts on the shortwaves in English only, having learned from previous all-night coverage that the out-of-the-country audience during those hours is made up almost exclusively of Australians who listen while they sip their afternoon tea.

Networks' Varying Methods

While all the networks maintain staffs or representatives in the chief capitals of Europe and while all attempt to bring to their listeners the fullness of the situation most intimately connected with the solution to the crisis, each network has developed its own method of covering the immediate events but presenting the news from the front. NBC's system, as developed by John F. Royal, vice-president in charge of programs, and A. A. Backer, executive in charge of news, is unique in its use of new staffs or correspondents, to augment the coverage of its own foreign staff with frequent broadcasts by experienced observers of the foreign scene, usually correspondents for American newspapers or press associations who are brought in to deal with the immediate events but also the backgrounds for and the personalities concerned with these events.

In the present situation NBC is fortunate, or foresighted, in having arranged last summer for a regular series of European broadcasts by such notable Englishmen as Winston Churchill, Anthony Eden and Alford Duff Cooper, and such similarly famous Americans as Yvor Winters, Pierre Flandin, and Another Delbos, Pierre Flandin and Edouard Herriot, all former cabinet members and all men who are certain to be recalled not only as observers of the European situation in service of a war. Hugh Gibson, former U. S. Ambassador to Belgium, is also broadcasting regularly on NBC from various European cities, in a series which, like the other, was arranged by Mr. Royal on a flying visit to Europe last July.

CBS Relies on Staff

Paul White, CBS director of public events and special features, while also making frequent use of name speakers, attempts as much as possible to make CBS coverage of the European front a staff affair, with coordinated reporting that avoids the "spotty" nature of news picked up from a number of various unrelated sources and the needless repetition of the same news that is apt to occur when the reporting is done to correspond with a need for news his audience already has.

Columbia's favorite device is the three-way or four-way conversation between Europe and American stations.

"How do you write 'Sponsored by Consolidated Electrical, Natural Gas & Petroleum Re-Products Company, Incorporated' in a one-inch space?"

Drawn for Broadcasting by Sid His

(Continued on page 18)
1 1/2 Million War Chest for ASCAP Fight

Code, Record Licenses, AFM Also on Palmer House Agenda; Kaye Report Before Board; All Stations Invited

WITH minimum requirements estimated at $1,500,000 to launch a radio-owned music supply adequate to break the grip of the American Society of Composers, Authors & Publishers, an all-inclusive non-ASCAP music plan will be laid before the special convention of radio broadcasting industry in Chicago Sept. 15 by the NAB Copyright Committee. The convention will be held at the Palmer House.

Although called by NAB President Neville Miller, the convention is strictly restricted to the membership of the trade association. Because the music problem is industry-wide, it was decided to invite all stations. Not only ASCAP, but associated music problems, such as rate agreements, contracts with the American Federation of Musicians, and the current phonograph record license-fee foray of manufacturers and performing artists, will also fall within the convention's purview. Ratification of methods of bringing about compliance without the provisions of the industry self-regulation code, adopted at the NAB convention in Atlantic City last July likewise will be presented.

Lively to Be Discussed

The formal prospectus for the copyright "war chest" has now been completed, and a full NAB copy of this document will be made available at the convention. The prospectus is to be released to the industry at the convention in two days prior to the convention before it acquires tangible form. Nevertheless, sufficient headway has been made by the Copyright Committee, working in collaboration with the NAB Executive Committee, to indicate the solicitation from the industry will be promised on 50% of the royalty payments to ASCAP in order to yield something in the neighborhood of the $1,500,000 preliminary figure.

There has been no final determination as to how the proceeds of the war chest will be used. The views of the full board of 23 members first will be ascertained along with the detailed phases of the proposed non-ASCAP modus operandi. The Copyright Committee, which met in New York Aug. 23 with the NAB executive committee, discussed in detail the tentative plan drafted by Sydney M. Kaye, New York attorney, for an independent music supply, and also debated the monetary requirements together with the method of assessment.

Mr. Kaye was instructed to draft his final report, to be submitted to the board at the Sept. 13 meeting, altering his present draft in such fashion as his explorations may warrant, and after consultation with President Miller. Mr. Kaye is being assisted by Stuart Sprague, New York attorney. Mr. Kaye was in Washington Aug. 29 to check aspects of the plan. Issuance of bonds to station subscribers is understood to be a part of the project.

Because of the tentative nature of the Kaye report, and because changes are contemplated, no announcement was made as to its scope following the New York meeting. The plan will be unfolded to the industry for the first time in all its essential details when the convention opens Sept. 15.

It is a certainty, however, that the building of a tax-free music supply, basically in transcribed form, will be the nucleus.

IRNA Eyes Dempsey as Head; Plans Chicago Reorganization

AN INFORMAL proposal to William J. Dempsey, hard-hitting young general counsel of the FCC, to become the executive head of Independent Radio Network Affiliates, which plans to set up a permanent organization, has been made by responsible broadcasters. Broadcasting has learned on unquestioned authority.

The proposal, it was learned, was advanced contingent upon action of affiliated stations at the special convention of IRNA to be held at the Palmer House, Chicago, Sept. 14—a day in advance of the NAB special copyright convention. Whether Mr. Dempsey is receptive is not known, since he is away on a vacation and is not expected to return to Washington until Sept. 4.

The 34-year-old attorney, who became FCC general counsel last October, was contacted on the Pacific Coast initially by Arthur B. Church, president of KMBC, Kansas City, and a member of the IRNA Reorganization Committee. It is understood other members of the committee have informally discussed the matter with him.

Presumably, the proposal envisages retention of Mr. Dempsey as chief executive officer and counsel to the IRNA. However, it is doubted whether the plan would entail his full time, since Mr. Dempsey, as an attorney, obviously would desire to enter private practice of law.

Cooperation With Fly

With the assumption of the FCC chairman with Fly Broadcasting, it has been predicted that the new Chairman would cooperate closely with Mr. Dempsey. Friends are inclined to believe that Mr. Dempsey is not yet prepared to enter private practice of law and therefore discount the possibility of his accepting the IRNA post.

IRNA at present is affiliated with the NAB and its members do not pay dues. A voluntary organization, without by-laws or charter, the plan was set up in 1937 largely due to the efforts of Mark Ethridge, vice-president and general manager of the Louisville Courier-Journal and Times, which operate WHAS, and Samuel R. Rosenbaum, president of WFLP, Philadelphia, present chairman of IRNA.

At meetings during the last NAB Convention in Atlantic City, July, network affiliated stations discussed the desirability of setting up a permanent organization geared toward problems peculiar to affiliated stations. At that time the matter of a paid executive was raised and an organizing committee, headed by Mr. Rosenbaum, was directed to draw up proposed by-laws. (Continued on Page 76)

BROADCASTING • Broadcast Advertising

September 1, 1939 • Page 13

WILLIAM J. DEMPESEY

www.americanradiohistory.com
Atlantic Refining Again Tops Field of Fall Grid Sponsors

By J. FRANK BEATTY
ATLANTIC REFINING Co., Philadelphia (White Flash gas) again dominates the eastern football season this year with a schedule of 191 games to be broadcast during the fall gridiron months on 74 stations. N. W. AYER & Co., Philadelphia agencies handles the Atlantic account and directs announcement, scheduling and merchandising plans.

The company sponsored 168 games last year on 71 stations [BROADCASTING, Sept. 1, 1937] using 40 announcers, and in 1936 sponsored 163 games on 66 stations. Among other football sponsors are General Mills [BROADCASTING, Aug. 15], sponsoring the regular schedules of the National Professional Football League, except Green Bay Packers games, which Wadhamms Oil Co., on WTMJ; Various Coca Cola bottling firms in all sections of the country; Tidewater Associated Oil Co., Associated Division, on the West Coast; Wadhamms Oil Co. on WTMJ; local Ford dealers groups in some areas; numerous commer-clies and game results on stations in all sections.

Painless Commercials
Les Quailley, head of N. W. Ayer sports activities, again is in charge of the football broadcasts, directing the 58 announcers who handle the games. The annual Ayer-Atlantic training school for grid announcers will be held at the agency's Philadelphia studios Sept. 14-15, with about 60 announcers expected to attend.

Most of the 1939 announcers have been used in previous years and are schooled in the precise play-by-play technique developed by Quailley as well as the painless Atlantic commercials. As always, no commercials will be broadcast during actual play. Atlantic announcers are coached in uniform delivery, especially in use of technical terms. Besides being out of the high-pressure class, Atlantic commercials will continue to be brief and to the point.

The area covered by the 191 games ranges along the Atlantic Coast from Massachusetts to Florida and as far west as Columbus, O. The football coverage is as described by N. W. Ayer as most complete in the territory. The customary intensive merchandising drive will be staged in connection with the week's broadcasts. Atlantic service stations will have the usual schedule books, which contain forecasts, codes and general football facts. Display material will be available for local dealers to be trained in their use. In charge of the campaign is W. Wallace Orr, of the Ayer staff.

Colleges from which Atlantic has obtained football broadcast rights are Albright, Boston, Brown, Carnegie Tech, Colgate, Cornell, Delaware, Dickinson, Duke, Duquesne, Florida, Franklin & Marshall, Georgia Tech, Gettyburg, Holy Cross, Lafayette, Maryland, Miami, Muhlenberg, Ohio State, Penn State, U. of Penn, Pitt, South Carolina, Syracuse, Temple, Villanova, Virginia, Yale.

Interlake Iron Corp., for Solvay coke, on Oct. 7 starts to broadcast eight games of Northwestern U. along with a weekly quarter-hour football forecast by Jimmie Evans, both forecast to be heard on WCFL, Chicago. Aubrey, Moore & Wallace, Chicago, is agency.

New York Games

WOR, Newark, will carry play-by-play accounts of the New York Giants' professional football games, under General Mills sponsorship, beginning Sept. 24 and covering a total of 16 games. The cast, [BROADCASTING, Aug. 15], Altho the commentator has not been announced, WCFL starts to cover out-of-town games directly from the playing field rather than reconstructing plays from wire reports. Since the station is planning to carry the MBS World Series broadcast Oct. 21, the Giants-Pittsburgh game that day will not be carried, but the other 10 Giant contests will be covered.

The Giants' schedule, aside from the Oct. 8 game which is not to be broadcast, follows: Philadelphia at Giants Stadium, Sept. 24; Philadelphia at Washington, Oct. 1; Philadelphia at Polo Grounds, N. Y., Oct. 16; Chicago at Polo Grounds, Oct. [Continued on page 77]

Atlantic Grid List

WPFU, Altoona
WPSB, Atlantic City
WPGL, Atlantic City
WDRW, Augusta
WFBI, Baltimore
WPRF, Boston
WNET, Birmingham
W vecoda, Boston
WNAQ, Boston
WJOE, Champaign
WGN, Chicago
WKSF, Colombo
WBM, Columbus
WFST, Columbus
WFDM, Cumberland
WFRE, Danville
WFRA, Durham
WESG, Durham
WEGM, Elmira
WLLR, Erie
WSAB, Fall River
WCLY, Galveston
WHAI, Green Bay
WHJR, Greensboro
WPBC, Greenville
WJLK, Hackettstown
WHB, Harrisburg
WFR, Harrisonburg
WETS, Harrisburg
WSVA, Harrisonburg
WBBF, Harrisonburg
WITC, Hartford
WATC, Waterloo
WJXZ, Jacksonvile
WJLX, Johnstown
WLNA, Laconia
WALL, Lebanon
WLLH, Lowell
WLVA, Lynchburg
WME, Ullin

PRETTY Elma Kendall, of the staff of WHK-WCLE, Cleveland, will present this trophy to the most popular members of the Cleveland Indians. The trophy will be awarded at the end of the present season, to membership of the most popular Indian voted by Cleveland fans. WHK-WCLE have signed with the Cleveland Baseball Club to broadcast home and away games for the seasons 1940-41-32, according to announcement by H. K. Carpenter, general manager.

Atlantic Refining Again Tops Field of Fall Grid Sponsors

Gillette Sponsors Baseball on MBS

Signs October Championship; Acquires 1940-41 Option

WORLD SERIES will be broadcast exclusively on 161 MBS stations this fall at an approximate total cost of $225,000 under sponsorship of the Gillette Safety Razor Co., and in addition the sponsor has also signed options with the baseball leagues for exclusive broadcast rights of the 1940 World Series. Under the terms of the contract for the 1939 broadcasts no time will be offered for sale on MBS immediately preceding or following the series broadcasts. The games will start in early October and will total eight broadcast hours on MBS. The first game will probably start Oct. 4 in the park of the American League champion. The broadcasts will be carried in Canada via a CBC-MBS hookup, and will be shortwave by WSLA (formerly WIXAL), Boston.

The money paid baseball for the broadcasts, said to be $100,000, will be divided in proportions similar to the sale of television rights over the major league pool with the major portion going to the players. The announcement concerning the sale of radio rights to the World Series was made Aug. 17 in a coast-to-coast broadcast originated in the studios of WGN, Chicago, judge Kenesaw M. Landis, baseball commissioner, signed the contract in Chicago, P. J. Spang Jr., president of the Gillette Razor Co., signed for the sponsor, and Fred Weber (N.B.I.A. general manager, for the network.

Schofield's Coup

It is understood the exclusive deal was maneuvered by Frank Schofield, directed publicity relations of WGN. Mr. Schofield was formerly a sports writer on the Chicago Tribune and became a close aide of Judge Landis during his reporting days.

Those taking part in the broadcast deal included W. D. Harridge, president of the American League, Judge Landis and Mr. Schofield. An introductory session in which Bob Elson, sportscaster of WGN, from WAAB, Boston, Ford Frick, National League president, joined the network discussion of the new contract and the probable outcome of the series.

The first World Series broadcast was aired in 1926 by WJZ's nationwide network. Announcing first-time material, Book Number 1939], and sportscasters were Graham MacNamee and Quin Ryan, now manager of WGN. Since then the games have been aired each year by various networks. In 1935 and 1936, Ford Motor Co, sponsored the games on CBS, MBS and NBC. Baseball was paid $100,000 each year for the broadcast rights, but popularized the networks aired the games on a sustaining basis.

Quaker Oats on Blue

QUAKER OATS Co., Chicago, early in October will start a half-hour Saturday evening program on MBS NBC and CBS stations as the latest in its Wheat and Ruffed Rice. Program will be Milton Berle's Step Me If You're Honest series, but details on the time and number of stations have not yet been settled. Sherman K. Ellis, Chicago, is agency.
RCA Postpones Record Fee to Dec. 1

Suit Is Advocated as Industry Attacks

TRIBUTE PLAN

COMPLYING with a request made by a special NAB committee, RCA Mfg. Co., manufacturers of Victor and Bluebird records, on Aug. 30 authorized a postponement of the effective date of its record licensing plan to Dec. 1. According to the plan, effective Aug. 15, the company's ASCAP license fee provision was extended from Aug. 15 to Dec. 1. The fee had been set at $1.25 per year for non-commercial radio stations and $2.50 per month, with a minimum of $10 per year, for commercial stations.

Meanwhile, the 150-page report of the NAB committee was completed and distributed to all NAB members, with the recommendation that a provision for a 10 percent surcharge on the license fee be eliminated. The report also recommended that the fee be reduced to $1 per year for non-commercial stations and $2 per year for commercial stations, with a minimum of $5 per year.

The NAB committee had been established in response to a request by the NAB executive committee to investigate the possibility of extending the time for the payment of the proposed fee. The committee was composed of representatives from the recording industry, radio stations, and record dealers, and included members of the ASCAP, NAB, and NAPA.

Disc Fees, Jurisdictional Questions

DOOM SECOND CONVENTION OF AFRA

By PAUL BRINES

SECOND annual convention of the American Federation of Radio Artists met in Chicago Aug. 24-28 with 50 delegates from 15 chapters in attendance. It was disclosed that AFRA's national membership totals 8,500 radio artists, a 100% increase during the past year.

Discussion centered around fees for transcriptions and the jurisdictional dispute between the AFTRA and the IATSE. The convention approved the "one big union plan" with the proviso that the locals retain "reasonable degree of autonomy".

Lawrence Tibbett, AFRA first vice-president, predicted that the convention business was disposed of and committees organized.

The convention approved the names of new officers for the year.

Resolutions in support of the National Wages & Hours Act and for the restoration of the Federal Trade Commission were adopted by the convention as a resolution opposing any changes in the Wagner Fair Labor Act.

The convention closed with the election of the AFTRA board for the Miami chapter, the 11th local of AFRA.

Among those elected to the AFTRA board were Ray Jones, executive secretary of the Chicago local; Sam M. Berlin, executive secretary of the Cincinnati local; and John McGovern, of the New York chapter.

The convention also adopted the AFRA code for local Chicago broadcasts that had not begun as BROADCASTING went to press. The arbitration board has been established by the AFTRA code and a hearing is now being held.

The code provides for a 10 percent surcharge on the license fee and a maximum of $100 per month for non-commercial radio stations and $200 per month for commercial stations.

Entertainers' Union

RESOLUTIONS IN SUPPORT OF THE NATIONAL WAGES & HOURS ACT AND FOR THE RESTORATION OF THE FEDERAL TRADE COMMISSION

The resolution directed that the national membership totals 8,500 radio artists, a 100% increase during the past year.

The resolution was adopted by the convention as a resolution opposing any changes in the Wagner Fair Labor Act.

The resolution also directed that the convention business was disposed of and committees organized.

No Fees Planned By U.S. Record

New Firm Gets AFM License

ANNOUNCING that it is contemplating no licensing plan and would not settle for the original purchase price for use of its records, "for any purpose whatsoever, on any home or broadcast, United States Record Corp. has started production and distribution of the initial catalog of more than 700 standards and classical selections. The new record firm received a license from the American Federation of Music, President of the corporation, was named as its president.

The firm is merchandising two classifications of records, the "Var" and "Royale" series, featuring classical selections, from 75c to $1.25. Production and deliveries have been scheduled from the factory at Scranton, Pa., according to Elie E. Osterberg, vice-president of the company. It is the company's intention to have regular weekly and monthly releases in all classifications.

No Fees Planned Now

Commenting on the recent record licensing developments, Mr. Osterberg told Broadcasting Aug. 24: "Until we're forced to issue licenses by force outside our control, our plan is to allow any user of phonograph records to use our product for any purpose without further payment of fees to us beyond the original purchase price." Under U.S. Record's license from the AFRA, the record company is required to label each recording "not licensed for commercial use", Mr. Osterberg pointed out, although it is empowered to grant other licenses if developments require them.

Officers of the company, announced following the Aug. 15 meeting, include: -Joseph Condon, of Paine-Webber & Co., president; Mr. Osterberg, formerly of RCA Mfg. Co. and Columbia Phonograph, vice-president; Barrett A. Mayberry, Palm Beach, Fla., treasurer, and Mortimer S. Gordon, secretary.

The American Federation of Radio Artists is represented are Raymond S. Pruit, attorney for American Airlines and New York Shipping Co.; Sydney Newman, Boston; Wesley Simpson, textile manufacturer; S. P. Quackenbush, president of Quad-Ent, Woodhouses and president of the Chamber of Commerce of Scranton, Pa.

No plans have been made with the Scranton Record Mfg. Co., Scranton, manufacturing unit of the company, and no plans have been made among its members: Allan H. Sturgis, president of Pilgrim Trust Co., Brooklyn; Wallace H. Hutmach, afraid; Dr. Noble, president of the First National Bank, Scranton; Weston Scranton, president of the Steel and Steel Co.; and Louis Oppenheim, president of Scranton Dry Goods Co. Herbert B. Newcomb, president of the Voca-Trans Co., of New York; William Cone New York and New York sales manager, Ed Denh, formerly of RCA Victor, is sales manager for Northern territory.

CROWN CORK & SEAL Co., Balti- more firm for beer, metal closures, will use spots on eight Midwestern stations this fall, Harry B. Green & Co., Baltimore, handles the account.

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www.americanradiohistory.com
Fly Will Preside At Next Meeting Of FCC, Sept. 7

New Chairman Confers With McNinch on Policy Topics

THE next meeting of the FCC, probably Sept. 7, will be presided over by its new chairman, James Lawrence Fly, who takes his oath of office Sept. 1 as successor to Frank R. McNinch.

Mr. Fly returned to Washington Aug. 29 for conferences with Chairman McNinch preparatory to taking over the helm. He has spent the last month cleaning up his affairs as general counsel of Tennessee Valley Authority and special counsel for the Bonneville Dam. Mr. McNinch, who relinquished the chairmanship due primarily to ill health, is expected to receive special assignments from the Government as counsel in power matters.

While Mr. McNinch made no comment regarding policy matters Aug. 30 when he visited the retiring chairman at the FCC, it was clear that he proposed to move slowly on both personnel and policy. He said he would take the oath of office promptly on Sept. 1, after which he would meet informally with members of the FCC panel in town at that time. Work will not get under way until after Labor Day.

Hearing Deferred

Chairman McNinch, in his conferences with Mr. Fly, has acquiesced in the policy and personnel proposals. While no formal word was forth-coming from either quarter, it was presumed that Mr. McNinch concurred in his successor's intention to move slowly in the matter. The question of Mr. McNinch's health also was discussed.

Some significance was seen in the fact that a postponement was scheduled in the hearing scheduled for Sept. 11 before a special FCC committee on the application of New York's WMCA to the Census of 1938. Mr. McNinch, for revision of rules governing relay broadcast stations design to overcome changes in use of shortwaves for domestic station hookups, in lieu of telephone lines. Commissioner George H. Payne, most-likely at cross-purposes with Chairman McNinch during his tenure, was to head the committee to hold these hearings, the ap- pointment, it is reported, having been made at the request of Mr. McNinch.

Bringing New Personnel

Whether this postponement from Sept. 11 to Oct. 16 grew out of the McNinch-Fly conversations, was not disclosed. However, indications point to a hearing lecture regarding appointment of another commissioner to preside over these hearings, in view of their importance.

It is expected Mr. Fly will bring to the FCC in due course personnel from the Public Safety Commission, the TVA and the Federal Communications Commission. However, it was appar- ent that he proposed to move cautiously. He is to report to Chairman McNinch both at the Power Commission and at the FCC, is expected to remain in that capacity with Mr. Fly. Miss Charlotte Gallup, Mr. Fly's private secretary at TVA, also is expected to serve in a similar capacity with him at the FCC.

Change in command of the FCC took place Sept. 1 when James Lawrence Fly (left) took over the chairmanship from Frank R. McNinch. The angular Texan visited his diminutive predecessor Aug. 30, at which time he was made aware of an obtrusive reporter. Mr. McNinch went through the motions of handing to his successor a miniature, tape-motion eight-ball, not discernible here.

Reports of far-reaching staff changes immediately after Mr. Fly's assumption of office were discounted, at the start, in any event. It was obvious the incoming Chairman intended to survey the personnel situation, and possibly after consultation with his colleagues and advisors, decide upon changes or expansions. Mr. McNinch's recommenda- tions also will be taken into account in that connection.

McNinch Plans Report

The new chairman has been on the Pacific Coast, in Texas and in Tennessee since his appointment July 27, to wind up his affairs as government officials. In Dallas, his home, he visited the studio and transmitter of WFAA and discussed an im- portant facsimile experiment. While in Dallas he visited his brother, County Judge Ben Fly, and other relatives.

Policy considerations have been at a standstill at the FCC since Mr. McNinch's appointment under specific orders from President Roosevelt, who instructed Commissioners individually by letter to withhold such matters until the new Chairman assumes office.

Chairman McNinch was in his office Aug. 28-30 to clean out his personal effects and turn over to his successor the "unfinished business." He told Broadcasting that he deferred his planned ocean trip, following his resignation, on advice of physicians but that he might yet make such a cruise preparatory to entering law practice. He said he had discussed with Government officials matters pertaining to handling of certain Government cases but that no final arrangements had been made.

Mr. McNinch, in vastly improved health following his protracted rest, said he would submit to the

Refusal of Reply To Priest Alleged

REFUSAL of WJR, Detroit, to accept programs in answer to Father Charles E. Coughlin on Aug. 30 brought a formal complaint to the FCC from Rev. Walter E. Cole, spokesman for the Unitarian Fellowship for Social Justice and a Unitarian minister of Toledo.

In a telegram to Chairman Frank R. McNinch, Rev. Cole requested that the FCC "take the necessary action" to force the station to afford "equal opportunity" to both sides of controversial questions, "for that its license be revoked." The Fellowship had broadcast a series of programs by Father Coughlin in July, WJKL and WMBC, all in Detroit, and it was charged in the telegram that the program scheduled for Aug. 30 had been rejected by WJR.

The new schedule of programs, handled daily by Rev. Corp. Rev. Cole, has been scheduled to include daily, on Aug. 30 and Sept. 6, 13 and 20. The stations are WJR, WCKY CLW and WRAW. WJR, WCKY WMBC, and WRAW WMBC, WLW and WBAE.

It was indicated that the Unitarian Fellowship was considering programs to be expanded and carried primarily on stations used by Coughlin. The telegram read:

"You are advised that the use of contracted time on Station WJR, Detroit, to discuss controversies conducted by Father Coughlin in regular broadcasts on that station has been found by us to be in violation of our policies and to afford charges and imitations against various groups and individuals. This station has now refused to grant time to a station and as a consequence Father Coughlin's statements, his views, and his policy have been broadcast daily on Station WJL, July 31, station officials counter that it was in the name of Father Coughlin himself.

After a conference ought to permit the broadcast to go on the air. On Aug. 22 arrangements were made to have Father Coughlin broadcast the series of four programs, sponsored by the National Socialists, in which I was scheduled to discuss the attacks of nation-wide organizations and groups. Since then, we were advised that Father Coughlin's speech was scheduled to be broadcast on WJL, and will be broadcast in advance of the broadcast, which was sched- uled for yesterday. A copy of this speech was released to William A. Allen, Director of Broadcasts for Social Justice:

The station is scheduled for another broadcasting on Aug. 30, the editorial and broadcast talk of script not acceptable. Therefore cancelling schedule.

In response to a telegram of inquiry from me, Mr. Leo Fitzpatrick of WJR, asserted in a message "is entirely out of accord with the necessary requisites."" Station WJR is licensed by your Commission to serve the public interest, convenience and necessity. The station has been approved by the Commission of the necessity for the expression of both sides of controversial questions, or that its license be revoked.

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Broadcasting • Broadcast Advertising
Possible Ratification of Pact By Mexico in September Seen

Temporarily Provision Unqualified Approval

DESPITE repeated delays and several rebuffs, ratification of the Havana Treaty, which would make possible the reactivation of broadcast treaties on the American Continent, is foreseen in September by the Mexican Senate, according to last-minute diplomatic activity reaching this country.

Two possibilities now are seen, under which the treaty provisions might be ratified on the reservations whereby six channels earmarked for use of Mexican stations in the interior of the country would be used, thus providing the so-called border stations; (2) ratification of the treaty by the Mexican Senate without reservation, with a supplementary provision regarding maintenance of clear channel status for several stations in the interior of the country.

The Mexican Senate meets in special session Sept. 1. Several weeks ago, its chairman was advised that the Senate would ratify the treaty if reservations regarding maintenance of the border stations were made. Subsequently, however, it was learned that the Mexican Association of Broadcasters, headed by Emiliano Azcarraga, overtook the Senate, was advocating ratification of the treaty in its original terms by the Senate and looked for favorable action in the near future.

Bi-Lateral Pact

The plan endorsed by the private Mexican broadcasters, headed by Mr. Azcarraga, it was said, was for a bi-lateral agreement as between the United States and Mexico, whereby the four remaining channels assigned to Mexico under the terms of the treaty would be protected in the United States. The plan was to limit the frequencies of an exclusive basis in order to permit eventual use of high power by the occupants. While this proposal is in conflict with the treaty allo-

Class B Broadcast Stations

The problem of the approximately 80 Class B broadcast stations which are located near Mexican border stations and which are losing business to those stations as a result of the Mexican broadcasts, was discussed by Messrs. Rust and Bacon, who stated that the industry is conscious of the problem and is working to alleviate it.

Operator License Criticized by ACA

TYING in closely with a letter sent to the House of Representatives, R. E. Ror-

baum, chairman of IRA and the NAB labor committee (see page 4), the American Broadcasting Assn. has forwarded a petition to the FCC to allow renewal of outstanding First Class Telephone Operators' Licenses on a basis of "satisfactory service", without requirement of any qualifying statements as to details of an operator's performance, or preponderance of transmitter duty.

ACA represents WCAU, KYW, which has well on its books, WDAS, What, WPG and WCAM.

The petition, carried by ACA but signed by members and non-members, states that "the renewal of an operator's license is need is certainly indicated for a more comprehensive system of insuring that each operator can be reasonably sure of keeping abreast of all pertinent releases from the Commission", pointing out that the average operator is not apprised of new rulings soon enough to allow him to make the best use of his opportunities for best complying with license requirements.

Called Hardship

"We feel that it isn't cricket to deprive a man (with some past experience and who holds a certificate testifying that he passed his examination) of an unruffled renewal of his license in the teeth of his past performance and his employer's attest to his present reliability," the petition continues. "Not only would a too- literal application of the somewhat indefinite wording of this rule work havoc in the peace-of-mind heretofore enjoyed by the foregoing group of broadcast men, but it militates against the interests of the large group of operators who are assigned to part-time transmitter duty; in fact, against all those who undeniably spend a major portion of all their working hours at a transmitter."

Wm. West Buys WTMV

CONTROL of WTMV, E. St. Louis, Ill., went into the hands of William H. West Jr., its present manager, under a transfer of ownership and management filed with the FCC Aug. 29. Under the deal, Lester E. Cox, now holding 66% of the stock of WTMV, paid in stock shares in equal parts to Mr. West and Carl French, of E. St. Louis. They would pay a total of $65,000 for the enterprise, and the 13 shares already owned by Mr. West, one-time manager of KSD, would be controlling stockholder. Mr. West also holds 25% interest in KCMO, Kansas City, and 23.3% interest in the currently operating KGGB and KWTW, Springfield, Mo.

BASEBALL TELECAST

Gives Fence Signs a Break, NBC Discovers

A PREVIEW of sponsored sports telecasting was given New York televisioners on Aug. 26, when NBC presented a double-header between the Brook-

lyn Dodgers and the Cincinnati Reds. Dramatically, this commercial announcements for the sponsored sound broadcast of the games on WCBS and WABC New York. Red Barber donned a gas station atten-

dant's cap for his S o c o n y -M a r n e t box, and held up cans of motor oil and insect spray as he talked.

When he was his between-inning commercial copy for Procter & Gamble, two cakes of Ivory Soap were presented, clearly visible beside his micro-

phone. And while speaking of General Mills he poured out a dish-

full of Wheaties from a plainly labeled box, demonstrating how easily it combines with sugar and cream and fruit into an appetizing breakfast food.

Advertisers whose messages are painted on the ball park's fence got their money's worth, as well, for their signs, especially the G e m razor ad in the right field, showed "as well on the television receiver screens as in the park. It seems probable that when sponsored tele-

vision arrives, a s p o n s o r o f a ball games broadcast can use the billboards at the parks as well, or see other advertisers get as much benefit from telecasts as they do.

N. Y. Milk Campaign

NEW YORK STATE Bureau of Milk Publicity, New York, through J. M. Mathes, New York, will start its sixth annual advertising cam-
paign Sept. 25, using five spot an-
nouncements, one on WNBC, one on WOC, one on WKO, one on WBNF, and one on WBN. The campaign will run from Sept. 25 to Oct. 15.

Canada Dry's Gains

CANADA DRY GINGER ALE Co., in an extricated position after the Information Please program on NBC-Blue, reported a gain of 99% in net profits for the quarter ending Sept. 30, with a total of $30,148 as compared to $150,968 for the corresponding period in 1938. The company reported a second quarter in 1939 totaling $5,991, amounting to $4,098,000 for the same quarter last year.

GABRIEL HEATHER, who aban-
donned his regular newscasting duties and retained only his assignment as narrator on We, The People in order to take a three-month rest, is writing a book of radio reminiscences.

Affiliates of Blue To Meet Sept. 12

Meeting Is Set for Chicago; Supplementaries Included

A GENERAL meeting of NBC-Blue affiliates at NBC studios, Chicago, Sept. 12 is to discuss possible revision of affiliate contracts, and other pertinent problems, was an-

once Aug. 28 by Keith Kiggins, director of the Blue Network. The meeting of basic Blue network af-

liates with NBC executives, scheduled for Sept. 19 in New York, was cancelled.

The Chicago meeting was called because of the special NAB con-

vention Chicago Sept. 15 to con-

side ASCAP and related problems. NBC decided to open up the meet-

ing to supplementary stations as well as to the basic Blue outlets, who first had requested the meeting, and the NAB convention in Atlantic City last July.

New Option Time Plan

Basic Blue affiliates at a meet-

ing July 10 in Atlantic City called by Samuel R. Rosenbaum, presi-

dent of the National Broad-

casting Co., to consider an arrangement whereby every other hour around the clock would be optioned, in lieu of the present arrangement covering a lit-

tle less than half of the station operating time. The theory advanced was that idle time under option to NBC could be converted into revenue if available for programming and to help erase cancellation under NBC's prior call.

Most of the NBC basic Blue outlets were

At that time affiliates were as-

ured by NBC executives that the outlook for the Blue was brighter and that a concerted drive for business was expected to yield worthwhile results. M r s . K i-


gin, and Mr. P. J. Frater, also assigned to the Blue Network, were to draft plans for the Blue affiliate meeting.

A telegram to Blue Network affiliates, Mr. Kiggins said that the overwhelming station approval for postoptions for the second half of the second quarter would precede the NAB convention had been received. He set the time for 9:30 a.m. at NBC stud-

ions.

Meet With Top Officials

It was explained that several Western station managers had complained about the earlier meeting in New York, because it would entail another trip to Chicago two weeks later. NBC queried all stations to see how they preferred the preference, and it was reported that all save a few asked for the later date.

It is expected that in addition to the Blue Network executives, recently designated to devote full-

time to its operations, NBC top of-
ficers would be present at the ses-

tion. These include President Lenox R. Lohr, Executive Vice-


movie to Use Spots

METRO-GOLDWYN-MAYER, New York, plans to use 1 to 6 announce-

ments daily in October in 40 cities to promote showing of its new film, "The Women."
Radio in ‘State of Alert’ During Crisis

(Continued from page 12)

The state-controlled stations of the countries of Europe, which it records and broadcasts unchanged each evening from 11:15 to 12:15. This unique system, developed last year by G. W. Johnstone, MBS director of special features, is Mutual’s particular contribution to international news coverage. The recordings give an excellent picture of the way each government abroad suppresses or colors the news to suit its own particular purposes and shows, probably better than could be done in any other way, how much better the average American is informed of happenings abroad than are the people living in the countries where these events are taking place.

Although its limited budget prevents for MBS the elaborate foreign coverage maintained by CBS and NBC, Mutual has recently organized a European staff, composed of newspaper correspondents in Berlin, Paris, Rome and Warsaw, who also act for MBS when needed. This staff is headed by John Steele, full time MBS representative abroad with headquarters in London.

Kaltenborn in London

The outstanding success of H. V. Kaltenborn, CBS ace news analyst, in interpreting and commenting on the news from abroad during the Munich crisis of last fall has led to the extensive use of commentators by all networks this year. With Kaltenborn temporarily in London until Aug. 29, assisting Edward Morrow, regular CBS representative there, CBS engaged Elmer Davis, political writer and a first ranking interviewer and commentator, to interpret the news for its audiences. Davis and Albert Warner, CBS correspondent in Washington, usually hold down the American corners of the nightly conversational news round-ups on CBS. Kaltenborn was due back in New York Aug. 31 after a flight across the Atlantic, and was scheduled to take up duties in the CBS studios forthwith.

In addition to John B. Kennedy in New York, NBC has also engaged Dorothy Thompson, foremost woman commentator, for a series of daily interpretative broadcasts on the international situation. Earl Godwin, president of the White House Correspondents Association, is NBC’s Washington commentator.

Raymond Gram Swing, Mutual’s chief commentator, has moved into the MBS New York studios on 24-hour duty, sleeping and eating within a few feet of his microphone and the Transradio and AP news ticker which supply the news basis for his three regular and other special daily interpretative broadcasts. Fulton Lewis jr., MBS correspondent in Washington, likewise broadcasts several times a day for MBS on the Government’s attitudes and activities in international affairs.

On the theory that at-the-moment news from Europe is of more general interest than anything else on the air, NBC and CBS show no hesitation in cancelling or interrupting commercial programs to broadcast programs or bulletins from abroad. Mutual, however, takes pride in the fact that by careful placement of these news breaks and foreign programs it has had a minimum of rebatable interruptions to its commercial broadcasts.

Commercial Rebates Policy

All networks have adopted the same policy regarding rebates. If the interruption is for a bulletin lasting only a few seconds, no rebate is made. If, however, the interruption runs into minutes, then the advertiser is rebated a pro rata percentage of his total cost. How much these rebates will add to the cost of the crisis coverage no network executive will even guess at now, but when in one day (Aug. 24) one network (CBS) cancelled 14 quarter-hour programs and interrupted three others for

(Continued on page 80)
“Morning, noon and night—
they're ALWAYS following that guy!”

Dr. H. B. Summers of the Kansas State College
has just recently completed his annual survey of
radio listeners' habits in Iowa. . . Using the best
modern "sampling" methods, forty investigators
made personal interviews on 9000 families. Every
county in Iowa was represented in proportion to its
population.

Naturally enough, a vast amount of invaluable data
was uncovered—data which will prove of tremen-
dous interest to every advertiser who is active in the
Midwest. Not the least important fact revealed is

the overwhelming dominance of WHO in Iowa—
a dominance which we believe is unmatched by any
other radio station, in any other state of the Union!

WHO is "heard regularly" by 81.5% of all
Iowa radio families during the daytime—by
78.3% after 6 p.m.!

WHO is "listened-to MOST" by 50.9% of
all Iowa radio families during the daytime—by
49.8% after 6 p.m.!

The printed report of Dr. Summers' survey gives
the detailed analysis on these and dozens of other
all-important facts. If you haven't yet received your
copy, please write for it. And in the meantime, you
might want to be mulling over this question: Where
else in the Union is there another State in which
the radio families use ONE station, to the same
extent as WHO is used in IOWA?

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
2 great organizations combine their showmanship and many years of experience to give you this tested transcribed program... The same "team" that gave you The Lone Ranger transcriptions.

WRITE for the GREEN HORNET PRESENTATION—Tells the complete story about this tested audience-building program and its merchandising possibilities.

KING-TRENDLE Broadcasting Corporation
Station WXYZ Detroit

Electrical Transcription Service
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York • Merchandise Mart, Chicago
Here's the Show you've been waiting for

All Sponsors Required to Use 2 Programs Weekly

The Green Hornet Transcriptions

Immediate Release for all Markets Subject to Prior Sale

Half-Hour Dramas Created by the Producers of "The Lone Ranger"

Modern Mystery Drama of a One Men Crusade Against Lawbreakers that Cannot Be Reached by Legal Methods.

A Newspaperman by Day - A Sinister Crime Smashing "Green Hornet" by Night

Each Broadcast a Separate Story

Unlimited Supply for Long Time Schedule

The Green Hornet will be produced as a 15 Episode Movie by Universal Pictures Company

Always a distinction and popularity builder for any radio program.

King-Trendle Broadcasting Corporation

WXYZ

Detroit

National Broadcasting Company

Electrical Transcription Service

RCA Bldg., Radio City

New York

Merchandise Mart

Chicago

Broadcasting • Broadcast Advertising
Court Holds Economic Interest Vital

FCC Declares Ruling Inconsistent With 'American Plan'

A NEW era of broadcast regulation, which might well be described as competition in the industry when new facilities are asked, is foreshadowed by the sweeping opinion of the U.S. Court of Appeals for the District of Columbia in the WMEX-Yankee Network case, involving the authorization of a high power regional assignment for WMEX in Boston in lieu of its present local status. In its far-reaching decision, the court completely upset FCC precedent that competition, even to the extent of destruction, does not constitute an appealing interest.

Though the court, in its momentous decision Aug. 14, dismissed the appeal of the Yankee Network from the FCC grant to WMEX, it nevertheless wrote a precedent in which it set out to determine finally what it described as "this important question of economic interest". While the court chastised the Commission for its position as to unlimited competition, it nevertheless sustained the Commission's grant to WMEX on the ground that Yankee Network had failed to prove that the anticipated competition did not necessarily result "in such severe loss of operating revenue as to impair its service."

Asks Reconsideration

The FCC, in a new pleading filed with the court Aug. 24, took issue with the court's finding, contending it was based on an improper reasoning and arguing that it strikes a body blow at the "American system of broadcasting". It pointed out that dire threats might happen to limited commercial broadcasting if the new legal principle is permitted to stand and asked the court to reconsider the jurisdictional question in its entirety.

It was felt in some quarters that the competing opinion, even though the court's reasoning it blasted the FCC-spoused theory that the court could not entertain appeals involving economic and competitive issues, nevertheless clothed the Commission with broad powers. By holding that the FCC, and the court as the reviewing tribunal, can take into account competitive factors in order to insure service in the public interest, it was thought the Commission might be given carte blanche to act into every aspect of station operation to ascertain whether reasonable returns by stations would be affected by the imposition of new conditions or the improvement of facilities of existing stations in given areas. The extent to which it can incorporate into program service, for example, might also be opened up in the light of the opinion, according to views expressed in both official and industry quarters.

The new Commission plea did not come in the WMEX-Yankee Network case, but was raised in a supplemental brief which was filed in the appeal of KTSF, El Paso, from the decision of the Commission granting the application of Danbury Redonda for a Power License, for a new station in that city. The FCC said that the jurisdictional questions involved in the WMEX and WMEX appeals are identical.

To bring forcibly to the court's attention the seriousness and far-reaching effect of the WMEX case, the FCC filed a motion for leave to submit the stipulation of the holder of an outstanding license in that case. The supplemental brief then was appended to the motion, which first made its appearance before the court. This follows legal form, though it is not incumbent upon the court to grant the motion. If the motion is denied, the supplemental brief, of course, automatically will be disregarded.

"Not Controlling"

William J. Demosey, FCC general counsel, and William C. Kopplin, assistant general counsel, argued in the supplemental brief that the court based its conclusion in the Yankee Network case on a "technical" decision, not an "American" interpretation of the Commission on one occasion which was not "controlling". The attorneys added, "to the observation made by the court that the FCC has acted in accord with the view that if the effect of the granting of a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the new station applicant shall be denied a construction permit."

It was pointed out that the court has cast no judgment on the question of "damnum absorptum" (damage without injury) regardless of the extent of such loss.

No Immunity in Law

Insisting that there is nothing in the new law which entitled a licensee to an "immunity from unlimited competition", the court maintained that in all aspects the business of the licensee is governed by the same common law principles which govern every other business. "The law is the law", the court said, and it must be applied to the case. It then went on to say, "that in the history of radio, regulation, not a single act has been done by the licensing body to issue a license for a new station because the effect would be to cause several losses to an existing licensee."

The court was told that it has cast serious doubt upon the "adequacy of the American System of Broadcasting" in its decision. It said that if the court's dictum is as the Commission (Continued on page 71)

Economic Issue

An anomalous situation was created by the WMEX opinion since the court sustained the Commission's action in the Dissolution of the Yankee appeal, while at the same time meting out to it a severe blow by refusing its economic contentions.

The FCC case seeks a Supreme Court review of the WMEX case, though it is expected the fundamental economic question will be raised before the court. The question should be presented at the time the court again reviews the case and will be raised when "TNTCIVIT" is up for consideration. The court's decision was met with a "après-midi" tone from the new rules was condemned as "a body blow at the "American system of broadcasting". It pointed out that dire threats might happen to limited commercial broadcasting if the new legal principle is permitted to stand and asked the court to reconsider the jurisdictional question in its entirety.

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Seek Original Music

GENERAL FOODS Corp., New York, (Maxwell House Coffee), which on Sept. 7 returns to the NBC-Radio network with a new version of Good News, will use a new feature in the weekly program if successful in procuring enough American composers to write original compositions for that show. Meredith Willson, musical director of the show, contacted composers during his mid-August stay in New York, to interest them in the idea.

A reported sum of $500 for each song composed exclusively for the program is promised. The new Maxwell House series will be produced entirely by Benton & Bowles, agency servicing the account. Don McLoughlin, Hollywood producer and manager, will be in charge. Along with Willson's orchestra, the program will be produced by Harry S. Judson, and Hanley Stafford, in their Baby Snooks act; Connie Boswell, vocalist; Robert Young, guest soloist, and master-of-ceremonies, not announced at this writing.

GrimswoodBuying KLCN

FRED G. GRIIMWOOD, consulting radio engineer of Evansville, Ind., has entered into an agreement to purchase KLCN, Bladensburg, Ark., 100-watt daytime station on 1290 kc, from Charles L. Linstone. FCC approval is being sought.

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www.americanradiohistory.com
KSTP's technical staff now is completing a new 50,000 watt installation, with the latest type transmitter and towers, guaranteeing maximum efficiency.

For 11 years, every authentic survey shows KSTP to be dominant in the 8th Retail Market... The Northwest.

Rates will not be increased until actual tests show clearly the size of our additional market coverage.

For rates and schedule, address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis and Saint Paul; or Edward Petry and Company — National Representatives, New York, Chicago, Detroit, Los Angeles, St. Louis and San Francisco.
Grants of 5 kw. Night Slowed By Regional Wave Conflicts

Locals Are Likely to Get 250 w. Night Quickly: Regionals Expected to Settle Differences

ENGINEERING conflicts are expected to slow up the FCC in its authorization of 5,000-watt night power for many regional stations, though a majority of the local stations, applying to increase power to 250 watts night under the new rules, may be accorded that authority in swift order.

Of the 319 stations classified as regionals on the radio roster, approximately 175 eventually are expected to acquire 5,000-watt night operation. Altogether, the FCC has some 100 such applications before it, either filed since the change in the rules permitting the power increases, or which were on the pending docket before the rules were modified. Based on preliminary engineering studies, it appears that only one out of each ten of these applications raises no engineering question. This does not necessarily mean that the applicants must go to hearing.

Agreements Sought

Tentatively, the FCC Engineering Department plans to ask regional station licensees, whose 5,000-watt applications show engineering conflicts, to attempt to work out their differences among themselves and with the Commission on a channel basis. It may develop that informal conferences will be called for that purpose, with stations assigned to given frequencies called in groups for the discussions. Where the adjustment cannot be made harmoniously, hearings will be ordered upon proper application.

The FCC also has before it some 26 applications from stations requesting duplication on clear channels. In about half these cases, it appears, such applications can be granted under the new rules without hearing, by virtue of the classification of the former clear channel stations in the secondary clear category, permitting duplication. Where there are conflicts with the rules, the FCC presumably will deny the applications, though the applicants can insist on hearings.

In the local channel classification, stations have been applying for the 250 watts night authorization in large numbers. About 150 such applications already are on file, and 13 already have been granted. There are 357 local stations and it is expected that another 125 probably will be granted the new night power without hearing. Stations already using 250 watts daytime will have no trouble but those using 100 watts both day and night, in no few instances must undergo technical changes, including antenna, and to qualify for 250 watts night.

No frequency shifts will be involved in the changed status of station operations under the new rules. The actual reallocation must be held in abeyance until the terms of the Havana Treaty are ratified, formally or administratively, by Mexico.

To expedite handling of the welters of power applications, three engineer-inspectors from the field will be called in for temporary assignment to the Broadcast Section. They are Carl A. Johnson, from the New Orleans office; Robert M. Billimoria, St. Paul, and Henry Underwood Graham, Baltimore.

Ford to Resume

FORD MOTOR Co., Detroit, which continued on CBS throughout the summer with a special summer musical series, will resume its usual winter program featuring the Ford Symphony Orchestra and Chorus Sept. 24 in the 9-10 Sunday evening period on CBS. N. W. Ayer & Son, Philadelphia, places the account.

Opry Film

WSM’s famous 14-year-old program Grand Ole Opry will become the vehicle for a full-length motion picture to be produced by Republic Studios under a contract signed in Nashville Aug. 21. To carry the title of the program, the picture is scheduled for easy fall production with many stars of the WSM four-hour program to appear in the movie version. William Parker Productions will go back to Hollywood following signing of the contract to launch the writing of the scenario. While a number of nationally known programs and radio performers have been starred in full-length motion picture production, selection of the WSM program, along with title and cast principals, was regarded as an innovation.

N. Y. Net Staff

CARL CALMAN, general manager of WINS, New York, and vice-president and general manager of the New York Broadcasting System, new regional network which begins operations Sept. 5, has announced the personnel for the network, as follows: Donald Merwin McCabe, WINS sales manager; Gene Cagle, commercial manager; E. K. Johnson, director of the station’s traffic department; Robert Cotton of WINS publicity department will be traffic manager; and Paul Von Kunitz, chief engineer of WINS, will hold the same position in the new network.

Stokely Tests Strip

STOKELY Bros. & Co., Indianapolis (canned vegetables), on Sept. 25 starts a five-weekly 15-minute strip show on WHK, Cleveland, and WGST, Atlanta. The test campaign was placed through Gardner Ad. Co., St. Louis.

KTAT Becomes KFJZ

In Fort Worth Transfer

As Latter Goes Off Air

FOLLOWING the acquisition of KTAT by Mrs. Elliott Roosevelt, wife of the general manager of the Texas State Network [Broadcasting, Aug. 1], the Fort Worth regional station’s call letters were changed to KFJZ and it became the key station of TSN. At the same time, in conformity with the FCC decision authorizing the $101,570 purchase of KTAT, Mrs. Roosevelt surrendered the license of their 100-watt KFJZ and it went out of existence. Its 1,370 kw. facilities, however, have been applied for by R. Early Wilson, part-owner of KABC, San Antonio, in partnership with Carl Cullum, Dallas consulting engineer, and T. W. Davis, seeking a new local outlet in Dallas. Also applicants for new local outlets in Dallas on 1,370 are V. O. Stamps, local printer, and A. L. Chilton, chief engineer of KLRA, Little Rock, and a resident of Fort Worth.

With the change, Mr. Roosevelt announced that the entire KTAT radio personnel has been moved into the KTAT quarters in the Hotel Texas and the program schedules of the station changed in the new KFJZ. Manager of the station is Gene Cagle; commercial manager, formerly with WLW, Cincinnati; program director is Roy Duffy, and publicity director is W. Clough, who is also TSN educational director.

Mr. Roosevelt also announced that all of the 23 stations of TSN signatory with CBS were ready for effective with the network’s first anniversary Sept. 15. Twenty of these stations were in the normal TSN setup, changes having been effected in three localities. At Amarillo, KONG was replaced by KFJA; at Beaumont, KRKC was replaced by KFDM, and in Fort Worth KFJZ assumes the facilities of KTAT.

Effective at midnight Aug. 24, KFJZ inaugurated 24-hour-a-day service. It also applied for 5,000 watts fulltime on its new 1,240 kw. frequency, on which it now uses 1,000 watts day and night.

New Suffolk, Va. Local

THE FCC has adopted a final order making effective on Aug. 20 its proposed findings of last July 13 approving a new local station in Suffolk, Va. It will bear the call letters WLPM and also apply for 5,000 watts fulltime on its new 1,240 kw. frequency. Incorporators of Suffolk Broadcasting Co., holding the construction permit, are Fred L. Hart, druggist; Frank E. Butler Sr., attorney; and Leo Brody, Kingston, N. C. merchant, each owning one-third of the authorized stock.

Insurance Campaign

NORTH AMERICAN Accident Insurance Co., Newark, during the first week in October will start a fall radio sales campaign of four quarters advertising the new programs one to three times weekly on 30 to 40 stations. The company on Sept. 11 starts 12 spot announcements of University of U and I Press news on WIN, New York. Franklin Bruck Adv. Corp., New York, places the account.

THE IMPOSSIBLE was accomplished by Caryl Coleman, Pacific Coast radio director of Botsford, Constantine & Gardner, when he cleared time simultaneously on all 11 stations in the San Francisco-Oakland-Berkeley area for MacFarlane Candy Co. A five-minute transcribed program was used on the 11 stations during the week begun Aug. 14. Client features "Awful Fresh MacFarlane". Eight schedules were drawn before time was cleared. Around the perplexed Coleman are (1 to r): Dave McKey, KJBS; Merwin McCabe, KFRC; Carl Nielsen, KYA; Ray Rhodes, KGO-KPO; Howard Smith, KXL; Fred McPherson, KRE; Howard Wilson, KROW; Charles Hopkins, KSSN; W. Morse, KLS; Frank Oaxart, KSFQ.

Page 24 • September 1, 1939 BROADCASTING • Broadcast Advertising
"...and all of these things ab-so-lot-ly free with each and every bottle of this mar-vee-lus snake oil."

WOAI is neither running a "medicine show" nor selling "snake oil".

Believing that the effectiveness of exaggerated claims and special deals went out with the medicine man, WOAI adheres rigidly to the code of ethics adopted by the National Association of Broadcasters... and to the form of the AAAA contract. There are no special concessions to any advertiser... either in rates for station time, "extra" merchandising services or special talent "deals." WOAI does not... and will not... cut rates directly or indirectly under the guise of "combinations"... since such practices seldom prove profitable in the long run... to the station, to the advertiser or to his product.

WOAI... designated by the Federal Communications Commission as the "Class I" radio station in San Antonio... is justly proud of its outstanding record of seventeen years' progressive operation in the Southwest, under the same management.

The continued association of hundreds of national and local advertisers with WOAI over a long period reflects their well-merited confidence in WOAI's far-reaching influence.

In scheduling your radio advertising in the Southwest, study WOAI coverage maps... note the greater reach of 50,000 watts, day and night, on a cleared channel... based on accurate field-strength measurements of independent engineers and on thorough mail analysis.

Inspect the exhaustive report of WOAI's listener preference... as shown by the only authenticated comprehensive survey of listeners ever made in the San Antonio territory and released to advertisers. Consider the fact that there is no finer, more modern studio and transmission equipment in the Southwest... nor more capable station personnel.

Compare... and you will place your advertising schedule with confidence... on WOAI.

San Antonio
50,000 WATTS • 1190 Kilocycles
CLEARED CHANNEL

"The Most Powerful Advertising Influence in San Antonio and the Southwest"
New Deal for ADVERTISERS

Blue Network multiplies signal strength in Los Angeles...another bonus for advertisers on America's most economical national medium

In Los Angeles...America's fourth largest buying market...listeners now tune in at 780 on the dial for KECA. And thousands of new families...rich and with three chickens in the pot...are brought in as added coverage by KECA's new transmitter location, nearer to the better residential areas.

This apparent miracle was accomplished by taking over KEHE's frequency and also its transmitter. A simple thing to do, but one which overnight reduced local competition for listeners, by eliminating one station, and at the same time combined KEHE's best features, as well as its habitual audience, with KECA's—thus opening up to Blue Network advertisers a much larger slice of Southern California's best buying market. Naturally, present Blue advertisers gain these benefits at once.

The famous Blue discount plan enables advertisers to "go national" on indeed a modest budget. Now at no extra cost Blue sponsors may reach several hundred thousand additional homes in the country's fourth largest market. KECA's new frequency and transmitter location mark the Blue Network's most important improvement since the Blue discounts. For not only has it brought Blue advertisers a big circulation boost...but does so without costing one penny more.

This great national advertising medium...the NBC Blue...has its stations strategically located to reach 95% of all radio families in America's major markets—and don't forget, too, it serves a goodly part of the small town and rural audience.

To sum up, you'd "Better Buy Blue" for topnotch coverage at lownotch cost...as so many other smart advertisers are doing. Get full details on the network which made an all-time Crossley peak of 53.1% in listening audience with the Galento-Louis fight broadcast. And there are some good evening time periods still open on the Blue! National Broadcasting Company, a Radio Corporation of America Service.

What happened when KECA's transmitter and dial position were moved?

Large increase in signal strength followed, notably in better residential areas. For example: In Hollywood area, Glendale, Burbank the new signal is 5 to 10 times as strong. In Wilshire section and Beverly Hills, 5 times as strong.

Southwestern area, including Culver City, Inglewood, Hawthorne 4 times...Santa Monica, including El Segundo and beach section 2 to 3 times as strong. Northeast area 2 to 3 times as strong...and in Pasadena area 3 times as strong.
General Revision Of Its Rate Card Is Affected by CBS

Lower Rate - Per Listener for Network Clients Claimed

AX AVERAGE increase of 7.5% in over-all network rates, effective Sept. 15, 1939, was announced Aug. 16 by CBS with publication of Rate Card No. 26. The new rates, representing the first general revision since late 1938, were designed to maintain the network as maintaining the CBS policy of "holding time costs to a progressively lower rate per thousand listeners". CBS officials pointed out that the rate increase will not be far behind the actual increases, a network, by the public, and the decrease in network time.

Changes in Station Rates

The 7.5% rise results from an average increase of $36.15 each for 56 stations and a $25.00 reduction on 12 stations, with the rates of 41 other stations remaining unchanged and 18 new outlets, WMT, Cedar Rapids, and KWFT, Wichita Falls, Tex., added to the network—a total of 111 stations. The rates for the new stations and WMEG or WHLB or WGR or WKBW, but the average increases amounts to $25.00 to be awarded when measurements are taken Sept. 23.

C. The former headquarters, a Maland, who general manager, challenging him to compare the winning West Virginia station—WHO to present a routing pig to the Governor of West Virginia if its loses and vice versa.

NBC RELAXES RULE ON STATION BREAKS

DEPARTING from its established policy, NBC recently authorized sale of special transmissions on a limited basis on its managed and operated stations. The stations are required to advertise the special broadcast time in advance, except those that are managed or owned by the network, and also to produce the booking with the assistance of the network's management.

Hollywood Claims Net Bookings

TRANSCONTINENTAL commercial programs originating in Hollywood show a decided increase over last year's peak for the coming fall season, according to reports of WCAO, Washington, D.C. NBC, who for many years has been the chief source of bookings for Hollywood origination.

Goellet Selling WNYG

PETER GOELET, scion of the noted New York banking family and WNYG, New York City, has recently secured a 250-watt day-time assignment on 1220 k.c.

Cummings in Temporary Charge of WWL With Departure of Callahan

WITH resignation of Vincent F. Cummings as general manager of WWL, New Orleans, to become as assistant general manager of WBZ, Boston, N. Y., the WWL program was unmanaged. Albert J. Cummings will fill the vacant position for the next five years, the WWL program, he was named assistant general manager of WWL.

Mr. Callahan, who joined WWL May 17, 1937, has retired as executive secretary of WRC, WKBW, and WMAL, Washington, DC, and the WWL-operated outlets, to take over the new program.

WGR, Buffalo, has been declared. Miss Chism is the wife of Hal Buck, NBC's Hollywood press representative. She is said to have received the scroll from Jack Tenny, president of the union and number of California's Legislature.

The broadcast day, starting WHO to present a routing pig to the Governor of West Virginia if it loses and vice versa.

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Choose Your Market with

Fulton Lewis Jr.
Radio's No. 1 Commentator on National Affairs

Lewis Goes on Vacation
(The European Crisis permitting)

... And look who subs for him:

William Green
Harry H. Woodring
Senator Robert Taft
Senator Styles Bridges
William R. Castle Jr.
Rep. Martin Dies
Senator Bennett Champ Clark

Boake Carter
Paul McNutt
James W. Hook
Frances Perkins
Norman Thomas
Earl Browder

Capitalize on the heightening interest in national and international affairs... build your audience with this natural... the 1940 elections are just ahead. Available as a separate buy on all Mutual Network outlets. Write or wire William B. Dolph, Station WOL, Washington, D.C.

*In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis Jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.
Automobile Spots Remain Uncertain
Willys-Overland Plans Drive; Chevrolet Rumors Heard

PLANS for fall promotion of the 1940 model automobiles, still some-
what up in the air due to recent price rises and the uncertain labor situa-
tion, do not appear to include much more heavy radio expend-
ture than was the case last year.

The industry is a little dubious whether the 1940 model year will prove considerably better than the 1939 results, contrary to what has been reported, and for this reason advertising spending is not likely to be appreciably enlarged unless new car buying balloons sharply.

There are straws in the wind, however, indicating that radio is definitely in the minds of the advertising managers. For instance, Willys-Overland Motors, attempting to make a comeback with a definitely redesigned car for 1940, plans to use radio spots along with other mediums to develop public inter-
test in the new offerings, and the company has not been on the air for many years. The agency is UB Ad, Coral Gables, Florida.

Most other companies will also go into spot radio at the intro-
duction season, which will be heaviest around Sept. 15th. No new
network shows are reported in con-
sideration at this time, although reports continue that Chevrolet is considering a program of the gen-
eral description and magnitude of the recently-discontinued Musical Moments.

Hess & Clark Discs

DR. HESS & CLARK, Ashland, O., on Sept. 28 starts a transcribed half-
hour program for 26 weeks on 23 stations located largely in the Midwest. Talks by Sam Guard, editor of "Bredger's Gazette," guests, and music with announcing by Hal Culver. Stations are WLS, WJW, WCPX, WQW, WQY, WOJO, WICM, WWJ, WCJ, WJN, WPXI, KMOX, WMAK, WGN, WDAY, WGBR, WQG, WKB, WDR, WCL, WIB, WHJ, WBL, WDO, and WMB.

General Foods Strip

GENERAL FOODS Corp., New York, on Oct. 1 starts a quarter-
hour five-city five-week strip for daily "Son & I" on CBS for Swanson's Cake Flour and Calumet Baking Powder, product also promoted on the company's "Noonday Chats" pro-
gram with Kate Smith. New pro-
gram, the "Kate Smith Special," will feature Miss Smith, and Kingsley Colton, who have appeared on the "Kate Smith Hour" and other sketches on NBC and the Blue Network, New York, handle the account.

WING Joins NBC

WING, Dayton, joined NBC Aug. 27—two weeks ahead of its sched-
uled debut in the "Dayton Daily News" or Blue outlet. The former WSMK, it recently became full-time operation over a clear band, is essentially modernized its plant and equip-
ment. Ronald B. Woodyard is its general manager.

Checking of Complaints Resumed by the FCC in Revision of Procedure

VALIDITY of complaints against stations relating to program oper-
tion will be verified by the FCC preparatory to a decision to sustain the same, it is indicated under procedure evolved by the Commission.

In a bulletin recently that the FCC had revised its old program complaint procedure by which the FCC now reviews against stations that receive complaints from the public are sent to the FCC by the local offices of the National Association of Broadcasters, the Commission has instituted the com-
plaint checking method. Under the new process, each complaint has been directed to the station for further investigation. If the FCC finds the station to be in the clear, the FCC will then have the right to ask the station for continuation or otherwise to modify the order submitted by the FCC.

The FCC, after a storm of pro-
test from the industry as well as widespread editorial critic-
is, last February announced that it would completely alter its procedure on program complaints. It dropped the "long temporary license" method formerly employed during the investigatory period and in-
structed its Law Department on other procedure. [Broadcasting, Aug. 15.]

Federal Study Analyses Industrial Market Data

DESIGNED to aid sales and adver-
sing executives in estimating sizes and general characteristics of the market, along with the potential value of these markets, the Department of Commerce has published the first Industrial Market Data Handbook, containing complete figures, as of 1936, of industrial production, employment, value of products, cost of material, fuel and power, and output of wage earners for each of the 120 product groups in the United States as well as for every city of more than 10,000 population. The page-and-a-half-size pages contain simil-
ar data on a national basis for each of the 280 industries and the 33 industrial areas of the country.

Among the tables in the new handbook are compilations show-
ing the county location of 169,111 manufacturing plants by type of industry, operations and county lo-
ation of the 23,000 mines in the country by type of mining, and method of distribution of industrial sales. The Department recommends the volume particular-
ly to industrial marketing execu-
tives, educators, government econ-
omists and others interested in the heavy industries.

Industrial Market Data Hand-
book—identified as Domestic Com-
merce Series No. 107—may be ob-

KELLOGG Co., Battle Creek, Mich., announces the election of Ezie J. Freeman as president of the company. Freeman has been associated with the firm for the last 25 years and is a member of its board of directors.

Quiz Held Skil

WHEN an injunction was recently ob-
tained against the operation of Chi-
icago on behalf of Mars Inc. so its "Dr. I. Q. quizziz show might continue until the end of the year, the Federal Trade Com-
mission filed for a dissolution of the in-
junction [Broadcasting, Sept. 23]送去 A. Covelli, to whom the case had been referred as master-in-chauncey, up-
pported, and was obtained, the terms of the program was a contest of skill and not a game of chance. A city was asked to be given arbiters to settle a dispute whether it was true that the program was a contest of skill and not a game of chance. A city was asked to be given arbiters to settle a dispute whether it was true that the program was a contest of skill and not a game of chance.

WHOA Renews Its Effort To Get WMAQ Facilities

EFFORTS of WHA, Madison, and KMOX, St. Louis, to secure the renewal of power of WMAQ, Chicago's NBC-
Red outlet, were renewed Aug. 25 by the Wisconsin station, which reported, and for this reason advertising spending is not likely to be appreciably enlarged unless new car buying balloons sharply.

The bill appropriates $9,800 to the Attorney General for special counsel and $106,500 to enlarge WHA, should the FCC au-
thorization be extended. It also

More Call Letters

The FCC in latter August com-
pleted assignments of call letters to all new stations authorized for con-
struction at its July 12-13, July 25-27 and Aug. 8 meetings [Broad-
ing, Aug. 24]. The complete list follows: KYUM, Yuma, Ariz.; KDFK, Hot Springs, Ark.; WFTL, Ft. Lauderdale, Fla.; WSPB, Decatur, Ill.; WQV, 

Ovaltine Discs-Net

WANDER Co., Chicago (Ovaltine), on Oct. 2 starts Orphan Annie, five-week quarter-hour trans-
scribed series, on these stations: WSR WPFA KOA WHO WDAF KKKO plus 14 stations of the Don Lee network. On Sept. 25 the firm also starts Orphan Annie on 16 NBC Red stations plus WGN, Chicago, Monday thru Friday, 5:45-6 p.m. (EST), and Carters of Elm Street on 10 NBC Red sta-
tions, Monday thru Friday, 12-12:15 p.m. (EST). Blackett-Sam-
hue, Chicago, is agency.

Wrecked Coverage

KSFO Sends Crew to Remote

Scene in Nevada

WRECK of the streamliner City of San Francisco near Carlin, Nev., Aug. 19, was the signal for the dispatching of a crew to the scene of the disaster, 1,100 miles away, by KSFO, San Francisco. Shortly after the last of the bodies was taken from the crash, KSFO's top management took over the reading of the quiz shows originating from theatres. The Federal Communications Commission, for this reason advertising spending is not likely to be appreciably enlarged unless new car buying balloons sharply.

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hue, Chicago, is agency.

Grove Disc on WOR

GROVE LABORATORIES, St.
Louis (Drome-Quinze), which on Oct. 2 will start "The Adventures of Groveman" on WNCB-NBC-Rhine, has arranged time for the weekday evening hour programs for rebroadcast on other stations in a joint venture in the regular network, station-to-station broadcast. First rebroadcast will be heard Wednesday, Oct. 4, 9-9:30 p.m. (EST). Stack-Gohle Agency, Chicago, handles the account.
MOST food, when cooked, must be flavored to be appetizing. Most friends, if congenial relations are to be maintained, must be treated with partiality and kindness.

Both flavor and favor contribute much to make daily living pleasant. Neither, however, should play any part in an independently conducted market research or survey.

Hooper-Holmes maintains every possible precaution to keep the final results of surveys for its clients free from flavor and favor.

We operate on the theory that our clients want honest, unbiased results... results that can safely be used as a reliable basis for formulating marketing policies, for changing package or product, for altering copy appeals, for winning or strengthening dealer cooperation, or for gauging size and type of audience for a publication or radio program.

Hooper-Holmes men are trained to get complete and unbiased information. Their daily reports are checked and double-checked. They know that the surest way to get eliminated from the Hooper-Holmes payroll is to be caught "fudging" or "faking".

As an additional precaution, the name of the client and product, whenever possible, is withheld from both our supervisors and field men. It is guarded with the utmost secrecy.

This precludes the dangerous factor of conscious or unconscious prejudice on part of interviewer and interviewee. The reactions and opinions obtained are all the more valuable because they have not been "guided" or influenced to show results a client hopes to get.

Our clients appreciate this method of doing research. They almost invariably give us repeat assignments whenever the need for a survey arises. The results may not always be what they hope for, but they get honest, unbiased results which they can use with complete confidence.

You are invited to discuss your research problems with us. No obligation, of course.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

WHAT IS THE HOOPER-HOLMES BUREAU?
For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 81 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.
Tip to Advertisers: They Like to Listen

Radio Catches Buyers In Proper Mood to Hear Message

By ROBERT J. McANDREWS
Sales Promotion Manager
NBC, San Francisco

SOMEWHERE in the dim vistas of last summer, Peter Sampson, president of Chicago's Sampson Electric Co., lighted the first-fair-sized teapot tempest with a circular letter. Mr. Sampson's firm is a Norge Distributor. His letter, addressed to Norge dealers, went not only to those dealers but also to a good many others carrying Norge advertising. The dealers agreed with Mr. Sampson's sentiments, most decidedly.

The thesis of this circular was that advertisers should bring pressure upon newspapers, magazines and other news media to be more cheerful in their treatment of optimistic news. "How is it possible," wrote President Sampson to his colleagues, "for you to obtain even a small part of the value from the advertisement you have paid for when the customer first must be thoroughly depressed and adversely influenced before he reads your message? We shall give our fullest support to our factory and our advertising agency in their endeavor to bring newspapers and particularly the front pages, to print every available news item which has to do with employment, reemployment, construction improvement and advancement in prices."

Quoted in the Press

Several of the newspapers honored with a copy of this letter quoted it. The Chicago Tribune alone printed it in full. The Tribune, who had its share of Norge advertising reduced previous to the incident, also replied to the note in a vigorous and quite reasonable editorial.

That solid citizen of the Fourth Estate pointed out very logically that a newspaper which allows itself to be influenced into printing an undue proportion of optimistic news, when facts do not justify such efforts, is succumbing to a thinly disguised advertiser's bribe.

I have waited hopefully many months for an extension of the argument. I had hoped the minor-leaguer furor would at least overflow the teapot and splash all over the stove. But, no, evidently and sadly the main event has dropped. A week or two of platitudeous rejoiners and even the normally energetic trade journals has gone its way—leaving, it seems to me, an important question still basically unanswered.

None of us can criticize the attitude of the press in the name of all newspapermen. Journalism can serve advertising best only by being completely honest.

If the news is bad, it's still news just the same and must be printed. If there is no cheerful item in the day's crop of material, then the front page must come out figuratively black-bordered and that's that. There is no reason not to be transparent at home. Each must exist according to its nature.

On the other hand, Mr. Sampson has a point. His possible mistake lies in his choice of media. If as a business man he feels that prospects must reach him in a cheerful frame of mind to be receptive to his commercial message, then he should place that message in a medium which infuses such a mood.

A Matter of Media

The medium? Outdoor, perhaps, although here it's a gamble whether the prospective refrigerator owner reads in sunshine or in rain, on the way to a picnic or on the way to the dentist. Street car cards, maybe, if the 5 o'clock rush crowd is the audience. Or, maybe even the comic's toes and in his ribs. Magazines, if the reader has just finished a pleasant story or a contented article. Moving picture shorts, if they're short enough and clever enough. Or, probably, most effective of all, an advertisement in a single standpoint anywhere—radio.

Newspapers and radio can and will continue their perennial squabble on circulation and coverage, readership and listenership, recognition and retention. From this one psychological fundamental, however, the points are all radio's. The cheerful mood is the buying mood. Radio advertising, most of the time, reaches the prospector when he's relaxed and contented. Newspaper advertising, again most of the time, reaches him—or more probably her—when she's agitated, disturbed, vaguely depressed. To the full load of troubles borne by the average individual, add the woes of a world; radio subtracts, by bringing forgetfulness.

The situation, of course, is not all black. In a weary attentive audience, have their comic strips (a few actually funny), their personal columns and their feature stories. The loudspeaker has its news and its politics and its commentary. On the whole, however, newspaper advertisements are flanked by pertinent facts; radio advertisements by refreshing entertainment. Fifty-two per cent of all programs emitted on radio during the FCC for a typical 1938 week consisted of music. The network proportion, judging by the NBC of 1938, was considerably higher: 59.7% music, two-thirds of it popular and one-third classical. Drama of various sorts, however, is at least 17% of total time; variety from 3 to 9%, special events around 2%. Radio advertisers must maintain a semblance of realism, but in the matter of world affairs, they can be as evasive of life. And yet after all what is the essence of life? Is it necessarily mostly gloom, mostly worry, mostly despair? Isn't song and laughter more native to the normal human being than astonishment and dread?

As Charles Dana Said:

The essential ingredient of news, according to the "dog and man-bite-the-dog formula, is the unusual; to make the papers, an incident must occur. As for the woman, on the other hand, catering to the normal. News is in the papers because it's strange and different. Music and speech are on the air because they're natural. The one happens to the few, the others to the many. To be sure, the unusual may be cheerful. But for every Irish Sweepstakes winner there are dozens of dictator's oppressions and gangsters' crimes and speech suppressions.

So advertisers will always wish their products to be considered by consumers in a mood of high aggressiveness for them. And where newspapers go, radio will follow. And when a newspaper article can get in the press, a fictitious story of an invasion from Mars sends its trusting adherents into frenzy of almost panic proportions.

Advertising as an institution has been attacked by its academic critics for its breeding fear complexes. Here again the fault must be charged primarily to the printed rather than to the spoken commercial. The influence of both network censorship and of the heightened effectiveness of fear-advertising is visual, not auditory. "Blues, Bridge Table Slump, and Drama and wholesome Journalism'seditorial content of the press. Check how many you hear on the air.

Already I can hear editors hurling the insidious epithet, "Pollyanna." Already I can picture them shaking their heads, writing stories reflecting that anesthetizing view of the world; radio advertise...
There is no doubt about it — the local boys have the advantage when the game is played on the home grounds. They know every inch of the field . . . the hole in front of third base . . . the slippery spot in left field — and the crowd backs the “townies” every time. The visitors have two strikes on them before the massacre starts.

Buy your radio on the same, sound basis. Buy Don Lee for the only complete local coverage on the Pacific coast. Hit the listeners from their own local station within their own trading area. Do we know what we are talking about? I’ll say we do! A recent survey taken in Bakersfield showed that when the same programs were released simultaneously from a local station and a distant power station, 86% were listening to the program on the local station while only 6% tuned the power station.

On the Pacific coast, more than 9 out of 10 radio homes are within 25 miles of a Don Lee Station. Your advertising message becomes a definite part of the listeners’ community life and calls for action at the cash register.

1076 West 7th Street, Los Angeles, California

THUS.
S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual . . . Represented by Blair

BROADCASTING SYSTEM

THE NATION’S GREATEST REGIONAL NETWORK
**Times-Star Buys WKRC, Cincinnati**

WCKY and NBC in Amicable Settlement of Differences

WITH the 60,000-watt WCKY scheduled to join CBS as its basic West Coast outlet Sept. 1, it means that the network on Aug. 18 announced that it had sold WKRC, Cincinnati regional which it has owned since 1931, to the Cincinnati Times-Star, subject to FCC approval. The purchase price was $350,000. In view of recent FCC actions expediting transfers of stations, it is expected that transaction will be approved without hearing within the next few weeks.

The sale was completed last month by M. R. Runyon, CBS vice-president, with Hubert Taft, publisher of the newspaper. Mr. Taft is nephew of the late President and Chief Justice William Howard Taft and a cousin of Senator Robert Taft, who is seeking the 1940 Republican nomination for President.

Acquired in 1931

WKRC was purchased by CBS in November, 1931, for $292,000 from Sam Pickard, former member of the Federal Radio Commission and later a CBS vice-president, who owned 60% of its stock; John S. Boyd, Cincinnati businessman, who owned 30%; and E. S. Mittendorf, minister, who owned the remainder.

The Times-Star owners have long sought unsuccessfully to purchase WSAI, radio station of the Cincinnati Enquirer Corp., as well as other Cincinnati stations. Recently it applied to the FCC for a 100,000-watt station on 2571 kc. for a simulcast broadcasting station.

Amicable settlement of differences between WBK and WCKY over the latter's projected affiliation with CBS in the light of its NBC contract was announced Aug. 15 jointly by the network and L. B. Wilson, WKRC president and general manager. In a formal statement, they announced exchange of "mutual releases" which "amicably settled the differences arising out of a disputed interpretation of the WCKY contract of network affiliation regarding network traffic arrangements in Cincinnati."

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**WSM DOES SCOUTS A GOOD TURN**

Radio School Started by Nashville Station to

Teach Transmission and Reception

IF THE old lady took the Boy Scout by the hand and guided him across the street, that would be news of the same category of mankind.

WSM, Nashville 50,000 watt transmitter, is making news of that category in doing the scouts of Nashville a good turn.

In the plan announced jointly by Harry Stone, WSM General Manager, and Hugh Jander, Jr., Southern Boy Scout executive, the Nashville station will open the door of radio to a continuing group of Boy Scouts.

Under the direction of J. H. DeWitt Jr., some 300 Boy Scouts, selected by their Scoutmasters, will be enrolled in the WSM-Scout Radio School, starting Oct. 1 and continuing for five weeks.

While DeWitt will head the faculty and outline the course, each of the 14 WSM engineers will direct some phase of the work. Classes will consist of instruction and demonstration, being held Saturday night at the WSM transmitters.

Laying the Groundwork

Plan of the school directors is to drill the scout-students in the rudiments of radio transmission and reception during the first weeks of the school, to mix instruction with actual demonstrations in the studio, at the transmitter and in the field. By the time this groundwork has been laid, it is expected the class size will be cut down by almost half, with those remaining comprising the potential amateur radio operators.

From the instruction and demonstrations, it is planned many of the Boy Scouts will be able to pass the government regulations and qualify as operators.

That's when the real fun begins! For then WSM will buy complete equipment for two low-powered portable transmitters, and under the direction of the station's technical staff, the Boy Scouts themselves will construct the transmitters which they will later use.

There will be competition between the two patrols in their proficiency and speed of construction. But when the fun begins with the construction of the two low-powered, portable transmitters, it really gets going after the Boy Scouts have finished that portion of their course. For then they start playing at radio in a very real way.

By the time next summer and camp-time rolls around, it is anticipated one of the transmitters can be placed at Scout headquarters in Nashville, another at the camp for communications between the two points.

Also when the Boy Scout patrols go on weekend hikes, a transmitter will go along with the knapsacks for regular reports to the other Scouts back at camp headquarters.

Once the Scouts become proficient with their shortwave radio transmitters, it is hoped they will be used during actual emergencies.

When the plan was presented to the Boy Scout leaders in Nashville, they were most enthusiastic, and concluded it as one of the greatest steps taken in the South toward better vocational guidance of youngsters.

In subsequent years, present plans call for advancement of successful radio-patrol scouts to leadership in the radio patrol and their help in succeeding school which would introduce a new class of scouts to the intricacies and wonders of radio.

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**AFM Board Plans**

MEETING of the executive board of the American Federation of Musicians, originally scheduled for August at AFM's convention in Kansas City in June, has been postponed to mid-October due to illness of Joseph N. Weber, AFM president. Since no definite date has been set, it is expected the radio will be one of the principal items on the agenda, since AFM contracts with broadcasters expire early in January with the networks and May with independent operators.

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**Radio Censorship**

CONTAINING reprints of articles pro and con on the subject of radio censorship, is a new volume titled 'Radio Censorship' which has been published by D. Appleton-Century Co., New York, as Volume 12, No. 10, of its Reference Shelf series. Compiled by H. R. Cady, editor of the Radio magazine, and radio experts of the public speaking department of Kansas State College, the book is non-partisan in character and is designed as a handbook for discussion of the subject. It contains 100 articles from 35 different sources, along with one of the most exhaustive bibliographies on the subject ever compiled.

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**Net Series to CBC**

CANADIAN Broadcasting Corp. has announced the following programs which will go on national networks starting in September and October:


A NEW 100-watt station, CKVY, has been licensed to the Northern British Colum- bia mining region at Val d'Ore. The station is licensed to Le Voix d'Alaska, Ltd., for an initial power of 250 watts, with Charles H. Chelton, president. It is expected to open about Sept. 15.

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**Place of Big Business In Radio Told in Book**

THE corporate story of the struggle to enter and to operate radio enterprises, starting with post-war patent settlements, is compiled and interpreted in detail by Gleason L. Archer, president of Suffolk Electric Co. and author of 'Big Business & Radio.' [American Historical Co., New York, $4.]

A History of Radio to 1926 and numerous other books on legal and historical subjects, Mr. Archer's books include those for RCA, NBC, CBS, MBS, General Electric Co. and other groups. From these sources he has compiled a fascinating chronicle of events, in detail the matching of wits and ingenuity as well as the trail blazers of the early stations, has marked the expected surge of broadcasting in the early 20's. Woven into early chapters, there are many stories necessarily treated in History of Radio to 1926. The new volume covering historical preliminaries, tackles its theme by reciting the tale of the famous cross-licensing covenants signed July 1, 1921, by RCA, General Electric Co., Westinghouse, United Fruit, Tropical Radio, Wireless Specialty Apparatus Co., AT&T and Western Electric.
WKY GOES TO TOWNS

Adds 25 New Chapters to its Community Service Record

WKY's 200-watt mobile transmitter went on tour this summer... visited twenty-five state cities... interviewed civic leaders... rehearsed local musical talent... sprinkled in a little historical background and came up with a fifteen minute transcription for each city.

The result was Oklahoma Parade, a summer series of twice-weekly broadcasts that knit Oklahomans a little closer together. Oklahoma City's Chamber of Commerce characterized this “a particularly fine piece of intercity goodwill building.” WKY calls it “Community Service.”

Of all the elements entering into station showmanship, community service has always stood out prominently at WKY. Community service prompted WKY to dedicate, in 1936, the finest studios to be found outside the metropolitan network centers. Community service motivated the installation of the most modern and complete broadcast facilities in the Southwest. Community service has been the inspiration for a permanent program structure that has made WKY stand out among the nation's broadcasting stations to listeners and sponsors alike.
Bell Labs. Plans F-M Experiments

Asks FCC License to Test Frequency Modulation

SEEKING to conduct its own tests of the Armstrong system of frequency modulation [BROADCASTING, Aug. 1, 157], the Laboratories has applied to the FCC for authority to erect a 5,000-watt station at Whippany, N. J. to operate on 43.2 mc. It is understood the Bell engineers propose to study the system with a view to the development of equipment for transmission and reception, rather than to enter the broadcasting field.

Already frequency modulated stations have already been licensed, and construction permits have been issued. Pending applications are from Stromberg-Carlson Co., Rochester, seeking 1 kw.; Milwaukee Journal, 1 kw. on 42.6 mc.; Wavestack Telegram, 1 kw. on 43.4 mc.; NBC, 1 kw. on 42.6 mc.; John W. L. Hogan, Alpine, N. J., 1 kw. on 43.2 mc.; Westinghouse Co., Boston, 1 kw. on 42.6 mc.

Licensed to Operate
Already licensed to operate are W2XMN, licensed to Edwin H. Armstrong, Alpine, N. J., 40 kw. on 42.8 mc.; W2XV, General Electric Co., Albany, 150 watts on 43.2 mc.; W2XDA, General Electric Co., Geneseeady, 50 watts on 41.8 mc.; W2XSN, Paul F. Godley, Alpine, N. J.; W2XO, Jansky & Jansky, 1 kw. on 43.2 mc.; W2XOJ, John V. L. Hogan, 1 kw. on 41.2 mc.; W2XPM, General Electric Co., Rochester, 1 kw. on 43.4 mc.; W2XDJ, Yankee Network, Paxton, Mass., 50 kw. on 45 mc.

Westinghouse has also been issued a construction permit for W2XSN, 1 kw. on 42.6 mc., at Springfield, Mass., 43.2 mc.

In addition, Maj. Armstrong has an application pending for a special relay station in New York, designed to use 50 watts on 133.03, 134.85, 136.81 and 138.63 mc., and Yankee Network, already having in operation W2XOX in Boston, using the same four frequencies for relay stations with frequency modulation to its Paxton transmitter.

Licensed as "developmental broadcast stations" and using ultra-high frequencies are W2XCS, Connecticut State College, Storrs, Conn., using 260 watts on 39.54, 39.96, 300-400 mc.; W2XSL, WRDC Inc., Hartford, using 100 watts on 80-200 and 400 mc. and above; W2XAG, Carman R. Runyan Jr., Yonkers, N. Y., using 5 kw. on 80-200 and 401 mc. and above.

New FM Station

LATEST of the frequency modulated transmitting stations to go on the air is W2XIO, licensed to Jansky & Bailey, Washington consulting engineers, and located in the Georgetown section of the nation's capital. Using the Armstrong system, the station was built for special government use.

It begins experimental operation this month, and early in September, has been assigned to experimental use. It will be conducted on a sporadic basis.

Bulova Assumes Control Of WPN, Philadelphia

WITH acquisition of control of WPN, Philadelphia, Aug. 25 by Arde Bulova, New York watch manufacturer and broadcaster, corporate management of the station was altered, with Mr. Bulova himself serving as president, treasurer and director. Sixty percent of the stock of William Penn Broadcasting. Inc. has been acquired by Mr. Bulova, with FCC approval, for $160,000, from the estate of the late John Iacri.

Vice-president and director is Harold A. Lafont, former member of the radio commission and Bulova radio executive. Mrs. Marianna Iacri, widow of the late owner of the station, retains 40% interest for the estate and serves as a director. Sanford Cohen, New York attorney for Mr. Bulova, is secretary and Miss Hyla Kizielewicz, general manager of WOV, and WBII, New York, as well as WPN, is assistant treasurer. Arthur Simon remains as resident manager.

Maj. Edwin H. Armstrong recently discussed frequency modulated transmission being a possibility of the metropolitan New York chapter of Radio Servicemen of America at the Capitale, New York, indicating the staticless transmission system on three different receivers—Stromberg-Carlson, General Electric and Radio Engineering Labs. This was the first demonstration in New York of a group of receivers.

Texaco Completes Plans For Star Theatre Series

TEXACO Co., New York (gasoline), will return to CBS Sept. 15 with the Texaco Star Theatre program after an eight-week summer layoff. Programs will be heard in the Wednesday evening 9-10 period, and will be produced by Ed Gardner, producer of this year's Texaco This Is New York program last year.

First half of the program will originate in KKN, Hollywood, featuring variety entertainment by Kenny Baker, Frances Langford, James Walthall, David Brokaw, Misses manh's orchestra, and Ken Murray as emcee. Second 30 minutes will originate in New York, under direction of Tony Stanford, former producer of the Lux Radio Theatre programs, and will consist of dramatizations of the Playwrights Co., produced in association with Transamerican Broadcasting & Television Corp. George Pauliker, chief of the Transamerican script department, will head a staff of writers preparing the serials, which will be enacted by guest stars, Buchanan & Co., New York, handles the account.

Corn Products Back

CORN PRODUCTS SALES Co., New York, has added WOR, Newark, to the list of 27 stations to carry its fall campaign, using four new network broadcasts. All other stations but WOR will carry the news programs six times daily, starting Sept. 11, while the WOR schedule will be Sundays from 12:45-1 p.m., the 23rd and last available quarter-hour of news on WOR. N. H. Rosow, New York, handles the Bond Stores account.

Steel Series Resumes

WHEELING STEEL Co., Wheeling, W. Va., will resume Musical Steel Series, its company talent variety show, on MBS stations next Fall. Although the complete list of stations has not been completed, the program will be heard in the same spot as last year, Sundays, 5 to 5:30 p.m. EST. The program was carried on 23 MBS stations last year.

Hecker on Coast

HECKER PRODUCTS Corp., New York, on Oct. 24 will start a 12-week series for Hecker on Coast, featuring the comedy of Archie Allen. The program will air weekly on the Woman's Magazine of the Air program on five NBC- Pacific network stations, and the 50 NBC stations, owned by McClatchy Broadcasting System. Erwin, Wisley & Co., New York, handles the account.
WHY a far cry it is today from the time when governmental issues were but a remote problem to the average citizen. Today, thanks to radio, affairs of national significance are understood and discussed in every state of the Union as readily as in the Capital itself.

The National Broadcasting Company always has recognized that radio is a public service and that one of its most important functions is to bring about a closer link between the government and the people. That is why every day in the year—both on regularly scheduled programs and on spot news broadcasts—activities in Washington, D.C., are reported as soon as they take place. And when important issues are involved NBC makes every effort to see that both sides of the discussion are impartially presented to that most powerful of all juries—the people of the United States.

It is only thus by unfolding all facts, recognizing all parties, and maintaining complete impartiality that the freedom of the air can be preserved, a freedom that is vital to the creation of an intelligent and well informed electorate when America goes to the polls.
Among the other American trained United Press staff correspondents on assignment in E:
Joseph W. Grigg, Jr., George Kidd, Donn Schmidt, R. Hottelet, Luca Bizzardi, Frederick Lawdon.
Europe

RALPH HEINZEN  WALLACE CARROLL  REYNOLDS PACKARD  FREDERICK OECHSNER

PRESS

FERDINAND C. M. IAHN  ELEANOR PACKARD  FREDERICK KUH  HUGO T. SPECK

RICHARD D. McMillan  ROBERT H. BEST  HENRY T. GORRELL  HENRY SHAPIRO

pe are these: Jan H. Yindrich, Reuel S. Moore, Leon L. Kay, Robert C. Dowson, Ralph Forte, V. DaRosa, Charles T. Hallinan, M. S. Henderson, F. L. Lewis, Aldo Forte, Eric Kaiser, J. E. Popper
When Department Stores Use Radio

Mr. Salesman of XYZ calls upon Mr. Merchandiser at the XYZ Department store. He deposits thousands of fan-letters on Mr. Merchandiser's desk, and remarks, "This is one week's fan-mail on our Homemakers Club program. "Our audience is growing by leaps and bounds — unlimited. This is the program Blank needs."

Mr. Merchandiser has tried radio before, but he has not been satisfied. He realizes that the store is not making as much red-ink as it should, and the Homemakers Club program is ready for the air.

Three months later, Mr. Merchandiser calls Mr. Salesman to his office and cancel the program. "No results, no profits... better spend our money in the newspapers. Mr. Merchandiser admits it was swell for institutional advertising—well for good—but he must have results. So he writes to the Blank store, and Mr. Salesman turns out to peddle his Homemakers Club to another department.

Not Big, But Little

The radio executives and production men do not understand department stores and the Homemakers Club does not understand radio advertising.

The radio production man, being unfamiliar with the inside operation of a department store, thinks and produces in terms of vast institution—huge building—immense volume of sales—complete stocks of practically everything. He proceeds to build an elaborate program that is a masterpiece of radio production but which leaves little incentive to buy in the minds of listeners. It is a fine effort but turns out to be just so much red-in-the-kits of the sales-promotion office when asked how the results. Production men do not realize that department stores are just a group of little's ads operating under one roof, each striving individually to increase its business.

Unlike the National Advertiser, the department store has a problem of advertising a thousand different articles and reaching a restricted local audience with an advertising message about each or several.

To successfully promote a department store by radio, several distinct radio-received housewife programs should be used, each one developed especially for the section of the store it is to promote and for the listener-audience it must reach.

The department store should break its radio advertising up into numerous programs... each one specifically planned as to the station releasing it, the time of day or evening, the merchandise advertised and the type of program.

The first major consideration in planning radio advertising is what do you want to sell. You can't just sell the store... you must concentrate on one section or one article if possible. Then—plan your radio advertising from the following factors:

1. What audience must you reach to sell it?
2. What time is best to reach that audience?
3. Which radio station is likely to appeal to that audience?
4. How much can the store afford to spend to promote that certain department?
5. How much time would be required for that program and is the cost within reason?

Dresses, for Instance

For instance, let us presume that sales have fallen off in the women's apparel section. The sales-promotion office wishes to consider radio advertising to build up this section. The store should consult an alert radio production man who has had diversified experience in several types of radio programs. Together they should start their radio planning from the results they wish to achieve.

Determine first which price-line of merchandise or what article you wish to sell. Don't try to sell all price-lines of all kinds of dresses in all chops.

Let us presume that the department store has a medium-priced line of dresses with a famous brand name. By various means it is possible to determine the approximate financial status of the class of women who buy these dresses. Presuming further, we'll say that your research shows your customers for these dresses are largely in the middle-class—housewives who are at home during the day, not working-girls. We now know what we want to sell and to whom.

We next turn to the factor of time. Reasoning will show us that 9 o'clock in the morning should be a good time to reach these women by radio—the children are off to school and we'll guess these women are washing dishes, dusting, or preparing to go shopping. In other words, they are likely to be listening to their radios at that hour. All of these factors are open to argument, but an intelligent analysis will usually hit a high average. Next is the consideration of a station which can offer you time at 9 o'clock which has a program-reputation that will interest your housewife. Presuming that there is a station available which can offer you program time at 9 o'clock we proceed to balance the remaining factors. The type of program you are likely to interest our class audience... its cost and method of production.

Presuming that the dress shop has an average monthly advertising appropriation of $600, 50% for radio advertising will give us a monthly figure of $300 with which to work. An understanding of the importance of production will warn us not to buy too much time and too little program. Suppose we can get one hour a week for $200, (station time). That will leave us $100 for production.

Light and Homely

The type of program is up to your production man. It might be anything—for here is where an understanding of the store's merchandise problems must be combined with his own ideas as to type of program and the presentation of it. We want to carry this program in a quiet hour, a quiet hour, we immediately eliminate any attempt to satisfy classical musical taste; it is not that we do not wish to carry such programs, but that we are endeavoring to reach the cross-off of the cross-jitterbug music. Perhaps for other reasons, we eliminate news and decide that a few down-to-earth dramatic skits might be just the thing. It is time to sign off for the day. Mr. Salesman is called to the store and the department store.

We have now a program which is appealing to women and we fill in our time with some snappy, and catchy radio copy which has been recorded. (No—we can't do this on $100 a month but we get to that later.) Our announcer opens his program with a bit of light music, which eliminates any opening commercial... in a minute or two we are into every-day discussion of common problems by our cast of two leading into a discussion of dresses and hence to the actual merchandise.

There is so much human interest and humor to be brought out by two or three actors in a simple... across the breakfast-table discussion that will catch interest. After a hint or thought about the dresses we're selling, a little music and then our announcer tells us (not shouts) a few interesting facts about these dresses, the price and the department etc., and winds up his program—our program on its own—not a command to buy. An idea developed along these lines will deliver clothing or perhaps more than a few months—at which time a complete re-analysis of your market and your advertising program may be necessary. It's time to start over again, for no program is always good. No time is always just right. Everything is constantly changing, and advertising must, too.

Reaching the Men

Following up the above reasoning, let us appropriate $300 a month for the night shop and let us concentrate on extremely low-priced merchandise for summer wear or work. We want to reach the working men... we may choose the smallest station in town... You know—the one that does a good business in records and at the same time has the smallest station in town... You know—we may have some questions and wish Joe Bloacks a happy birthday... Let's get down there bright and early while our men are shaving or eating breakfast... and just play a few band records and get real informal with (Continued on page 67)
... plays both VERTICAL and LATERAL recordings!

Here's what you've wanted! A single pick-up that can handle any recording, vertical or lateral—that meets the most exacting requirements of transcription broadcasting. It reproduces faithfully the full quality of the recording—has a diamond stylus giving long record life—costs considerably less than the two pick-ups you'd ordinarily need to do its work.

With Western Electric's new Reproducing Group you can equip your present tables with equalized pick-up facilities matching the recording characteristics of the regularly available discs. A single control (selector switch illustrated) matches the pick-up circuit to the record and provides two "vertical" characteristics (one flat response to 10,000 cycles—one drooped above 8500 cycles) and five "lateral" characteristics (ranging from "straight through" to "sound effects"). Designed to work into your regular input circuits for broadcast microphones, it will match impedances of 30, 250, 500 or 600 ohms.

Get full details of this latest aid to Better Broadcasting—by Bell Telephone Laboratories and Western Electric. Ask Graybar for Bulletins T1630 and T1631.

ASK YOUR ENGINEER!
WOW Challenges WKZO’s Full-time Files Supreme Court Appeal From Appellate Decision

THE six-year effort of WOW, Kalamaoo, to procure full-time operation on 1300 kc. without a license has been struck another legal barrier Aug. 16 with the filing of a petition with the Supreme Court of the United States.

Seeking a writ of certiorari to review the decision of the Court of Appeals for the District of Columbia of last April, dismissing its appeal from the FCC decision granting the WOW application, Paul M. Segal, WOW counsel, contended that the lower court erred in refusing to exercise the action of the Commission in designating the written application of WOW for hearing on a specific issue and granting “another and different application based on an entirely different issue” deprived WOW of due process of law since no notice or hearing had been accorded the Omaha station on the latter issue.

The FCC decision of April 27, 1937 granted WKZO authority to install a directional antenna and operate a nighttime service and change its hours of operation from daytime to unlimited time on the 590 kc. channel.

Lower Court’s Jurisdiction

The highest tribunal was advised that the petition raises the question of whether the lower court’s jurisdiction on an appeal from an administrative tribunal and challenging the legality of the Commission’s action in granting WKZO evening hours through the device of a directional antenna. WOW contended that it did not receive adequate notice and a full hearing with respect to the antenna and that the Commission failed to comply with the established procedure on directional antennas and that “completely different proceedings result to petitioner’s station with a consequent reduction of WOW’s service area.”

It was contended further that the lower court erred in failing to exercise its independent judgment on the law and facts as it thought the WKZO application was affected as a result of the service area of WOW and “render its investment less valuable.” WOW’s first full-time station on Feb. 26, 1934 with the Radio Commission.

Stromberg Series

STROMBERG-CARLSON Telephone Mfg. Co., Rochester, N. Y., has announced a tie-up with Thomaston, Conn., to sponsor Treasure of Music three-weekly on WQXR, New York, to promote the Stromberg-Carlson radio and television receivers.

The half-hour popular recording series is heard Mondays, Tuesdays and Thursdays, 7 p.m. (EDT). Stewart, Hanford & Casler, Rochester, handles the account.

OWNERS of the Knoxville Journal has applied to the Federal Communications Commission for a new 250-watt station on 1210 kc. in Knoxville. WNOX of that city is now affiliated with the Hearst-United, a Scripps-Howard newspaper.

Good for Gold

KOTK Wins First Prize in Agency Contest

KOTK, Oklahoma City, recently was awarded the first prize of $75 in cash by Lennen & Mitchell, New York, in the "merchandising contest" among agencies connected with the debut May 23 of the Old Gold program on NBC.

The program, 65 sent in a simple "clipbooks" of their campaigns. KOTK’s outstanding stunt was two old converted automobiles at important traffic intersections in the city with signs attached reading, "We’re backing Old Gold in the car wreck...while the passengers were rushing home to hear the Old Gold program on KOTK."

Station also drove a Buick car through the streets with an 8-foot Old Gold sign prominently displayed. Second prize of $50 was awarded to WABY, Albany, which used promotion stickers on all outgoing mail, gave away free trips to moving picture houses and offered a $5,000 prize, and dispatched a large number of circulars from an airplane over the city, the gold ones redeemable at stores for a carton of Gold cigarettes. Awards of $25 each went to KMA, Shenandoah; WNBC, New Britain; WXZ, Detroit; WMPS, Memphis and KSS0, Sioux Falls.

Suit Dismissed

JUSTICE Kenneth O’Brien of the New York Supreme Court has dismissed the $15,000 libel action brought by Ernie Adamson, New York attorney, against WIO, New York, Controlled Cigar Corp. and Frank Singiser, news commentator. Justice O’Brien found no libel in the statements broadcast by Singiser on WOR March 27, 1939, although plaintiff claimed that it was stated that plaintiff was arrested in the city of Montreal for $10,000 for legal services without the knowledge of the city officials.

Lipton Tea in Canada

THOMAS J. LIPTON LTD., Toronto (Ontario), has launched several campaigns of five weekly spot announcements on 36 Canadian stations to lend support to the campaign for the entire year.

In addition, a three-weekly program is scheduled for five stations of the CBC for a new 250-watt station on 1370 kc. in Chatanooga.

GWBG, Goldsboro, N. C. Takes the Air Formally: A. T. Hawkins in Charge

WITH State notables participating, the new WGBG, Goldsboro, N. C., 100 watts on 1370 kc., made its formal debut Aug. 14 under the acting general managership of A. T. Hawkins, president of the license company and president of the Goldsboro Chamber of Commerce.

The station is RCA e qu i p ped through and through, a quintessential 5-watt Lehigh radiator. It subscribes to Transradio and NBC Thesau-

Arnstein Appeals

NOTICE OF APPEAL to the United States Circuit Court of Appeal from the dismissal of his suit against NBC, CBS, Warner Bros., ASCAP and several large music publishing firms was filed Aug. 18 by Ira B. Arnstein, who claimed in his suit that he was unfairly excluded from membership in ASCAP and charged plagiarism of over 50 of his song.

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Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.
Red Heart Blends Institutional and Spot Successfully

Dog Food Sales Lead Firm to Expand Radio Activities

FROM a modest test in the Chicago area to a 36-station NBC-Red network plus an expanding spot schedule, is the success story of Red Heart dogfood manufactured in Ottumwa, i.a., by the John P. Hurst Co. The network advertising is largely institutional, while the outstanding spot program is Dusky Don, a novelty nighttime spot featuring the barking dog. Unique among similar products, Red Heart is offered in three different diets. The consumer has been slanted to emphasize the need for varying the diet of dogs. The cans of Red Heart are usually sold in threes and all radio offers made by the firm are based on three labels.

A press release from the WGN, Chicago, Oct. 26, read: "When we expanded our NBC-Red network in 1933, featuring Bob Soder, in 1930 we took it upon ourselves to care and training of dogs. The network show was then, and has continued to be, highly educational and institutional and, with copy directed accordingly, on Oct. 1 it will be expanded to 35 NBC-Red stations. Sunday afternoons, 3:45-4 p.m., and will continue as an institutional series.

Spots to Be Expanded

The network is being supplemented with spot programs on WFAA, Dallas; WHAM, Rochester; WCCO, Minneapolis; WOR, Newark, and it is understood that the program will be considerably expanded this fall.

The six weekly, 10-minute noon-time spot programs on WGN, Chicago, is titled Doggy Don. It features Harold Betts, who plays and sings romantic ballads designed for housewife appeal. The novelty of the show centers on the barking dog which is in charge of David Dole. Opening with dog barks that finally become articulate and sound the words "Doggy Don," the show is fast in pace. Hundreds of letters have been received indicating the reactions of dogs in the homes, who hear the dog barking in the radio loudspeaker. Dole imitations are used as lead-ins to the commercials. In response to the announcer, as to which dogfood he wants, Dole barks "Red Heart."

Offers that have been made on Doggy Don include teaspoons with a dog handle, samples of dog biscuits, wall calendar designs, and the Red Heart dog locket. A recent offer of the locket for three labels brought 2,250 requests, according to Frank Ferrin, radio director of the Hurst & McDonald, Chicago agency handling the account. The celluloid locket is about an inch in diameter and is shaped like a heart.

Waterproof, the locket fastens to the dog's collar and is made with three sliding panels. It contains space for identification, inoculation listings, and the like. One side of the red locket reads "Please Treat Me Kindly," the reverse side carries the words, "The Red Heart Locket Identifies Me Inside." A series of locket offers will be made on the spot program this fall, but none will be made on the network program, according to the agency, it is understood that Doggy Don will be transmitted and heard on other stations this fall.

DuBois Again Is Named Broadcast Union Head

M. DUBOIS, of Holland, was re-elected president of the International Broadcast Union (U.I.R.) at its recent annual summer meeting at St. Moritz, with Dr. K. von Boeckmann of Germany, Sir Cecil Graves of Great Britain, E. Neely of Hungary and Dr. A. Raedest of Norway elected vice-president.

Representatives of the broadcasting organizations of 18 countries, the NBC and CBS networks of the United States and others attended. It was announced that a special report on methods of mechanization between transmitters and the use of directional antennas, required under the Montreux resolution plan to go into effect next March, would be submitted next autumn by the technical committee.

It was also recommended that broadcasting stations should adopt as soon as possible the new 406-cycle frequency for the note A in the treble clef as the standard of pitch.

Magic Dials"

ILLUSTRATED with photographs by Anton Bruhl, Lowell Thomas' new volume on broadcasting and the radio industry, Magic Dials, published by Doubleday, Doran, has descriptive material from the point of view of the layman (Lee Furman, Inc., New York, $2). One of the most attractive and illuminating radio books yet published, it contains explanations and illustrations, in black and white as well as color, covering everything from technical construction and operation to programming and production, in television as well and radio, based largely on observations of RCA-NBC operations.

By LEGISLATIVE vote and Governor's order, State Highway 88 between Oklahoma City and Little Rock, Ark., is named "The I-40 Abner Highway."

FRAN STRIKER, author of The Lone Ranger series, on the recent 3,000th broadcast of the program estimated that he had written more than 4,000,000 words since Jan. 30, 1933. He also writes The Green Hornet.

HANDY ORDER FORM

BROADCASTING Publications, Inc.
870 National Press Bldg.
Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.
☐ Send me _______ copies @ 50c each

Name

Address

City

State

See opposite page for further information
In one volume... for the first time

Rules & Regulations
and Standards
Applicable to Standard Broadcast Stations
Including:
Rules of Practice and Procedure
General Rules and Regulations
Governing all classes of radio stations
Rules Governing Standard Broadcast Stations
Standards of Good Engineering Practice
Concerning Standard Broadcast Stations, $15 $500

As Promulgated by the
FEDERAL COMMUNICATIONS COMMISSION
In Effect August 1, 1939

Published by
BROADCASTING

In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

Price per Copy: 60¢* 2 or more copies, 50¢ each * 72 pages
HEY look alike but one is the British Imperial State Crown, studded with rarest jewels. The other, a replica displayed at the British Pavilion, New York World's Fair, is a skillful copy of crystal and silver, but worth only a fraction of the original's value.

Quality, while not always apparent to superficial inspection, is bound to prove itself—in the realm of crowns or recordings. The following enlightening facts should interest everyone connected with radio advertising.

Radio recordings look much alike. Flat discs, 16" in diameter, covered with fine grooves, they reveal little difference to the naked eye. But when broadcast the quality transcription stands out against mediocrity or inferiority. Broadcasting proves the skill and knowledge of the maker.

It is a scientific fact known to sound engineers that World vertical cut Wide Range electrical transcriptions are the most accurate and dependable form of recording for radio. Why?

The World process simply puts all of the life-like quality of speech or music into the recording. Many factors contribute to this superiority—technique, equipment, studios, "know-how"—but they come to a focus in the record.

Until the advent of World innovations, recordings were cut with a lateral movement or from side to side. A wax disc, shaved as smooth as possible, and revolved on a turntable, was cut with a recording stylus. Music or speech coming from the studio microphone made the stylus swing from side to side, violently or gently, depending upon the intensity of the sound wave. The etched wax disc was then coated with graphite in order to "take" the copper electro in the process of making a master from which to print records.

The resulting lateral record, as used for broadcasting, could not be reproduced without a constant audible hissing sound or needle scratch. Equalization or "muffling" of needle scratch was resorted to but this meant sacrifice of sibilance, frequency range and tone quality.

And to obtain maximum playing capacity as governed by disc size, grooves were run close together, and recording levels restricted so that the "undulating" stylus would not break through side walls into the next groove. Hence, more sacrifice of sibilance, frequency range and tone quality.

Then the famous Bell Laboratories, since the invention of the telephone pioneers in sound transmission, developed a revolutionary new method of recording known as the Western Electric vertical cut Wide Range system. A perfect recording was achieved, the result of such drastic changes as these: A smooth flowed wax pattern replaced the less sensitive shaved wax—an up-and-down or vertical etching gave full scope to the vibrations of the cutting stylus—pure gold, the most homo-
 terse-in eye value the new records resembled the old, but the
ear caught the difference. Radio stations hailed the new World
recordings as the ultimate in high fidelity recording. Hun-
dreds of stations voluntarily taxed themselves to install special
producing equipment for the sole purpose of broadcasting
World transcriptions.

You, as an advertising or agency executive, all this means
that your radio advertising can be made more effective by
employing World quality—just as your visual advertising needs
finest typography and the best engravings. Certainly your
investment in station time and talent, including your carefully
chosen announcer, deserves the protection of quality sound
anmniation.

est World recordings at any leading station or at a World
office and note particularly the perfection of reproduced
speech, the part of the program that carries your sales
message. Your message, the sole purpose of the program, is
more vital, more distinct, more concise, more life-like in
World recordings than in any others. The announcer is out
not "round behind.

Then your program is broadcast through World facilities, it
literally the finest quality on the air.

World Offices:

New York · Chicago · Hollywood · San Francisco · Washington

ADVERTISERS' BLUE BOOK

Advertisers planning spot campaigns will do well to consider the influence
and popularity of World Program Service Stations. Enjoying exclusive local rights
to the greatest repertory of music ever recorded for radio, these stations
build programs in endless variety for national, regional or local advertisers.
Business As Usual

BUSINESS as usual, but with an unprecedented bonus audience, is the immediate effect of the war situation. Radio is performing its most spectacular job in such professional fashion that even the Federal Government, particularly the White House and the embassies, are relying upon the news commentaries for first-hand information.

The incipient boom in national spot reported in this issue is not due to the international situation. But a developing despite what ordinarily would be a period of uncertainty. Sponsors appear to be more than willing to step aside for the news broadcasts, realizing that the courtesy announcements are reaching added millions who are relying upon radio for war news.

It is too early, of course, to foretell with exactitude the effect on radio of an actual outbreak. If history means anything there should be an upsurge, particularly in the staple and commodity fields. Even though foodstuffs and other essentials might become premium-priced, the tendency hardly would be to cut down on promotion. On the contrary, institutional and good-will advertising would increase, and radio has become an anchor medium in those endeavors.

Any fear of undue Government interference with radio, should war come, is allayed by Federal officials, as reported elsewhere in these columns. The Government regards radio, properly used, as a decided asset because it, more than any other medium, can maintain morale. And censorship, while always a threat in time of stress, cannot be imposed as the law is now written.

Thus, from all sides, despite the grim European picture, the broadcasting industry appears to be cast in its most pretentious role. The job of the major networks in keeping the nation posted around the clock, running up a staggering overhead, is receiving its compensation through laudable advertiser cooperation, as well as encouragement from the soundest Government in a confused world—in a country which, happily, operates its radio and its business “by the American Plan”.

Mixed emotions prevail over the action of the U. S. Court of Appeals in the so-called WHN-Yankes Network case, in which it slapped down the FCC on its theory that it can license new stations with abandon, irrespective of competition, and without interference from that tribunal.

There can be no question that the court intended and delivered a knockout punch on the FCC's pet philosophy, propounded in a number of pending cases. But in the light of the court's ponderous opinion, it is hard to conclude whether the industry wins or whether the FCC now is armed with new and broad powers which forebode more stringent regulation, delving more deeply into income, rates and programs.

It is plain that the court action will have the effect of stopping dead in its tracks any new station-licensing spree in which ruinous competition with existing stations would be entailed. The court recognizes the rights of existing stations to earn reasonable profits, and holds that the public interest requires not merely that a “maximum quantity of minimum-quality service” be given.

The first impulse is to toss hat in air. But the court, in its exhaustive findings, apparently assigns to the FCC broader powers than it has ever exercised or even asked. It is doubtful whether the FCC will read from the opinion revolutionary powers, and immediately launch a campaign to ascertain the degree of competition existing in given areas. Rather it is expected the Commission will await possible new legislation, or perhaps findings by the Supreme Court in cases raising similar issues.

In these columns we have sharply criticized the FCC for what we construed as unwarranted snooping into the affairs of the industry. But the court now in its zeal to check one type of unbridled regulation, by its interpretations, augments those powers. The FCC, in a supplemental pleading, essays to bring this to the Court's attention and actually enters a plea to sustain its position of “limited powers with respect to business activities and personal relationships” of stations. It emphasizes its inconsistency with the American System of Broadcasting.

The opinion, striking as it does at fundamentals, will present an interesting problem for the FCC's new chairman, James Lawrence Fly. It opens possible new vistas in radio regulation, and eventually may have the effect of revising licensing procedure.

Who Won?

On the Record

THE RECORD—royalty grab has begun. The asking price is not one royalty, but tribute to each record manufacturer and to the “performing artists” through their own private little combine, having more than miniature ASCAP aspirations. Thus far only one company—RCA—has disclosed its demands. The futility of collecting an average of $167 per month from independent non-network stations for the right to use only one record. Company records are too ludicrous to pursue.

It's our guess, however, that the drive is premature, of questionable legal basis, and impossible to enforce. Stations do not have to use records. There are plenty of worthwhile transcriptions available, as reasonable or even cheaper in price than the quotation proposed by one manufacturer alone.

The record manufacturers may feel they have adequate reasons for their demands, both actual and implied. In the case of RCA, from where it sits, it seems it was more than ill-conceived. Their relations with broadcasters far transcend the fees they would collect from stations which can least afford to pay. RCA is in the broadcasting equipment and the equipment business. It is already aware of the unfavorable reactions within the industry.

But aside from the equities, it is by no means clear that the record manufacturers or the recording artists have the law on their side. The case on which RCA relied related only to the common law in New York State. The Federal statute, of course, was on purported unfair competition in a case in which the station simulated studio performances with records, where there was conveyed the impression that the artist appeared in the flesh.

Competent lawyers hold that neither the record manufacturer nor the performing artist has a legal basis to demand compensation. It is possible, perhaps likely, that the appellate courts will repudiate the claim. Certainly there should be a test case.

Many stations—the red ink ones particularly—are in a quandary. Of course, the safe course would be to forget records of those companies which demand tribute. Unrestricted records (which do not carry the notation “not for broadcast use”) and records of manufacturers not demanding tribute, certainly can be performed. Then, of course, there are the transcription-libraries—of high quality and available in increased numbers.

Because the RCA-Whiteman decision was founded on unfair competition, it seems to us that if stations seek to avoid that element, they will be in the clear. Some stations are resorting to the practice of announcing the name of the record manufacturer but not that of the artist, thereby violating no property right or introducing no unfair competition.

On the other hand, recording artists, some manufacturing company has an unquestioned claim to compensation, we feel all elements should seek a final adjudication in a case in which the issues are clearly raised. In the meantime it is only fair, in our view, that efforts to collect royalties be abandoned. This would not prejudice the rights of anyone. Moreover, since only the smaller stations would be hit, and since most of them show small profits, if any, the revenue involved hardly would be substantial for the “collectors.”
JOHN HAROLD RYAN

IF THE DEGREE of "Oracle of the Adding Machine" or perhaps "Bachelor of the Burroughs" were added to professional nomenclature, John Harold Ryan would qualify magnificently, unladen with an extra yard of gold braid.

For to Harold Ryan the adding machine is what a sextant is to the mariner, a sideline to the engineer. He attributes his success as a broadcaster and a business man to the revelations of the galloping digitals, and he has taken many an industrial hurdle because of what the figures proved to him.

Formally, J. Harold Ryan is vice-president and treasurer of the Fort Industry Co., the West Virginia Broadcasting Corp. and the Monongahela Valley Broadcasting Co. Translated into call letters, this means he is active general manager of WSPD, Toledo, his hometown, and supervising director of WWJ, Plumbing, W.Va.; WMGN, Fairmont, W. Va.; and WLOK, Lima, O. In the industry he is the Ryan end of the Storer-Ryan interests, which control these stations, and also hold minority interests in WALE, Zanesville, and KIRO, Seattle. George B. Storer, president of the companies, is Harold Ryan's brother-in-law.

Because he is a practical broadcaster, rather than an impresario, Mr. Ryan recently was elected director for the Sixth District of the NAB, comprising Ohio and Kentucky. Last year he was president of the Ohio Broadcaster's Association, one of the strongest of the State units.

On Sept. 8 genial, soft-spoken Harold Ryan enters his 56th year. The last dozen of those years he has spent as a station operator, though he probably had not planned that way. The oil business was his primary sideline, until the upsurge of the first station by the Storer-Ryan group in 1927 was to promote and advertise the oil business, as a secondary operation. But the radio tall soon wagged the dog, as it often has done, and broadcasting became the major interest.

JOHN M. DOLPH, for the last two years assistant general manager of CBS Pacific Network, with headquarters in Hollywood, has resigned that post effective Sept. 1 to return to the advertising agency field. After a brief vacation he will resume his new assignment.

Storer-Ryan group, his association with this company began in 1928. He was elected to the board of current operations. Stations were maintained in Cleveland and Toledo. The owners, in seeking methods to promote their product, decided to use radio. The arrangements were started with the then local station, WTL. Not long after they were consummated, the Storer-Ryan group owned the station.

So close was the gasoline tieup that the call letters of WTL were changed to WSPD, connoting the trade name of their product "Speedene." Gas. Radio looked good, and in 1928 WGPU was purchased and placed on the air. After operating the latter for three years, it was sold to the King-Trendle interests in 1930, and they have been operating it as WJTZ, with success particularly in program innovations.

Against the backdrop of radio, the gas business lost its glamour. In 1931, the gas stations were sold, and the firm looked around for new radio fields to conquer. WWVA was purchased, and under the guiding genius of Mr. Ryan. In 1932 George Storer located at Detroit and built CKOK, which became CKLW, just across the river in Windsor, Ontario, but several years later disposed of it to Canadian interests. In 1933 WMMN was purchased, and in the fall of 1938 the PCC approved transfer of WBYL to WLOK, to the Storer-Ryan group.

Harold Ryan is as much a part of Toledo as his station. As a youth he attended the old Central High School in that city, and then enrolled at Yale, from which he graduated in 1908. A diligent student, he won the coveted Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extra-curricular activity—an interest he has maintained. He was Ohio district chief of his fraternity for five years, and now is treasurer of the Cuyahoga Trust Assn., Yale's alumni group of Beta Theta Pi. He has an unbroken record of attendance at the fraternity's national conventions, dating from 1907.

After graduation, Harold Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturer of agricultural equipment and railroad supplies. Upon his father's death he became treasurer, a position he retained until its dissolution in 1928. Following the war the company, in which he was interested, had nosedived, and active operations were ended in 1925. It was then he embarked in the gas business, which proved a direct route to broadcasting with his brother-in-law.

In addition to his radio operations, he is chairman of the executive committee member of the Ohio Citizens Trust Co., a Toledo financial institution, and director of Standard Tube Co., Irvin Steel Co., and Standard Steel Tube Co., factories of steel tubing in Detroit, of which Mr. Storer is president. His civic activities include membership in the Toledo Cigar Club of Commerce, the newly-organized Advertising Club of Toledo and the Rotary Club.

JAMES B. ROCK, assistant manager of Westinghouse's radio broadcast department under Walter Evans, on Aug. 12 married Miss Henrietta C. Thane, of Jacksonville, Fla., a graduate of the University of Florida. The ceremony took place at the Little Church Around the Corner, New York. They will make their home after Sept. 1 at 1015 Morton St., Baltimore.

JOHNNY CREWS, former manager of KHUB, Watseville, Calif., has been named manager of KFYO, Montrose, Colo. Marion Walker has been named manager of KHUB.

MRS. LOUIS B. BRADLEY of KKW, St. Louis, on Aug. 3 became the father of a baby girl, Sharon Kay Conway.

HOWARD PELBY, formerly of the WSPD, Fort Worth, has joined the sales department of KGKO, Los Angeles.

FRED HUGHES, former manager of WMTC, Ocala, Fla., has been named general manager of WMTC, St. Petersburg, Fla., for which a construction permit has been granted by the FCC. The station will operate on 1570 kc, with 100 watts night and 250 watts day.

MAYNARD MARQUARDT, manager of WCPJ, has returned to his desk following a tonsillectomy.

M. H. (Pete) Peterson has resigned as manager of KSHM, Shenandoah, la., and has announced his future plans. Education head of the KSHM sales staff, has also resigned and has announced no plans.

E. R. McLaughlin, who recently resigned as manager of CJCR, Winnipeg, and CJFR, Regina, was presented with a flask inscribed with the names of the station personnel at a recent farewell party.

A. R. Schmitz, vice-president and sales manager of WAAT, Jersey City, has been given a five-year-contract renewal.

MAZ. EDWARD A. DAVIES, sales vice-president of WIP, Philadelphia, sailed Aug. 28 on the Queen Mary for France to participate in dedication Sept. 5 of a new war memorial at Verdun.

The Ryan hobbies are far from ordinary. His home in suburban Toledo was designed with his wife, the former Frances Storer, a veritable treasury of rare first editions. Genealogy is his forte. A direct descendant of the Earls of Cavan and a great-grandson of the Earls of Moira, he has a flair for the unusual. An early interest was his early association with the Capetian kings, who ruled France from the 10th century. He has ferreted out 8,000 descendants, with five centuries yet to go. A hiker of extraordinary ability, he can walk the legs off many a younger fellow. At school a chief interest was his work at the浙江大学's library of bridge-whist. As a contract player today he has few peers around Toledo.

A remarkably keen man, combining exact memory with mathematical accuracy, insight and wise judgment, Mr. Ryan has endeared himself to his employees. Far from being straight-laced, he is congenial, interested in others, witty, and appreciates a good story.

Recently a group of WSPD salesmen were engaged in an "If-I-had-a-million" session. A staff veteran observed: "I would turn it over to Mr. Ryan and say, 'Here's a little something to play with.' It's the safest investment I know of." And Mr. Ryan probably would take it up with the oracle of his office—the adding machine.
ABOVE, the Denver Post's Frazzle cartoon, drawn by Lubor Frazzle, is accompanied by a quote from the newspaper's editorial page.

Shaw Heads WTOP

APPOINTMENT of Arch Shaw as executive vice president of WTOP, Toledo, was announced Aug. 22 by Foster Roomy, president. A native of Springfield, O., Mr. Shaw was formerly manager of WLYM, New York, and sales manager of WXYZ, Detroit, and sales manager of WXYZ-AM, Detroit. He has been in radio for eight years, serving in Mr. Shaw's newspaper and advertising agency work prior to that time. Sterling Reson Jr., continues as manager of WTOP under Mr. Shaw.

Owen Vinson, former program director of WLYM, New York, of whom he is the wife, produces shows for the firm, while Miss Hopkins will be a staff writer, second-in-command. Miss Hopkins is the author of Midstream, heard on 40 New York radio networks from six to nine, and the WJSB show titled "Midstream," which was keyed to "Midstream" for New York radio stations.

WOTL's new program director, David A. Byrne, manager of WRUL, Birmingham, Ala., is a native of New Mexico.

Warren Sweaney, announcer at WJSU, CBS Washington, since his return and before that with WRC and WMAE, has been named chief announcer of WJSU.

Walter (Bob) Windsor, representative of Warner Bros., Los Angeles, has been named chief announcer of WJSU, CBS Washington, since his return and before that with WRC and WMAE, has been named chief announcer of WJSU.

Arthur Radkey, of the WJW Cincinnati, educational department, has been named chief announcer of the WJSU, CBS Washington, since his return and before that with WRC and WMAE, has been named chief announcer of WJSU.

Jack McElroy, announcer of KTOL, Tulsa, recently married Nancy Hurl. KTOL singer also heard as Pasha Durante.

Al. Camman, of NBC's New York program department, recently married Agnes Selhuber.

Thomas Carey, of the NBC press department, has been shifted to the international division as night news editor.

George Volger, NBC Hollywood tour guide, takes a four-month leave of absence, Sept. 3, to join the RCA television exhibit at the Golden Gate Fair, San Francisco.

Hugh H. MacVoigt, KFI, Los Angles, announcer, has a feature role in the film, "Mr. Smith Goes to Washington," produced by Columbia.

Larry Robertson, announcer of KFRS, Sacramento, Cal., recently became the father of a baby boy, Mrs. Robertson is the former Carol Schuyler, son of Howard Lasky, commentator, and Pricey's son, the news director of KFRC.

Stanley Iantz, announcer and musical director of WJHC, Bloomington, Ill., and Evelyn Cornelius, Bloomington, Ill., have announced their engagement.

C. J. Jones, recently of Washington and Charlotte, North Carolina, has joined KXJN, El Paso, as merchandising manager.

Gordon Kaspar, musical director of WTP, Richmond, Va., has written a new song, "Lonely Hours."

Jack Chase, announcer of KXJN, Des Moines, and winner of the sectional Gateway to Hollywood contest, has been transferred to the new KNX radio station.

James Randolph, continuity writer of KXJN-KRTN, Des Moines, is the father of a baby girl.

Paul Parker, of the promotional staff of KXJN, Des Moines, will enroll as a freshman at Dartmouth this fall.

Rolf Kaltenborn, CBS production man and son of H. V. Kaltenborn, is to marry Beth Weine, woman reporter for CBS, Sept. 29 at "Point of View," the Kaltenborn residence at Stony Brook, Long Island.

KATHRYN KFBK, accompanied her two-months vacation month's vacation to Lake Bemidji, Minnesota. She would return to New York Sept. 12 following a trip to Los Angeles and vacation in Hawaii.

Capt. R. H. James, sales promotion manager of NBC, will return to New York Sept. 12 following a trip to Los Angeles and vacation in Hawaii.

C. A. Lovewell, reported in the Aug. 31 Broadcasting, as an employee of Vancouver, B. C., is affiliated with the station.

An application filed with the FCC for a new station in Brownsville, Texas, is not now connected with any broadcasting station or network.

Bixby in Accident

Tams Bixby Jr., vice-president and manager of KBIX, Muskogee, Okla., and executive of the Muskogee Chamber of Commerce, was painfully burned Aug. 17 when a speedboat in which he was cruising exploded and sank on Lake Bemidji in Northern Minnesota. In the boat with him were his wife, two children, friends, and other passengers.

Having been on fire, Lee burned all aboard. M. Bixby raced into the flaming cockpit in search of life preservers and his hands, face and upper body were badly burned. By the time life preservers and other persons of the party, the daughters and brother who formed a trio known as the Kate Valley Kettle, on WIBB for the last six years.

Edward I. Wheeler

Edward I. Wheeler, 63, one of the original founders of WIBB Broadcasting and well-known in the radio circles, died Aug. 21, from injuries sustained when he was run down by an auto while skating from a bus near his home in Glen Dale, Cal. He recently had been asso-ciated with the KXJN neighbor program on KHJ, Los Angeles. Surviving are his wife, three daughters and a brother and sister.

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Southern Colorado knows KVOR as its home station. It has constantly mounting evidence of KVOR's standing as the number 1 entertainer, educator, informer and adviser to the area. But of greater importance to sponsors is the proof Colorado Springs merchants possess of the power of this station to interpret this standing into unmistakable terms of increased sales.

Local sponsors to the number of 151 have used KVOR's facilities to increase sales and service among the radio listeners of the Colorado Springs-Southern Colorado area in the first eight months of 1939. These are the men who know ... the men whose fingers are constantly on the pulse of their market ... the men who see at the end of each day how merchandise is moving and why.

These 151 have chosen KVOR to cultivate this well-above-average market for them. They will tell you, too, that they prefer to handle nationally known products that likewise have the backing of KVOR's effective and persuasive influence on the market both they and it serve.

COLORADO SPRINGS' modern shops and stores do an annual volume in excess of 46 larger U. S. cities. In its retail stores, each man, woman and child spends $449.62 a year against a nationwide average of $270.10.

**KVOR Colorado Springs**

CBS AFFILIATE • 1000 WATTS • FULL TIME

THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN WYK, OKLAHOMA CITY • KLZ, DENVER (AFFILIATED MANAGEMENT) • REPRESENTED BY THE KATZ AGENCY, INC.

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CARL CANNON, formerly instructor in the NBC Radio television staff, has joined WOGN, Birmingham, Ala., as sales and promotion manager. With NBC for the past five years, Mr. Cannon was editor of The Transmitter, the network's house organ. He also served in the engineering, general service, news and special events department.

H. FIFEFIELD, writer of NBC-Chicago, married Miss Mercedes McGann, well-known NBC actress, Aug. 17.

MAX KARI, educational director of WOYI,��得学士学位Philadelphia, Pa., for a discussion of educational problems with Sterling Fisher, CBS educational director. Mr. Kari's review of "Journalism on the Air" by Dowling Lentz, will appear in the fall issue of Journalism Quarterly.

FRED DODGE, new production manager of WFIL, Philadelphia, has been promoted to program director with Alston Stevens becoming production manager.

DAVID H. HALPERN, former manager of the New Haven studios of WIBR, Waterbury, on Aug. 14 joined the sales department of Henry Souvaine, New York, where he will do storey contact work.

MENARD F. HAMMSTEIN, technical producer and member of the well-known Hammonstein theatrical dynasty, has been transferred to the television department of NBC as a producer.

R. S. PETERSON, auditor of NBC-Chicago, is the father of a baby boy born Aug. 25.

FRANK WEITZNER, KOY, Phoenix announcer, has taken over duties of commentator for Women's Page of the Air, originating at that station and broadcast daily over the Arizona Grit work. Program is sponsored by Vinson Carter Electrical Co., Phoenix.

FRED DODGE, WFBV, Hollywood accouter, has been married on Aug. 12. Mrs. Dodge is the sister of Jormy Fieber, Hollywood commentator.

J. SOULARD JOHNSON, sales promotion director of KJXO, St. Louis, is teaching sales classes at the Central College of Law & Finance, St. Louis.

HILLY BALDWIN, WSO-KRT, Des Moines, Iowa, won a nation airplane contest conducted by the Des Moines Register & Tribune.

ALICE FATTON (Mrs. R. Hattfield Smith), assistant news editor of NBC-Chicago, is the mother of a baby girl born Aug. 14.

FRANK ORVIS, formerly with WHDO, New York, has joined the program department of WMCA, New York.

CHARLES McCARTHY, announcer of WHN, New York, on Aug. 20 married Diana Clurton, former network actress.

ROB GREER, lately of KRRV, Desi- troy, Tex., and before that with WGN, Chicago, KML, Little Rock, and WJL, Cincinnati, has joined the Texas Station Production Service.

RICHARD CRANS has been named head of the program department of WGNY, New York.

KEN WHITE, formerly of WAP, Charleston, W.Va., is crossing the states, as chief announcer and program director.

GENE STOUT, of the news staff of WIBG, Glenside, Pa., won the girls' singles championship in a recent Jen- kinson tennis tournament and is considering taking up the sport professionally.

MARY JANE WEHR, assistant program director of WHKC, Columbus, is the championship of this year, and is considering taking up the sport professionally.

DICK MACK, J. Walter Thompson Co., Chicago, has resigned his 30-day leave-of-absence to resume his writing assignment on the NBC-Red Chaser & Sunbonar program.

TAKING as their theme, "Practice what you preach," the KOY, Phoenix, staff is now running the KOY Fishermen's Exchange (Sunshine) program to be heard three times weekly on a national broadcast over CBS, Lord & Thomas is agency.

ROB THOMPSON, who adopted Sam Kohler's Fox Munchies for radio, has been assigned the script-crew for the forthcoming Republic film The Return of Fu Manchu.

HAL RAYNO, Hollywood radio cast writer, has sold his script, Topgy & Bib, to NBC for the Dionne Sisters. Yeoviddle version of the tale, also authorized by Rayno, was done by the sister team in London some years ago. Rayno, in private life is the Rev. Henry Scott Rabel, Gladstone, Columbia, S.C., minister. He will again write gags for Joe Penner on his new WGN-Westing Co. series, which starts on NBC Aug. 28.

FRED JESKE, "Timekeeper" of WSYR, Syracuse, and Florence Cumm- ings, WIBV, Binghamton, announced their engagement during a news broadcast transcribed for the occasion. The wedding is planned in the fall.

ROSS EVANS, formerly announcer of WHN, New York, and WVL, Baltimore, has been in charge of radio publicity for the United Council for Civilian Relief in China, headquartered at 1200 Sixth Ave., New York.

HENRY DITRE, special events di- rector of WWJ, New Orleans, has been named a judge of the annual beauty pageant.

JAY FARAGHAN, of WTEC, Phila- delphia, has again been filling in for KYW announcers on vacation.

LOIS HAMPTON resigned as a KYA, San Francisco, receptionist recently to accept a role in a radio serial from the Golden Gate Broadcasting.

JOSEPHINE AVIS, secretary to Manager Reiland Quinn, of KYA, San Francisco, will be married Sept. 11 to Willard Hinkley, San Francisco businessmen.

CALVIN FREDERICK Jr., formerly with WML, Westerly, R.I., has joined KOJA, Oklahoma City.

DON WILSON, announcer on the General Foods Jack Benny program (Jello), has been signed by Par- mount Pictures for a broadcasting role in the picture $1000 a Touchdown".

WILLIAM NORRIS, son of Kathleen and Charles Norris, Atlanta, has joined the NBC press department in New York.

GEORGE COMBS Jr., news commen- tator of WHN, New York, recently joined the new magazine, People, as one of its editors. He will continue his regular duties at WHN.

EDGAR BERGEN sailed from San Francisco Aug. 25, to begin his first trip for NBC to the BBC radio studios since December, 1936. Bergen is visiting in London for a month. He arrived the Aug. 27 Charlie McCarthy show, but will be authorized to leave for NBC on the 28th. His visit to London is to record a 5-day broadcast, missing the Sept. 10 broadcast and returning to Hollywood for the Sept. 17 broadcast.

KARE 500, in cooperation with the network's educational department, has scheduled a national educational broadcast on Wednesday of this week, the first one of the season.

MRS. ROBERT SHERRID, wife of the Washington correspondent of Time Magazine, who as Betty Hoaden was connected with various Washington stations as a commentator on fashion and shopping, on Aug. 20 became the mother of a 6 lb. boy, her second, born in Washington's Columbia Hospital.

BUD RICE, formerly news editor of WNEW, New York, and recently with Mount Corv, has returned to WNEW as an announcer.

FREDA CAGN, novelist and screen writer, has been signed by NBC for a new and continuing series on NBC. The show will be directed by Lewis D. Collins and produced by Maurice Chevalier. The program will be heard daily from 3 to 3:30 p.m. during the fall season.

J. FRANKLIN LEE, vice-president of the Associated Press, has been named president of the AP News Bureau. The Bureau is being reorganized as a news service, with the war news becoming a separate service.
JOHN M. BALDWIN, chief engineer of KDYL, Salt Lake City, was in Camden, N. J., in mid-August, arranging for a demonstration of RCA's traveling television units under KDYL auspices in Salt Lake.

RALPH SARGENT, of the technical staff of KLZ, Denver, on Aug. 12 married Miss Marjorie Paul.

CHARLES HENRY KROW, Oakland, has received a citation from the commanding officer at Fort McKinley, P. L., for acting as relay operator, handling over 3,800 messages a month.

WILLIAM PITT has joined the engineering staff of WNAK, Vauhoun, S. D., as relief operator.

W. J. Gunther
W. J. GUNThER, 34, for the last five years chief engineer of WJJD, Chicago, died Aug. 18 of a brain complication resulting from infected tonsils. Born in Davenport, Ia., Mr. Gunther in 1932 joined the old WJKS, now WIND, Gary, Ind., where he was associated with R. L. Atlas, now owner of WJJD-WIND. Known to his associates as "Windy," Mr. Gunther was well-liked in Chicago radio and was widely known among technicians in the industry. He is survived by his wife Essie, their small daughter, Judith, four brothers and his mother.

For Verse Titles
A SUMMER song curative is The Singing Cop on WEEI, Boston. Every morning an original poem by Bill Elliot is read and a $5 daily prize is awarded for the best title, with a grand prize of $25 each week for the best set of five titles.

The FCC recently denied a petition of WEEC, Duluth, to be permitted to use either of the following station identifications: "This is WEEC, Duluth and Superior" or "This is WEEC with studios in Duluth and Superior." The station has its main studios in Duluth, which is across the bay at the Head of the Lakes from Superior, Wis. It is controlled largely by the publisher of the Superior Telegram, and the same company also operates WIMFO, Hibbing, Minn.; WIBB, Virginia, Minn.; and WEAU, Eau Claire, Wis.

THE 118-pound tarpon, whose fins J. Robert Lawton Jr. is holding, was caught by the engineer of WWL, New Orleans, off Grand Isle, La., winning him a gold button on a tarpon rodeo. Lawton caught the six largest fish. It took him 68 minutes to land the big one, his first.

Asks Operators' Change
MODIFICATION of FCC requirements for renewal of operators' licenses has been suggested to the FCC in a letter from Samuel R. Rosenbaum, president of WFIX, Philadelphia, and chairman of its Labor Committee. He held that the scope of the present knowledge requirements covered by the examination questions "is incompatible with the nature of the work demanded of the majority of present radio operators," and that the minimum experience specifications appeared too strict. 

E. H. Ingalls, President of WJJD, Chicago, married Evelyn Williams Aug. 15. Mrs. Dunlop was formerly secretary of the technical staff of WJJD, Milwaukee.

RICHARD M. HAYNS, of the CBS Hollywood engineering department, and Dolores Blitzy, formerly of the network's staff in that city, were married Aug. 11 in Los Angeles.

AGUST KIBBETT has resigned as chief engineer of KBBN, Bismarck, N. D., to join KFAR, new station in Fairbanks, Alaska. He will aid Stan Brandt, also from KBBN, in the transmitter installation. A chief engineer of KBBN is Gene Lovejoy.

JAMES V. SIMS, recently of WJLL, Beckley, W. Va., has joined WMBW, W. Va., as engineer-announcer.

FDR's Facsimile
WOR, Newark, effectively demonstrated the use of facsimile recently when its regular facsimile program was received each day on a special Finch facsimile receiver installed aboard the U. S. Cruiser Tuscaloosa, on which the Chief Executive was making a 10-day cruise in the North Atlantic. A complete copy of the daily news transmission, broadcast on WOR's regular 110 kc. channel from 2 to 4:30 a.m. (EDST), was placed before the President each morning by Tuscaloosa radio officers. WOR also has started a new schedule for Finch transmission on WXIP, its ultra-high frequency station operating on 100.50 mc., broadcasting daily from 4 to 6 p.m. WXIP, relaying regular MBS programs, also has been shifted to 25.50 mc. and currently operates 11:30 a.m.-3:45 p.m. (EDST).

- Five hundred and fifty miles by automobile: twenty weary miles by hand-car...and KSFO's four-man crew had reached the Nevada wasteland where the streamliner "City of San Francisco" made tragic news last month.

- That's nearly as far as from New York to Toledo...but it was in KSFO's News Bureau service area and Northern California had a vital interest in the tragedy.

- A makeshift telephone circuit was rigged at the scene and bulletins, statements and reports on interviews were flashed across the miles to KSFO and news-hungry Northern California. Transcriptions made as close to the wreck as power was available were flown to KSFO for still more complete coverage.

- KSFO...and only KSFO among all radio stations...was on the job. Such service to listeners, plus brilliant showmanship, Columbia's great programs and outstanding local features, keeps KSFO at the peak of popularity in Northern California.
"It's the Q that counts"

THE TEXAS QUALITY NETWORK
EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

EDWARD PETRY & COMPANY, Inc.

www.americanradiohistory.com
Popularity and Power are still the passwords to radio success in the vast Texas market.

The stations of the Texas Quality Network are first in popularity in their immediate markets of Dallas, Ft. Worth, Houston and San Antonio. Consumer and dealer surveys prove it. Advertisers know it!

The rest of Texas—the other 600 incorporated towns and the rural areas—are served the same NBC, TQN and local productions heard in the 4 key markets. They are heard because TQN has power—105,000 watts—4 times the day power and 10 times the night power of all competing Texas network stations combined! This power sends TQN programs clear and strong to 97% of all Texas radio homes plus important parts of Oklahoma, Arkansas and Louisiana!

Power and Popularity—the Texas Quality Network has both. And TQN is the only Texas network that does have both.

WFAA-WBAP
DALLAS

KPRC
HOUSTON

WOAI
SAN ANTONIO
A RADIO WORKSHOP

By GEORGE JENNINGS

Director, Central Radio Workshop
Chicago Public Schools

WHAT do you, Mr. Program Director, do with the 15 or 20 young men and women who almost daily crowd into your office with the plea, "I want to get into radio?" Do you run them through a routine audition, listening with half an ear to what they do on the mike and with the other to the latest story of the engineer? Do you listen to them only for appearances sake, for the sake of so-called good-will, and then when the hopeful has left the studio, have him sign a card? You know what happens to that card. It goes into a file along with several hundred, and in the case of large stations, several thousand others.

The Radio Council of the Chicago Public Schools faced a greater problem even than the program director of any station. Since it is a producing organization with which high school students and teachers are familiar there was almost a constant stream of young people going through the office asking, "why can't we broadcast?" And, most of them had talent.

In February of 1939 the Director of the Council, Harold W. Kent, arranged to set up a Central Radio Workshop, which would meet once a week for two hours in the Council studios. Notices were sent to every high school and to those boys and girls whose names were, like those of hundreds of others in every station in the country, on cards in our files.

The response was terrific. After the regular broadcasting schedule for the day was completed, the production staff listened to hundreds of boys and girls. For a week auditions were held. Of course, the mortality rate was high. Out of the several hundred boys and girls who answered the first call, approximately 75 were chosen as members of the Central Radio Workshop.

To keep 30 active boys and girls, most of them of superior intelligence and ability, busy and interested is a job. But it can be done. The microphone exerts a powerful influence over them. Included in the group are ten high school teachers who not only took part in rehearsals but who, in the control room, observed studio and voice techniques.

At first, much time was spent on such simple things as microphone position, fading in and fading out, crowd noises, ad libbing and other tricks of the radio actors. Remember, these boys and girls, for the most part had never been near a microphone.

After a month of evening meetings which sometimes ran as long as three hours, the Central Radio Workshop went into actual rehearsal on productions for the air, and since then has done an average of one on-the-air broadcast a month.

When there was not an actual production in rehearsal for broadcasting, the larger group was divided up into "casts" and given scripts on which to work. Transcriptions of these studio productions were made for criticism and evaluation.

At once the professional actor or producer will say, "But aren't you building up false hopes in these boys and girls? You know as well as we do that the radio field, from announcer to either-player is overcrowded and competition is intense! We can't absorb these trained people!"

Fundamentally, the workshop of the Radio Council, does not plan on training professional actors and actresses. Primarily, the Workshop is a source of talent for the "in-school" broadcasts of the Council; an experimental laboratory for the trying out of new scripts; and an observation post for high school teachers who want to organize similar workshops in their schools.

The Director of the Council and his staff desire to give the high school student an insight into the workings of radio. . . a medium which continues to play an ever increasing part in modern living. . . to the end that his use of that medium for enjoyment and cultural growth may be intelligent and provocative.

Does it work? Well, school closed June 23. At the workshop meeting preceding that date, the question of continuing through the summer was discussed. Did the students clamor that it would be too hot? That they were tired? That they needed a vacation?

No, sir! They demanded that we meet with them twice a week, and that we do three half-hour shows instead of the usual once a month 15-minute spot. And we have!
Business Firms Offer Basis for Bank's Programs
Quick Appreciation Accorded New Mexico Salute Series

By CHAS. C. ALSUP
Manager, KHEA, Clovis, N. M.

BANK advertising has always presented a problem to our staff. Some time ago we hit on an idea that has definitely solved the problem, not only from the station's standpoint but for the Citizens Bank of Clovis.

Eighteen months ago we presented the Builders of Clovis idea to the president of the bank. No firm had ever taken time or expense to recognize firms and individuals responsible for the building of this community. Not every type of business could use the idea effectively but a bank could definitely profit by "good will".

The bank president was willing to give it a trial. Copy was prepared and three half-hourly weekly contracted for by the bank. The first local firm used was a member of a national organization. Folders were printed with a greeting from the bank president on the front and a bank advertisement on the back. The day the program aired, the firm saluted received the program in the folder through the mail as a reminder that "today is the day".

Results were almost instantaneous. From the local store manager, district men and the New York office came letters of appreciation to the bank. At the end of six months the bank called for a renewal of the contract, this time for a 52-week period.

Brings New Accounts

Bank publications have carried much publicity on the program. Letters on file at the bank and station include letters from the heads of the nation's largest business firms to local personages.

Dozens of new accounts have come to the bank directly from results of the advertising. New firms coming into the city have selected the bank as a depository because they have been publicized through this program.

It has been well received by the listening public because here-tofore they have never known the "inside" of the firms contributing to the city in which they live. Hundreds have congratulated the bank personnel.

The high school library has received copies of each program for reference data. A letter of appreciation and thanks to the bank from the school superintendent is on file with the bank. The programs have been used frequently by classes in the school.

Builders of Clovis is in process of being copyrighted but the idea is available for use of any station desiring same with permission.

AS THE three-millionth visitor to NBC's Radio City studios, Mary Jane Goodwin, of Greensboro, N. C., on Aug. 14 was awarded a round trip to Bermuda via Pan American Clipper, an RCA portable photophone-radio combination, and specially conducted tours through the Rockefeller Center buildings in New York and the World's Fair. Miss Goodwin also participated in an NBC Blue broadcast from the Rainbow Grill, where she was guest of honor at a dinner with radio celebrities.

UNIMPORTANT FACTS
ABOUT WFBR?

• Magnificent new studios!
• Accomodations for large studio audiences!
• Towers built in brackish water for greater efficiency!
• Winner of VARIETY showmanship award!
• Etc.--Etc.--Etc.--

UNIMPORTANT?--well, relatively unimportant beside this

ONE IMPORTANT FACT
ABOUT WFBR:

WFBR gets results!

That's why it carries more advertising than any other Maryland Station.

BROADCASTING • Broadcast Advertising

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When you have something to say...

say it WHERE it counts...

* When you "SAY IT" to 399,540 radio homes in WMC's primary day territory, you're saying to a receptive and "buy-able" audience. You're selling an audience who not only CAN listen, but one which WANTS to listen and wants to buy. This fact is proven by the sales successes of scores of products which have told their message over the Mid-South's pioneer radio station, WMC.

Say it where the selling is good... over WMC, a good station in a responsive market.

5,000 Watts Day
1,000 Watts Night

WMC Memphis
NBC Red Network
Owned and Operated by
THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM CO.

Page 58 • September 1, 1939
JACK W. LAEMMAR, time buying division, Blackett-Sample-Humernett Inc. Chicago. Included among this agency’s Chicago radio accounts are General Mills, F. & F. Labs., Wander Co., Skelly Oil Co., Sears, Roebuck & Co., Procter & Gamble. In 1938 B-S-H was tops in agency radio billing with $12,493,933. It leads again in the first half of 1939.

"Whenever I get a free moment I spend it reading BROADCASTING because it’s crammed full of the facts of radio. I have my personal copy delivered at home so I can go through it from cover to cover. One thing I always notice about BROADCASTING is its popularity with time-buyers. At the golf course or over luncheon, my radio friends and associates are always saying, ‘I saw in BROADCASTING where . . .’ or ‘Did you read that swell article in BROADCASTING on . . .’ As for the YEAR BOOK, it’s never beyond my elbow.”
KFI, Los Angeles
Wilkinson Transmission Co., Wilming-
ton, Cal. (ship transport), 4
weekly thru Neisser-Meyerhoff,
Los Angeles.

Charles H. Hires Co., Philadelphia
(root beer), 5 days weekly, thru
Warwick & Legler, N. Y.

LA Sausage Co., Los Angeles, 3 ap
weekly, thru Durwin H. Clark, Adv.
Agency, Los Angeles.

Helene Bakes & Sweets, Los Angeles
(china), 3 ap weekly, thru Martin

KFSO, San Francisco
Oco Ltd., Boston (bouillon cubes).
A. W. Ballard, Los Angeles (re-
lations, "I Am-"); 7 ap weekly, thru
Red Dahl Agencies, Los Angeles.

Vita Setco & Co., San Francisco, sa
series, thru Commerce & Associates,
San Francisco.

Caco Products, San Francisco (not
seasonal), thru Theo. Schor
Agency, San Francisco.

Andrews & Co., Los Angeles (ra-
in), 5 ap weekly, thru Genl-Neill
Agency, Los Angeles.

Owl Drug Co., San Francisco (china)
11 by, thru MacMullen & Co.

Seattle General Motors Corp., Detroit
(motor car) 10 ap, thru Campbell-
Ewald Co., San Francisco.

Iowa Bestg. System
Congress cigar Co., Newark, weekly
ap thru Marshall & Pentz, N. Y.

KRG, Chicago, Ill., Chicago, N. Y.,
daily thru Michigan, N. Y.

WNAX, Binghamton, N. Y., 20
ap thru Gordon Vichak Co.,
Binghamton, N. Y.

Hht, Chicago, thru Buchanan-Thomas,
Omaha, thru Buchanan-Thomas, N. Y.

Kip Corp., Los Angeles (proprie-
ty), 3 ap series, thru Philip Meany,
Co., Los Angeles.

KMPC, Beverly Hills, Calif.
Union Pacific System, Omaha (rail),
5 weekly, thru Caples Co., Los
Angeles.

Sears Roebuck & Co., Los Angeles
(dept. store), thru Mayers Co., Los
Angeles.

KYA, San Francisco
Townsend Plan, San Francisco (old
age pension) 3 ap weekly, thru
Whitaker Agency, San Fran-
cisco.

KJFZ, Fort Worth
Carver and Associates, Fort Worth
(root beer), thru Fort Street
Agency, Fort Worth.

KFW, New York
Armstrong Racing Publications, New
York (weekly), thru Caples Co.,
Los Angeles.

WVU, New York
Armstrong Packing Co., New York
(salad and cooking oil), 6 ap weekly,
direct.

WLW, Cincinnati
B. C. Rowdy Co., Durham, N. C., 3
weekly thru Harvey-Massengale
Co., Atlanta.

Maryland Pharmacal Co., Balti-
more (Renshaw), 4 ap weekly, thru
James Katz Co., Baltimore.

Ex-Lax Mfg. Co., Brooklyn (pro-
prietary), 5 series weekly, thru

Black Motor Co., Flint, Mich., 11
weekly thru William Esty Co.,
Detroit.

Ludens Inc., Rendez, Pa. (cough
drops), 6 daily thru J. M. Mathes,
N. Y.

Thomas Leaming Co., New York
(Rum-Denver), 6 weekly thru
William Esty & Co., Detroit.

Pasquin Lake, N. Y. (cosmetics),
6 weekly thru, William
Esty & Co., N. Y.

KJBS, San Francisco
Southern Pacific Co., San Francisco
(transporation), 24 weekly thru
Lord & Thomas, San Fran-
cisco.

Excelsior Chemical Co., San Fran-
cisco, 6 weekly thru,
North American Accident Insurance
Co., San Francisco, 5 ap weekly,
direct.

MacFarlane's Candy Stores, San
Francisco, thru Bots-
ford, Constable & Gardner, San
Francisco.

KGNU, Dodge City, Kan.
Skelly Oil Co., Kansas City, 4
weekly thru Hackett-Sample-Hum-
bert, Chicago.

Southway Cigarettes Co., White
Eagle Division, Kansas City (Tavern
Sig., Hoge-A-Roo), 52 ap direct.

Wittring Corp., Sioux City, Ia.,
thru E. H. Brown Adv. Agency,
Sioux City, Ia.

Carver Medicine Co., New York,
50 ap thru Pasteur, Chicago.

Firestone Tire & Rubber Co., Wick-
ita branch, thru direct.

WNAC, Boston
Curtis Shoe Co., Marlboro, Mass.,
3 weekly thru H. C. F. Inman,
Agency, Boston.

(Minnewa), 468 ap (renewals),
forth thru Yar and Rubinstein,
N. Y.

Lemmon Coffee Co., Boston, 30
weekly, thru Inzall-Muller Co.,
Boston.

Co. R. H. Hudson Tobacco Co., Win-
ston-Salem, N. C. (Geo.
Washington tobacco), 78 ap
(renewal), thru Win.
Esty, Co., N. Y.

WSAL, Cincinnati
Field Packing Company, Owensboro,
Ky. (Burgon), thru Neal-Heaton-McDonald, 
Cincinnati.

WFBA-WAP, Dallas-Fl. Worth
Sears Roebuck Co., Chicago, 5
weekly thru Blackett-Sample-Hum-
bert, Chicago.

Skinner Mfg. Co., Omaha
(Raisin-
ian), 4 weekly thru Perry-

Purina Mills, St. Louis (Chick
Chow), 3 weekly thru Gardner

Colman Lamp & Stove Co., Wichita,
Kan. (Stove furnaces), 12 weekly
directly thru Ferry-Hansy Co.
Kansas City.

Bristol Myers Co., New York (Mif-
Port), 6 weekly thru Young & 
Erikson, New York.

Cough Inc., Memphis (St. Joseph As-
pirin; Mctenin Heat Powder), 12
weekly thru Lake-Spice-Colin
Memphis.

Cincinnati Bottin Olive Refining
Co., Sherman, Texas (Mrs. Tarter's
Shortening, Medolake Margarine),

WHP, Harrisburg, Pa.
Beaumont Labs., St. Louis (4-Way),
104 ap thru H. W. Koster & Sons
Co., St. Louis.

Grove Labs., St. Louis (Bronch-
Quin), 5 weekly thru Stack-Goble Adv.
Agency, Chicago.

D. L. & W. Coal Co., New York,
27 ap thru Bennett & Ryan,
Chicago.

Vick Chemical Co., New York (pro-
prietary), 6 weekly thru Rose
International, N. Y.

Dr. Hess & Clark, Ashland, O. (pe-
ral), thru Dr. Hess & Clark, N. Y.

Vomick, Philadelphia, thru
Adamson & Sons, Philadelphia.

Champion Chemical Co., New York
(Banana Breeze), 130 ap thru
Wm. E. White & Co., N. Y.

Swift & Co., Chicago (frankfurters),
50 ap thru J. Walter Thompson
Co., Chicago.

KXX, Hollywood
American Drawn Co., Terminal Island,
Cal. (Qafi), 2 ap weekly thru L. M.
Miller & Co., Los Angeles.

Continental Baking Co., Los Angeles
(Wonder bread), 8 weekly thru
Beauan & Bowes, Los Angeles.

Const Federal Savings & Loan Assn.,
Los Angeles, 5 ap weekly thru
Rob-
chester Dennis Adv. Agency,
Los Angeles.

American Baking Co., Los Angeles
(bread and rolls) 3 weekly
(renewals), thru Heinz-Pickering & Co.

Day and Night Water Heater Co.,
Los Angeles, 7 weekly thru
L. H. Jones, O'Donnell Adv., Los
Angeles.

California Lime & Aplirot Growers
Assn., San Jose (Sanwsweet Frums),
6 weekly thru Long Adv. Ser-
cise, San Jose.

Wilmington Transportation Co.,
Avalon, Cailifornia, 8 weekly
thru Neisser-Meyerhoff, Los
Angeles.

Levi & Aylesbury Co., Los Angeles
(food products), thru
Brothers Smith Adv. Agency, Los
Angeles.

WIS, Columbus, S. C.
Vick Chemical Co., 10 weekly thru
Morse International, N. Y.

Gold Coast Biscuit Co., Los Angeles,
7 ap thru local distributor, Eau Claire, S. C.

Colgate-Palmolive-Peet Co., 10 weekly
thru Beverly & Bros., N. Y.

Grow Labs., 100 ap thru Stack-

Double Coin Bottling Co., Columbus,
Ohio, 10 ap weekly.

Longines-Wittnauer Corp., 144 ap
thru Arthur Rosenberg, N. Y.

KOMA, Oklahoma City
Levi & Perrins, New York (sauce),
24 weekly thru Schwimmer & Scott,
Chicago.

Lever Bros. Co., Cambridge (Ritz),
7 ap thru Rothrauff & Ryan, N. Y.

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BROADCASTING - Broadcast Advertising
**Phone Sponsor**

**LINCOLN TELEPHONE &**

**Telegram Co., Lincoln, Neb., is**

**using 15-second station-**

**break announcements on**

**KFOR, to promote night**

**rates, testing over a 13-week**

**period. Every Tuesday and**

**Friday night, just before big**

***time programs at 7 o'clock,**

**the 25-word announcement**

**is carried, usually reading as**

**follows:**

*"In just 15 seconds it will be 7 o'clock, and the**

**Lincoln Telephone &**

**Telegram Co.'s night rates will be**

**in effect.**

\[Image: www.americanradiohistory.com\]
**British Plan Increase In Disc Programs Based On the American Scene**

BRITISH Broadcasting Corp. is planning an increased schedule of American documentary programs for the coming year, responding to listener interest in last season’s series of special programs dealing with the United States scene. Felix Green, head of BBC’s New York office, announced upon his return Aug. 10 from a two-month business trip to London. Although definite plans have not yet been set, production on a series of half-hour transcriptions probably will start late in September, with a contemplated schedule of one to two broadcasts weekly starting in October.

British radio audiences have shown great interest in documentary programs about America, Mr. Green declared, and the new series will be broadcast during the fall and winter season in England. Last season the BBC shows dealt with WPA, G-men the 4th of July and the U.S. Coast Guard ice patrol, in addition to a series of six special recital-commentaries of Negro music conducted by Mr. Green. American networks cooperated with BBC in producing the programs.

The BBC official also stated that shortwave broadcasts to England of American music and entertainment programs will be continued, along with talks by American officials and lighter entertainment programs.

**Buttermilk’s Regional Consolidated Products Co., Danville, Ill. (buttermilk), in mid-September will start a regional new show keyed to WDN, Danville, to the Iowa Broadcasting System (KSO KRTN WMT) and KMA, Shenandoah.

Program has not been chosen. Mace Adv. Agency, Peoria, is agency.

**Golden Gate Fair Cut**

RADIO division of the Golden Gate International Exposition dropped 35 employees from the payroll Aug. 19. Arthur E. Rowe, supervisor of radio, was to become an unpaid advisor Sept. 1, his position being taken by Frank Lyman, who in turn will be succeeded by Ray Lewis of the Exposition’s announcements staff. Those who received notices included Robert Colson, assistant supervisor under Rowe; the radio orchestra of Jack Joy; and several announcers, script writers and technicians.

The cut, according to Managing Director Charles H. Strub, is a move back to normal after the summer peak in Fair operations.

**Sky Mike**

TO PROMOTE the Microphones in the Sky series broadcast from atop the Empire State Bldg., W2N, New York, has arranged with the observatory management to place folders describing the program in the building. Holders also are distributed at the Pennsylvania Hotel, Delirier Hotels, steamship lines, New York City conventions, and the program is plugged on cards in the Empire State ticket office and by guides on duty there.

**ROGER PRYOR, orchestra leader and radio star, has been selected as emcee for the Screen Guild Theatre program, which returns to CBS Sept. 24, under the sponsorship of Gulf Oil Corp.**

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**Old Home Week** was the theme when Quaker Oats Co. signed to become a participating sponsor on Phil Cook’s Morning Almanac on WABC, New York, starting Oct. 3, for the company sponsored Cook from 1930 to 1933 in a successful series of variety programs. Clinching the deal recently in New York are (1 to r) Arthur Hull Hayes, WABC sales manager; Larry Holcomb, vice-president of Sherman K. Ellis Co., agency handling the account; Sherman K. Ellis, president of the agency, and Phil Cook.

**More Than 114 Jewel food stores in Chicago are cooperating with WLS, that city, in special store promotion for products advertised on Feature Foods, a daily morning WLS program. The tie-in from Sept. 15 to 16 will be directed by William R. Cline, WLS sales manager.**

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**204 Spots in Day**

WBLB, Sheboygan, Wis., reports the sale of 204 spot announcements during the recent Dollar Day, one spot announcement aired every four minutes throughout the day. The first time that radio had been used by local merchants to promote a Dollar Day, a marked increase in total sales volume and total attendance was noted, according to Mr. Cunniff, WBLB manager. As a result of the advertising, Mr. Cunniff reports the sale of two 52-week periods, one a half-hour weekly series and the other a daily five-minute sports program.

**The Voice of Akron**

**A Market of 650,000 people!**

EDYTH FERN MELROSE
Manager

**National Representatives**

Healey - Reed Co.
RCA Sets Up Defense In Harms Recording Suit

VITSOE PRODUCTIONS, Inc., New York program production firm, filed suit for damages in the New York Supreme Court against Fred Waring, orchestra leader, Grove Laboratories, Stack-Goble Adv. Agency, and Mr. Waring's manager, John O'Connor, for alleged improper use of a program idea offered by the Groobach firm. The production firm based its suit on material used on Waring's show for Grove's Brono-Quinine last season, alleging it had offered Waring and his sponsor a program idea which was not accepted at the time of offer, but which Waring later used and continued to use despite protests from the firm that it had sold a show built around the idea to another client. Groobach productions applied to the court for an order directing examination of the defendants.

From South Seas

NBC will broadcast accounts of the scientific findings of the forthcoming National Geographic Society-University of Virginia University expedition to South Pacific Islands, with Jon M. Larson, NBC field engineer, accompanying the expedition with special radio equipment and functioning as a one-man broadcasting staff during the trip. The group, headed by Prof. Wilbur A. Nelson, Virginia U. geologist, expects to leave San Francisco Sept. 19 aboard the U. S. Coast Guard cutter Hamilton.

BOYS IN BACK ROOM: Looking over titles of popular tunes of the day, thought comes that they must have been written particularly for the tavern slot-machine record-player. Ex. "Beer Barrel Polka", "Hot Pretzels", "Do You Think A Little Drink Will Do Us Any Harm?", From standpoint of words and title, not what you would call good radio music. Last-mentioned, by the way, absolutely poison around here.

MATTER OF REGRETS: Even though RCA-Victor had made an order directing examination of the defendants.

LOGIO: Fifty-thousand watter in agricultural state adds up wattages of all other stations in state and finds the total less than its own. But there aren't as many listeners in the whole state as in the primary area of WSBK.

Lots of watts may be okay, but lots of listeners are better.

NEW CITIZENS: Just call the new arrivals. TDK recorders made by WGES in distribution of D.A.R. citizenship manuals in fifteen languages. "With fresh the bath this is the best, made it better. Ed Jacker, Chief Engineer, might tell you how if you ask him.

NEW: Since our last appearance in these pages. WEMP increased its service to full time, day and night, on 250 watts. Likewise WSBC, night-time power now matches day, at 225. Better service for listener and advertiser both, in both Milwaukee and Chicago.

NOTICE: To advertisers considering the Milwaukee market: survey conducted by the National advertisers' Marketing Research indicates that 83.4% of Milwaukee listeners tune regularly to WEMP. Results are commensurate. Rates are reasonable! More than ever, Milwaukee's best publicity buy is WEMP!
SANDY BARNETT, J. Walter Thompson Co., agency producer, and George Wells, writer, have returned to Hollywood and are preparing scripts for the coming full series of the Late Night Theater which returns to CBS network Sept. 11 with Cecil B. De Mille in the role of producer. Assisting Wells with the script will be Harry Kerr. Lewis Silvers will return a musical director and Charles Forsyth will handle sound effects.

HENNETT BATES, copy executive with Lennen & Mitchell, New York, for the last five years, has joined the New York office of Lord & Thomas, formerly with Rutherfurd & Ryan and Charles Austin Bates, he also spent two years in European advertising with headquarters in Paris.

J. P. MANDEL & Co., Los Angeles, has opened offices at 307 W. St. St., that city. Radio will be included in plans.

REISS ADVERTISING, New York, moved into the RCA Bldg., Rockefeller Center, in August, doubling its office space.

OLIN FINNEY, formerly of Street & Finney, New York, and for a decade head of his own agency in Detroit, has joined Farabon Jay Moos Inc., Hollywood, Calif. His wife, Alice Johnson, formerly with Gardner Ad. Co., St. Louis, has been named art director.


500% INCREASE

on announcement daily
for 45 days over KVOO

A Tulsa laundry decided to advertise its downtown pick-up station over KVOO. The first 100 word announcement brought results. Pick-up business increased 500% in 45 days.

TUlsa, Oil Capital of the World, is the center of a 75-mile radius containing 40% of Oklahoma's population furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's greatest market with KVOO. 25,000 watts. Both N.B.C. Networks. Edward Petry and Company, national representatives.

Fitzgerald Named

EDWARD J. FITZGERALD, former director of the NAB Bureau of Copyrights and more recently associated with WLW - WSAI, Cincinnati, has rejoined Erwin, Casey & Co., New York, as radio director. Mr. Fitzgerald succeeds Jack Adams, who recently joined the Texas State Network as vice-president and assistant to Eliott Roosevelt, TSN president.

P. G. PARKER, vice-president in charge of operation of Blackstone-Hummett, Chicago, has resigned and has announced no future plans. Maurice Beut, formerly of the Continental Bank, Chicago, has been named a vice-president. No announcement of his exact duties has been made.

BURT COCHRAN, for 14 years an executive of McCann-Erickson on the Pacific Coast and in Chicago, has joined the New York office of J. Stirling Getchell as assistant to vice-president J. V. Tarleton, in charge of contact operations.

SAUL BETENS, formerly account executive with the Artwell Co., New York agency, has formed Betens Adv. Agency at 545 Fifth Ave., New York, specializing in apparel accounts.

WILLIAM KARVER, formerly of J. Stirling Getchell, New York, has started his own agency, the Karver Personal Service, at 475 Fifth Ave., specializing in general advertising and publicity, including radio and television. Telephone is Murray Hill 5-9200.

J. C. CRAMER, for the last two years assistant general sales manager of Canada Dry Ginger Ale, New York, and previously account executive of N. W. Ayer & Son and J. Mathes, New York, has joined the staff of DuPanne & Co., New York, to specialize in sales promotion and merchandising.

JULIUS NATHAN, formerly of Young & Rubicam, New York, has been appointed marketing director of Franklin Stove Corp., New York.


FRANK J. KEEGAN, formerly of KJLA, Little Rock, Ark., has joined the radio department of Albert Evans & LeMoy Adv Agency, Fort Worth.
AAAA Regional

PACIFIC COUNCIL of the American Association of Advertising Agencies will hold its 1939 convention Oct. 26-27 at the Hotel Del Monte, Del Monte, Cal., under the chairmanship of August J. Brunn of McCann-Erickson, Los Angeles, chairman of the Pacific Council. Other officers and governors of the Council assisting Mr. Brunn include: W. H. Forrest, Pacific National Adv. Agency; Dan B. Miner, Dan B. Miner Co.; David M. Botsford, Botsford, Constantine & Gardner; Fred Weeks, Brousseau Weeks; Terrel T. McCarty, The McCarty Co.; Don Beling, Lord & Thomas; Fred W. Mayer, Dan B. Miner Co.; Philip J. Meany, Philip J. Meany Co., and H. A. Steckland, Erwin, Wasey & Co. of New York, will be held at approximately the same time, details to be announced soon.

New Advertising Checking Firm

SURETY ADV. BUREAU has been formed with offices at 289 Madison Ave., New York, as a service for checking advertising claims, copy and label declarations of manufacturers, particularly those affected by recent Federal Trade Commission legislation. John H. Reids, former of the Chicago Publications and Lester Harrison Associates, is managing director in charge of advertising and sales promotion, while other members of the staff include A. D. Genn, executive; Harry Levine, former president of the American Association of Textile Technologists; Clarence Hornung, authority on design, packaging and trade marks; and Frederick Koff of the American Society of Mechanical Engineers, and Francis Finke, legal consultant.

Radio Coverage Letters

RADIO COVERAGE REPORTS, 7 W. 44th St., New York City, reports an increase in orders for Radio Coverage Letters which it prepares for stations when a uniform and comprehensive statement of the value of their coverage to advertisers. Among the stations which have recently placed orders for Radio Coverage Letters, according to Mr. Terrell, are: WAK, Big Spring, Tex.; WSAW, Allentown, Pa.; WOKY, WABY, Albany, WSBT, Strasburg, WLOM, Santa Barbara, WCN, Burlington, Vt.

INDEX SERVICE, 290 Madison Ave., New York City, has been organized to supply research personnel for all kinds of surveys, including radio and consumer checks.

Rips

HEADLEY-REED Co., newly-organized representative firm, has opened its Chicago office at 145 N. Michigan Ave.; phone, Franklin 4501. Dwight Reed is in charge of the Chicago office [Broadcasting, Aug. 15].

INTERNATIONAL RADIO SALES announces the exclusive national representation of WING, Dayton, O.; WJW, Cleveland, O.; and WKN, Kalamazoo, Mich.

BEAMS, national representative firm, announces its appointment as national representative of WABY, Flint, Mich.

WHDH, Boston, has appointed Joseph Bestor McGillicutty as its national representative.

JOHN H. PERRY ASSOCIATES, New York, has been appointed national representative of the new KFJF, Amarillo, Tex., currently represented by J. Lindsey and Gilmore, San Francisco. The firm also represents the KFJF-owned stations, WLZP, Lexington, Ky., and WCMO, Austin, Tex.

FORNOE & Co., New York, recently was named national representative by WYAF, Miami, Ind.; WCOL, Lebanon, Pa., the firm also represents WCHC, WQFX and WNBC, Chicago; KFJF, Galveston, Tex., and WEMP, Milwaukee.

WINJ, New York, has opened a Chicago office under the direction of Hall Makk, formerly of WIRE, Indianapolis; KTOC, Kansas City; WIND, Gary, Ind. The new office is located at 800 N. Michigan Ave.; phone, Randolph 3224.

What Station—Offers ALL of the Ten Basic Types of Radio Merchandising recommended in the recently released CBS study of individual station merchandising cooperation?

Why WNOX 1050 KC
It's CBS
5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scopes-Howard Radio, Inc.
Representative
THE BRANHAM CO.

SMILES dominated this group when Sam Hayes, veteran West Coast newscaster was complimented on the start of his five-weekly quarterhour commentary series on 6 NBC-Pacific Red Stations, Aug. 14, under sponsorship of Sperry Flour Co. John Swallow, NBC western division program director, Hollywood, receives the phone call from the Sperry office in San Francisco. Contract is for 55 weeks and this group closely associated with the series, includes (1 to 9), Memory Roberts, commercial copy writer of Westeco Adv. Agency, San Francisco, serving as account; Sam Hayes, newscaster; John Swallow, and Gene Grant, NBC San Francisco account executive, all of whom seem well pleased.

OKLAHOMA NETWORK has appointed Burn-Smith Co. its national representative effective immediately, and also has reduced its rates to $310 per evening hour and $102.00 per day-time hour. Stations in the network are KTOF, Oklahoma City; KMAY, Tulsa; KXRN, Madison; KEPC, Eokit; KGFZ, Shawnee; KAPA, Ada.

RADIO ADVERTISING CORP., national representatives, announces the exclusive representation of WSKG, Youngstown, O.

KARM, Fresno, Cal., has appointed Weed & Co. as national representatives, effective immediately.

WILLIAM B. FABER, formerly of Printers Inc., has joined the New York office of Headley-Reed Co., recently appointed station representative firm, and John H. Whitey has joined the Chicago office.

MRS. AILEEN KNOX, has joined the secretary to the Howard Wilson Co., Chicago.

General Mills Research

OWEN D. D. DEVIS, president of General Mills, has created a market analysis division to study problems related to buying habits, distribution peculiarities, merchandising and advertising coverage. The new department will be under the management of A. W. Wilbur, for several years in the advertising department of General Mills, in charge of research.

Spot Announcements for Local Advertisers

Walter Patrick Kelly
RKO Bldg., Radio City
New York
Circle 5-5780

Specializing in

RECORDED

SPOT ANNOUNCEMENTS

for

LOCAL Advertisers

*@

We supply:

Script
AFRA Cast
As many pressings as
(Recorded at WOR)

Specializing in

RECORDED

SPOT Announcements

for

LOCAL Advertisers

*@

We supply:

Script
AFRA Cast
As many pressings as
(Recorded at WOR)

Specializing in

RECORDED

SPOT Announcements

for

LOCAL Advertisers

*@

We supply:

Script
AFRA Cast
As many pressings as
(Recorded at WOR)
Musical Pipe

Four electricians recently were charting a long-buried gas pipe line on Seattle's University of Washington campus. They hooked one of their gadgets—a detector meter—to one end of the pipe, and an operator donned earphones and listened for the buzz indicating the pipe was directly underneath. The operator suddenly straightened and shouted, "Hey, the pipe's going musical!" The other three listened—and definitely, the pipe was full of swing music. Then it was announced, "This is KJR, Seattle!"

Fugitive from barber shops were technicians at KNX, Hollywood, who grew annual for the annual Pioneer Day celebration of nearby Redondo Beach to aid in creating the authentic western background. Disporters of whiskers are (1 to r) Les Bowman, CBS Pacific chief engineer; Lloyde Roe, Lawrence Weston, Ben Harter, John Reinwald.

KTSN, El Paso, on Aug. 22-23 observed its tenth anniversary and invited listeners to visit the studios and join in festivities. Various phases of the broadcast business were demonstrated. Theme was "You've heard us for years, now come up and see us!"

WWL, New Orleans created a department of talks, headed by Announcer Don Lewis. A program series by the new department provides two weekly insights into business as industrial institutions. A Summer Theatre series brings weekly live radio dramas. The shows, with adaptations of famous plays.

WHLM, Chicago, received a new in-home in the Globe Bldg., where modern studios and control facilities have been installed. The main studio is 25 by 30, with sloping walls and ceiling. The control room is the same size, and includes raised turntables operated from a standing position.

DAILY broadcasts from the training camp of the Pittsburgh Pirates football team were broadcast over WQAM, Monday thru Friday, by Fred Heimer, under sponsorship of the Two Rivers Community Club. Announcements were made by Walter LaHey, of the WQAM sales staff.

Requests | Average over 300 per week from WFBL | "Musical Clock"

Cash in on this Low-Cost, Live-Talent Show

This program, which has built-up an exceptionally enthusiastic listener-interest, is well-established!

Cash in on the WFBL "Musical Clock" program—and crash into Syracuse's CENTRAL NEW YORK MARKET!

Tell your friends about the few choice spots on this program that are available at present.

It's sure to bring you immediate returns (as present sponsors will readily testify)—because it's a fast-moving show on the air from 7 to 9 A.M. daily, which provides sparkling entertainment.

Get full details, rate, time open, TODAY! Write—or wire—WFBL at Syracuse—or get in touch with our associates—Free & Peters, Inc., at once!
BROADCASTING • Broadcast Advertising

MBS and NBC on Sept. 4 will broadcast the Thompson Trophy Air Race at the Cleveland Municipal Airport and the Gold Cup Regatta on the Detroit River. Ann Manning of WTAM, Cleveland, will cover the air races for NBC, and an announcer from WWJ, Detroit, will give the results of the motorboat races. MBS will broadcast two previous programs Sept. 2 and 3 from the air races, with Fred Joyner and Gay Wallace describing the events, while Joe Gentile and Gordon Castle will broadcast MBS programs from the boat races.

A TROPHY 24 inches high will be given by WHO, Des Moines, to the major league baseball player voted the most popular among radio followers of Bill Brown, WHO sports editor. Listeners must send a Wheaties box top with name of choice. The player also will receive the containing names of listener-voters.

WFLW, Erie, Pa., recently held its annual picnic for orphans of the Erie community at Water Works Park, located on a peninsula in Lake Erie, furnishing water transportation across the bay from the mainland to the Park, along with refreshments and entertainment, and arranging for participation by the local firemen, policemen, Coast Guard and Red Cross.

DESIGN marked by simplicity will dominate the new of the studios of WIS, Columbia, S. C. The facade facing will have the bricks floated from behind with green lighting, and the letters will be in a vice 20 feet high, matching the roof letters which can be seen for miles. The sales offices, program department and personnel are being increased.

SPECIAL EVENTS men of KFRC, San Francisco, interviewed the first-line survivor of the ill-fated streamliner City of San Francisco on their arrival at the Oakland Terminal, News Editor Al Hunter and Announcer Mark Goodale handled the assignment, which included the taking of recalled stories by more than a dozen passengers. Twice during the day the accounts were rebroadcast over Don Lee.

WQXR, New York, is starting a new musical series featuring Grace Castanetta, well-known concert pianist and Hendrik Willem van Loon, historian and author, who will furnish commentaries on the music played by Miss Castanetta. Music for the half-hour series will include standard classical compositions as well as excerpts of the folk songs included in several books written jointly by Miss Castanetta and Mr. van Loon.

CKCL, Toronto, is providing Trans radio news bulletins on big bullet boards at the exhibit of the Canadian Luster Ltd., Montreal, at the Canadian National Exhibition at Toronto, Aug. 25-Sept. 9.

RELIGION and radio join hands to carry a message to inmates of the Tennessee State Prison, the services being broadcast from the Knox County jail by WNOX, Knoxville, each Sunday morning. Other prisons are picking up the program.

MBS from Aug. 17 to 25 broadcast portions of the annual Bayreuth and Salzburg Music Festivals via shortwave from Germany.

SONGS by popular composers of the United States are featured on the nine-week CBS-American Broadcasting Corp. exchange series, Melodies from Around the World. Each Sunday the music is heard on CBS in this country, Pery Pasternak, a CBS music director, conducts the orchestra.

WHKC, Columbus, dressed its fingersound studio in black and white during the Ohio State Fair. The staff was headed by Production Manager Bob French.

WMAQ, Chicago, is retaining its 5:30-6 p.m. period (CST) recently vacated by Oliver Farm Equipment Co., which used the period during the last six months for a seasonal sales campaign. Listener interest in the early period was evidenced by numerous letters and the new sustaining program will feature farm news, listeners' requests and weather conditions.

WLS, Chicago, on Sept. 2 airs its first Dow Day from the Indiana State Fair and features Governor C. M. Townsend who will present his trophy to the State's winner in the Tri-State tall corn contest. In addition to the governor's trophies, WLS is awarding 12 cash prizes in Wisconsin, Illinois and Indiana.

WNEW, New York, has placed all members of its 25 regulars on the air seven weeks notice and is organizing smaller musical units which can be used as the result of the former large unit. Already set up is a 13-piece unit, under the direction of Merle Pitt, musical director of the station, and other units are being planned.

KYKC, Visalia, Cal., celebrated acquisition of a power boost and fulltime operation by presenting a 24-hour program marathon Aug. 25, featuring guests from other Don Lee stations.

PLANS for immediate work on new custodial treatment for students of KDKA, Pittsburgh, have been announced by Manager Sherman Gregory. Studio A will have a larger organ chamber, new shower stalls and new air conditioning units. Perfumed fans and rock wool will give sound absorption, with Joseph Jazan, NBC engineer, in charge of the work. The studio will be redecorated in brown and tan pastels. The B studio will be decorated in green shades.

Depr. Store Radio

(Continued from page 40)

this audience and tell 'em the baseball stories and comment on the flight and give the time and tell them not to be afraid of all the women in department stores and then concentrate on our low-priced overalls and shoes and shirts. We'll have say this product from our $300 to help balance our women's program.

We might want to sell oriental rugs ... and fine china ... and expensive radios ... and imported apparel ... so we do things up right with an evening concert (it could still be recorded) on the best station in town with a very aristocratic announcer (preferably with an accent) talking about quality and prestige and service and satisfaction.

The department store should establish its own radio production department. The production allowances from five or six programs will total an amount sufficient to maintain a small staff to properly develop and present your radio advertising. Programs built for the department store will sell the store in general as well as the specific merchandise being contracted on. The institutional advertising, the good will, is thrown in, with the stores name before the public. It is not the primary program consideration as in most programs that department stores have sponsored in the past.

Successful radio programs for department stores simply require a sensible understanding of people, merchandise and showmanship. Blend this with new ideas, hard work, and far less money than is spent in the papers and you'll sell more by way of radio.

THE new WSGY, Charleston, W. Va., recently signed with United Press to receive full news service.

TO INSURE YOUR REACHING THE INNER CALIFORNIA MARKET SPECIFY McCLATCHY STATIONS

The Paul H. Raymer Company Representative New York Chicago San Francisco

"We operate this Station for a Community of 600,000 People."

Says EDGAR BILL Pres. & Gen. Mgr. WMWD

"We visualize—not just the city of Peoria—but all of central Illinois. It's a big community, and we've built a big station to serve it."

... and that's the TRUTH!

Don't let the Atlas fool you. It says Peoria has over ONE hundred thousand people—but WMWD concerns itself with all the families within 60 miles ... which means over SIX hundred thousand people. That's Peoria, the biggest community served by WMWD—the rich, responsive market you reach at low cost with this ONE radio station.

A 50-50 balance between rural and industrial population makes this the ideal spot to test any radio program reliably and at low cost.

NATIONAL REPRESENTATIVES
Free and Peters, Inc.

TEST SPOT

THE HEART OF THE MIDDLEBROW

September 1, 1939 • Page 67
A FOUR-WEEKLY 15-minute series billing their announcers has been launched on KFI-KELA, Los Angeles. Monday, the program World Hunters offering a $10 cash prize to listeners and featuring staff announcer Bill Stulla is heard. Tuesday offers Lou Withers in Riddles in Sports featuring Lou Withers and Jim Gibson. Wednesday’s show is titled Put That in Your Pipe & Smoke It and is announced by Herb Allen. Thursday’s broadcast features Beatrice Benaderet assisted by staff announcer Wilson Edwards and is titled What Do You Know? Programs are being presented for the audience that listens to the late evening hours but prefers educational programs to dance music. All programs aired at 9:30 p.m. (PST).

“Smile-A-While” COUNTIES of four Midwest states are spotlighted during the early morning Smile-A-While series on WLS, Chicago. Field men of the Prairie Farmer are interviewed about their work in individual counties. The history, industry, and people of each county are described on the series. Tourist parks, picnic grounds and road conditions of the counties are also described.

Around the Fairs COUNTY fairs take the spotlight in a new daily series on WLS, Chicago, titled County Fair Reporter. Jack Stillwill produces the show and Chuck Stafford does the reporting. Blue ribbon winners and news along the midway are featured.

YOU CAN’T TAKE IT FROM UZ (KY.)! Uz (Ky.) is a real town, all right, but it’s not included in what you buy when you buy WAVE!... When you buy WAVE, you’re paying for the Louisville Trending Series—containing 200 more income-tax payers than all the rest of the State combined!

You’re not getting the back hills and hollows, but that is getting Kentucky’s best sales opportunities—at least cost. May we prove it?

National Representatives
FREE & PETERS, INC.

LOUISVILLE’S WAVE
1000 WATTS 940 K.C. N.B.C.

THE MOST POWERFUL STATION IN PUERTO RICO

sentenced to Tune TrafFIC violations are dropping off in Fremont County, Iowa, as a result of Sunday Drive-a-way series on NBC-Red network. Every traffic offender gets a letter from the local highway committee advising him to tune in the program and a check-up follows on Monday, according to Ralph Lovelady, head of the committee.

Tune Quiz ON ITS Marathon Melodies, Ohio Oil Company sponsored a tune quiz with participants involved in a mythical city-to-city race. Contestants are supplied with miniature autos in which to progress from city to city, depending on accuracy of answers. They are asked to identify a musical statement comprising two songs played by the orchestra. Two variants are used, one of which is played in each of the names of girls prevail, the other Musical Cities. The program is heard on NBC-Blue hookup. Cash prizes are awarded.

Bridges in Miami BRIDGES are featured on the Internet's behalf of Basket sponsored on WQAM, Miami, by Table Supply Stores of Florida. Leslie Harr’s broadcast, brings three recent bridges to the microphone each Saturday morning at a Table Supply Store. They are named after local roads. Each bride receives a $5 basket of groceries. Names are chosen at random from the city marriage register.

News at Ease DISTINCTIVE among news programs is the way Fred Henry and Cleo Roberts handle their infor- mal Let’s Sit Down and Talk Over the News on KMET, Hollywood. Tonight’s sponsor is the downtown Newsreel Theatre, which offers many unusual exploitations, including screen trailers in members of the same theatre chain. Henry and Roberts offer a comfortable chair, a glass of water, news files and maps at their elbow and the program lasts a half-hour.

Charm of All Sorts CHARM SCHOOL, a new sustaining program over the Arizona Network, originating at KOY Phoenix, is conducted by George Costley, psychologist and doctor of philosophy. The program, a service feature directed at the feminine listeners, offers a complete course in actual and practical methods of developing physical, mental and spiritual charm. In addition to the daily lessons, listeners are offered free personal charm tests.

Amateurs Sell Real Estate REAL ESTATE is effectively sold by radio in Richmond, Va., by Jones & Robins, promoting its Wisconsin development on WIB. Titled YOUTHINE, the broadcasts offer weekly prizes to amateur performers, as well as a letter writing contest. Applicants for pieces on the program register at the WIBT studios.
An Aviation Angle

CALLED The Quiz Lab and featuring "Mr. Test Pilot" new show on KOWH, Omaha, is a half-hour question and answer type with an aviation motif weekly. It is presented Friday evenings at the Orpheum and broadcast by electrical transmission on KOWH Sunday afternoons. "Mr. Test Pilot" reads questions from the stage and sees a value upon them. Co-pilot announcers in the crowd with portable mikes give people in the audience the chance to answer the questions. Those answering correctly get the amount set on their question in silver dollars. Those answering incorrectly receive 

Building Developments

NEW TYPE of real estate promotional campaign is being sponsored on KOY, Phoenix, by a local firm. Daily programs are recalled from WOAC, Heights, currently the biggest building development in Arizona. Quarter-hour broadcasts feature interviews with carpenters, workmen and others, together with descriptions of work in progress. Ground breaking ceremonies for the development were featured on the inaugural program.

Music of the Future

EXPLORING music patterns of the future, Electronic Orchestra returned on NBC-Red as a Sunday afternoon half-hour Aug. 27, 3 to 3:30 p.m. (EDST). The orchestra, a 12-piece dance band developed by Tom Adrian Crafts and composed of instruments producing tones through electrical amplification, has drawn much attention since its NBC debut May 25. Andre Monici continues to conduct during the new series.

Pollen Count

HAY-FEVER may be a curse to millions, but it's last a program idea to WHB, Kansas City, which announces each noon the sneezing-inducing properties of the prevailing atmosphere.

Urgent Memo Re Increase in Audience and Rate

With the largest listening audience in its line, C.B.C. stations in bordering areas of New York are getting a new listener by broadcasting their W.N.E.W. program in part of a dress circle in this area. However, interest in "W.N.E.W." is soaring, and advertisers are objecting to the rate of $100 per thousand for each of the 1250 kilocycles.

BROADCASTING • Broadcast Advertising

September 1, 1939 • Page 69
SECOND YEAR of courses in radio broadcasting at CofC. In the City of New York will start Sept. 15, under the direction of Seymour N. Siegel, program director of WNYC, New York’s municipal station. Course for beginners will stress the theories of radio, broadcasting with practice in programming, operations, publicity, audience measurement and promotion. Guest lecturers will include: Isaac Briscoe, WNYC chief engineer; Felix Green, BCC representative in the United States; Julius Seebach, director of the program of operation of WOR, Newark, John S. Hayes, WOR assistant production manager; Dr. Frank Stanton, CBS, manager of CBS research division; Victor M. Ratner, CBS director of promotion and marketing, and Jo Ransom, radio editor of the Brooklyn Eagle. Second course for students who have already had some experience in radio program production, under the direction of Dorothy N. Davis, director of radio at Brooklyn Institute of Arts and Sciences. Guest lecturers will be Douglas Yarnell, NBC chief of education in the radio division of United States Office of Education. Walter Pierson, CBS director of educational broadcasts, will also make a series of lectures to the students.

BOOKLET reviewing the educational broadcasts carried by the station during its second year has been published by WCCO. It is designed for distribution to more than 1,200 state institutions of higher education, Twin City officials, leaders of civic and social groups, school principals, the FCC, NAB and members of the Minnesota Congressional delegation.

WHEN the Alameda, Cal., School of the Air begins its second year on Sept. 15, the network will again use scripts from KFPO. CBS outlet in San Francisco. The series continues KFPO’s Salute to Industry produced by Waldo Tompkins, and directed by Mort Lewin, NBC writer and producer of KLIF.

THE Tuesday evening feature in the “Round Table” program is conducted under the auspices of the National Conference of Christians and Jews.

CHICAGO Radio Council, under the direction of Harold Kent, announces that its programs scheduled for the first school semester: Makes of Men, Where the Heart Is, The Daily Science Story, Jimmie Fain’s Prep Sports Review, High School Hour, on WLS; Let’s Talk Science, Science Reporter, That’s News to Me, Looking at the Wrap Papers, of Eight, Open Sesame, on WAAP. The quarter-hour programs will again be broadcast for school children from kindergarten through grade nine.

AVERAGE of 1,200 letters is received each week by Chicago U. CBS, programs titled The Human Adventure, according to Sherman Drayer, radio director of the station. The Tuesday evening series, dramatic program is aired on 76 CBS stations including CKAC, Montreal, and CFBR, Toronto.

MORE than 75 county institutes in the United States have requested a demonstration of classroom use of radio, according to Mr. Harriet Hespenheide, Director of WLS, Chicago. Transcriptions of WLS School Hour, conducted by Mrs. Beulah Potter, are broadcast at 15 of the institute stations between Sept. 1 and Oct. 26, according to Mrs. Hespenheide.

ILLINOIS Farm Sports Festival to be broadcast on WLS Sept. 1-2. The Farm Hour, conducted at 100 WLS, Chicago. Judges of the folk music will be Harold Safford, WLS program director; Harriet Hespenheide, WLS educational director; Paul Blanton and Guy Colby, of the WLS Barn Dance cast. TEMPLE U. will offer the first Philadelphian course in radio this autumn under direction of Thomas B. Smith, program director of WEN, as teacher in one of the university’s “hobby courses”. Last year Mr. Smith taught radio techniques at Chestnut Hall College and he will continue this course along with his Temple work.

From the Substratum FOR his projected substraobpheric flights in the Atlantic, Howard Hughes, noted sportsman, aviator has been granted permission by the FCC to operate a 100-watt transmitter on 4977.5, 6425, 12682.5 and 17810 kc. aboard his plane, NX-19690, using the call letters, KHIC. The expense for the special installation was granted on a 30-day basis, since the proposed flight is planned for some time in November. MBS and CBS plan to pick up the plane’s broadcasts.
Appellate Court Powers Disputed

FCC Again Questions Right To Command Performance

CONTROVERSY between the FCC and the U. S. Court of Appeals for the District of Columbia over the authority of the court to entertain appeals from FCC decisions and to command the FCC to perform specific acts, reached a new high Aug. 19 when the Commission again questioned the court's jurisdiction.

In the much litigated Courier Post case, involving the application of the newspaper to move the license station in Hennibal, Mo., the FCC contended the court authorized it to hold a further hearing in the case when such a request had not been made. It asked the court to issue its final judgment in order that the Commission might make appeal to the Supreme Court for review of the proceedings, unless the court should decide to reconsider and dismiss the Courier Post petition to mandamus the Commission to grant a license.

FCC's Position

The FCC said no act or statement made by it could possibly be interpreted as a license station to hold a further hearing on the application. It added that in order to make itself, it has no intention of requesting advance consent from the court for a hearing until the validity of the court's rule regarding consent if such consent "has been upheld by the Supreme Court of the United States." In this respect it pointed out that it already has raised the issue in a petition before the Supreme Court for the so-called Pottsville case involving competitive applications for a new station in Pottsville, Pa., and proposed to seek a review of it in the Heitmeier case for a new station in Cheyenne.

The FCC contended further that it "is impossible to give an intelligent meaning to the court's order," pertaining to the rehearing. It contended the requirement that the FCC must obtain the advance consent of the court before it can hold a further hearing has no basis in any statute governing the powers and jurisdiction of the court and that to so hold is "a clear instance of judicial legislation."

Case

FCC interpreted the Post performing the duty of hearing the case, the court authorized the FCC to conduct the case without awaiting further consent from the FCC, and a decision was made to hear the case on the draft license application, which the court held to be "the better order."

As an extreme example, it said that if two of four stations in a given city earned a high return by virtue of its local advertising, while one earned only a small return and the fourth made no profit, the Commission would have the duty, upon complaint of the fourth station, to refuse to renew the applications of one or both of the stations earning the greatest profit.

It argued further that under the opinion "the greater the ability of an applicant for license for a new station or for the renewal of an existing station to attract advertising clients of existing stations, the more likelihood that the Commission would be under duty to deny this application."

FCC Challenges Court

Contending the court had overlooked the underlying principle of the American System of Broadcasting, the FCC said the intent of Congress under this principle was that the success or failure of a station from a financial standpoint is directly dependent upon the quality of the service rendered to the public, for whose benefit stations are licensed. It is because competition among stations for advertising means competition for listeners, which in turn, means rivalry to improve programs, that any restriction upon competition for advertising by the FCC would "result in a poorer type of service being rendered to the public." A new station in a community could not take away the clients of an existing licensee without at the same time rendering a very superior service, it pointed out.

Line of Demarcation

Declaring that the FCC has never considered these competitive factors within the orbit of its jurisdiction in passing upon applications, the Commission said it was still of the opinion that under the statute no such jurisdiction may be exercised by the Commission and that the court's Yankee Network ruling therefore had no statutory basis.

Arguing that it is impossible to draw a line marking off the field in which stations should be permitted to compete for listeners and clients and fix the point beyond which such competition will not be permitted, the Commission said it is impossible on the one hand to accept the American system of broadcasting which "postulates free competition" and on the other hand to recognize a responsibility in the Commission for protecting an exist-
Auspicious Debut

FIRST night the new WTCN, Ocala, Fla., was on the air it demonstrated its function as a public service. About 10 p.m. opening day a call came from local police that a negro couple had stolen several hundred dollars in a neighboring town were headed for Ocala. WTCN immediately broadcast a description of the pair. The flash was heard by a county highway patrolman, and within 15 minutes he sighted the fugitive car, made the arrest and recovered $416 and a watch hidden in the upholstery of the car.

Attention to the fact that the Communications Act specifies a different method of regulation for common carriers engaged in communication by radio than for radio broadcasters; that broadcast licenses are necessarily exempted from the classification of common carriers, and that such a licensee "has unregulated discretion to determine the rate or rates necessary to insure the profitable operation of his station in the area served."

Rate Fixing

The court pointed out it had said that the radio business is impressed with a public interest and that Congress, in establishing the standard of public interest "evidently had in mind that broadcasting should be of a public character rather than a mere adjunct of a particular business."

Minimum Service

The court said that while the Commission was largely occupied in its earlier years with finding qualified licensees and controlling electrical interference, now a new problem has developed which is just as important as electric interference and which the Commission must meet and solve. The class of increasing number of stations and the resulting competition for advertising as well as program talent has just as dangerous possibilities as electrical interference.

The public interest requires not merely a maximum quantity of minimum quality service be given. If competition is permitted to develop to that extent, then "the larger and more effective use of radio in the public interest" cannot be achieved. "The method of uncontrolled competition argued for by the Commission in the present case is in fact one way of creating monopolies. If it were allowed to go on unrestrained, according to its theory of non-reviewable arbitrary powers, common carriers but a financial monopoly could safely exist and operate in the radio broadcasting field. The Commission justifies its action in the present case, and justifies its contention in theory, by assuming that if a chain, operating several broadcasting stations, is able to carry one of them financially, even though the latter station is not able to support itself, then the latter cannot protest against de-
structive competition. The result of this policy might well be to destroy or frighten from the radio broadcasting industry any independent station attempting to operate on its own resources; and to leave in the field only monopolies which were sufficiently supported financially to withstand the destructive competition which might result from arbitrary, careless action upon the part of the Commission in the granting of new station licenses.

"It was undoubtedly with just such considerations of possible arbitrary administrative action in mind that Congress provided for judicial review under the Communications Act on behalf of any person aggrieved thereby. Whether the facts are adversely affected, as it likewise did under the Transportation Act. In each instance the remedy is statutory in character, and in each instance designed to protect rights and equities also derives from a statute in derogation of the common law."

Basis of Appeal

In meeting what it described as the "next important question", whether Yankee Network had as signed sufficient reasonable agreements to give to the court jurisdiction, Justice Miller said that the reasons cited failed to present an issue as to whether the anticipated competition would necessarily result in such a severe loss of operating revenue as to impair the service rendered by Yankee Network. He felt far short of the reasons presented in the Sanders case in which the court reversed the Commission. Then he added that it should be the statement in the Yankee case be regarded "as a model for the future" but that since one of the reasons "does of at least suggest the issue" the court could consider it as sufficient solely for the purposes of the appeal.

Concluding that it was unable to accept the appellant's contention that the Commission's findings were arbitrary and capricious, the court said the affair as a whole revealed a substantial basis both for the Commission's findings and for its determination. As a consequence, it announced dismissal of the appeal.

Buying Control of KABR

ACQUISITION of a total of 89.9% of the stock in KABR, Aberdeen, S. D., is sought by H. C. Jewett Jr., wholesale grocer, in an application filed Aug. 21, with the FCC. Mr. Jewett already holds 44.6% of the stock in the station, a regional outlet on 1240 kc. The satisfaction of obligations held by him in the amount of $67,000, he proposes to acquire $35,350 additional.

Thoughts at the Fair HEADS of foreign government pavilions at the New York World's Fair tell Americans and the people of their own countries how their national exhibits are being received by Fair visitors on a new series started Aug. 24 by KVX, New York municipal station, and shorten to foreign listeners by WXAL, Boston.

BROADCASTING • Broadcast Advertising

BROAD RAIMONDE

WWNC ASHEVILLE, N.C.

Full Time CBS Affiliate
1,000 Watts

ADVERTISERS

Better Worse

KARL CONNER, staff violinist of WOWO, Fort Wayne, Ind., couldn't seem to make the commission and to the bar. He added he knew of no better example of the "good results" that can be obtained when "sustained cooperation obtains as was manifested in the many conferences between you and members of our staff with our representatives."

Joseph to Blaw-Knox

BLAW-KNOX Co., Pittsburgh, has appointed Lawrence E. Joseph as executive officer in charge of its Blaw-Knox Division. Mr. Joseph succeeds R. F. McCloskey Sr., vice-president, placed in charge of development of new products for the entire corporation. Mr. Joseph formerly was manager of the National Automatic Tool Company, Richmond, Ind., and before that vice-president of Fast Spring & Axle Co., and consulting engineer.

WICA MFG. Co., announced sale of a 141-kw transmitter to KVOD, Denver; 100-G-Watt transmitter and associated equipment to WJAX, Kingston, N. Y.; 250-G-Watt transmitter and equipment to WMAM, Marrinet, Wis.

SCOTT HOLT, chief transmitter engineer of WIS, Columbus, S. C., has suggested to Doolittle & Falkner a new type of exciter firing, never being made as standard equipment. It is an expander firing for an inner conductor for concentric lines and cables.

MEMBERSHIP of the Australian Broadcasting Commission, which regulates radio in that country and like the CBC also operates a non-commercial chain of stations parallel to a commercial system, has been increased from five to seven in a move to reform Federal operation.

IN SALTLAKE CITY

—more local advertisers use KDY than any other station. Yet KDY's local rate is as high as that of any other local station.

It's results — not cost — that count!
Radio Wire & Television

Television News Notes

Canadian Demonstration

CANADA'S first television demonstration is being given daily at the Canadian National Exhibition at Toronto by RCA Victor Co., Toronto, Aug. 25-Sept. 9. A television camera and studio have been erected in the National Industries Bldg. In an adjoining reception room is a battery of five RCA TRK-12 receivers, with 10 x 16 inch viewing screens to pick up the subjects televised in the studio. Because the Canadian Broadcasting Corp. regulations do not allow anyone to transmit television broadcasts in Canada, the demonstration is done by wire, and the audience is told this. The audience is also told the reasons why television will not be available for some time in Canada, because of this CBC policy, and the fact that the CBC will do all television broadcasting in the Dominion. H. S. Walker, RCA western Canadian representative for transmitting equipment, is in charge of the demonstration. W. B. Morrison of the Montreal RCA office is chief television engineer, assisted by engineers Fish- er and Humberstone of Montreal. In conjunction with the Toronto Daily Star, RCA Victor is putting on a demonstration of facsimile news. Because the CBC will not allow a private broadcaster to use facsimile transmission, this demonstration is also wired. A miniature edition of the Toronto Star is transmitted for demonstration pur- poses daily.

Television on Film

A NEWS EVENT using film made particularly for its transmitter, was broad- cast by Don Lee's WEAA in televising the Catalina aquaplane race during August. J. Glen Turner, Don Lee cinematog- rapher, registered the race on 16 mm. during the broadcast. Rushed through the laboratories, the tele- cast was launched coincident with the newreel release. Sam Pierce, radio announcer at the race, acted as television commentator.

KDKA Television at Fair

KDKA, Pittsburgh, set up the R.C.A.-NBC televising television show at the Allegheny County Fair, Aug. 29-Sept. 4. Frequent demonstrations were planned every day.

Shopping Service

TELE-SALES, a new system of merchandising devised by the American Television Corp., New York, to enable customers to shop by television, is now being pre- sented daily to the public at Bloomfield's Department Store, New York. These telecasts drama- tizing store merchandise differ from the ordinary televi- sion program in that they project a specially prepared motion picture, which is first run through an adapter and then broadcast by the television camera and then conducted by cable through the rece- iiving device to "kinet" screens distributed throughout the store.

According to American Television Corp., a merchant can repeat the messages of any national ad- vertisers by using these special films, and he "can add the greetings, advice, services and influence of prominent visitors, demonstra- tors and other public figures by simply introducing them to customer audiences throughout his store via Tele-Sales."

Form Talent Firm

RADIANT PRODUCTIONS, an organization specializing in the production of television, and building programs for indi- vidual talent, has been formed by Jacques Green, musician, and Jack Geller, formerly of McCann-Brande- son, New York, with offices in the Paramount Bldg., New York. Rep- resenting the latter company, Geller Shoe Co., men- tions the film was included.

KDKA's Television at Fair

KDKA Pittsburgh, set up the R.C.A.-NBC televising television show at the Allegheny County Fair, Aug. 29-Sept. 4. Frequent demonstrations were planned every day.

ask HEADLEY-REED Co. about KRIC

Bereaumont, Texas

They Know FACTS

ADDICTS of the Barrel House Brodie cult to the number of 1,000 enjoyed a picnic recently as guests of WBCM, Bay City, Mich. Brodie (Engineers Alva Bissinette) enlisted Harry Heilmann (left), Michigan Network sports announcer and former Detroit baseball star, as guest of honor and present- ed him with a picnic suitcase on behalf of WBCM. Products of Heilmann's sponsors, Pfeiffer Brewing, Mobigals and General Mills were included in the suitcase contents. Brodie's Morning Post program is heard daily, 6:30-7:30 a.m. Listeners receive membership cards.

Javal to England

IAN C. JAVAL, commercial di- rector of Baird Television Corp., sailed for England Aug. 16 on the Normandie and will return in the autumn. The large screen television theatre at 1600 Broadway is in charge of British engineers.

Rider Tours for RCA

JOHN F. RIDER, author, publisher and lecturer on radio servicing, has been retained by RCA Mfg. Co. to personally conduct a nationwide series of meetings for service engi- neers and technicians in some 30 cities during the fall months, ac- cording to L. W. Teegarden, manager of RCA Tube and Parts Di- vision. Each meeting will be under joint sponsorship of RCA Mfg. Co. and RCA parts distributors in the various cities. The tentative sched- ule includes New York, New York, Philadelphia, Buffalo, Cleveland, Detroit, Chicago, Davenport, Min- neapolis, Des Moines, Kansas City, Denver, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego, Fort Worth, San Antonio, Houston, Dal- las, Oklahoma City, Kansas City, St. Louis, Pittsburgh, Cincinnati, Indianapolis, Louisville, Memphis, New Orleans, Atlanta, Richmond, Washington, Baltimore, Albany, Wor- cester, Springfield, Mass., Providence and Newark, N. J.
War Spurs Autumn Spots

(Continued on page 11)

fewer quarter-hour disc shows, as predicted in Broadcasting July 1, has come about. There is also a noticeable increase in the purchase of news and sports programs, as then predicted. More than 50 Chicago accounts will use extended spot schedules this fall with the programs set to start after the time change or in early October. Among them is Beaumont Laboratories, St. Louis (Four-Way cold tablets), which last year used minute announcements and 15-minute programs on a total of 40 stations, and is expected to return this fall with a similar list. Campbell Cereal Co., Minneapolis (Malt-O-Meal), used a recorded strip show on 16 stations last September and will return with a similar list this fall. Studebaker Corp., South Bend, Ind., which used three weekly quarter-hour discs on 74 stations for its spring and summer campaign is understood to be returning this fall.

Other Big Spot News


General Mills is sponsoring professional football and may renew some of the spot radio dropped in the spring for its Corn-Kix, Seara, Boeckus & Co., which used the series titled Grandyana Travels series on 24 stations last fall, is expected to return with a similar list.

Spot Increases 25%

Nutrin Mills will use a recorded strip show on an undetermined number of stations. Other spot users will be Karry Chemical Co. (cleaner) and Candied Eye Magazine. Grove Laboratories (Bromo-Seltzer) will curtail its spot radio this fall due to an extensive network show. The firm on Oct. 12 starts Sherlock Holmes on 52 NBC Blue stations, Mon. 7-7:30 p.m., and is using an half-hour recorded version of the show on WOR, New York, on Wednesday evenings. A six weekly 15-minute participation in Make Believe Ballroom on WNEW, New York, has also been purchased. NBC-Chicago estimates that its spot and network billings will be up this fall 25% over last fall. Important fall network shows handled in Chicago include: Miles Laboratories Inc. (Alka-Seltzer), using Alec Templeton Time on 52 NBC Red stations beginning Sept. 25; Purity Bakeries Corp., starting Smiling Ed McConnell on 18 CBS stations on Oct. 18; Procter & Gamble (Teel), using Proz Quiz on 53 CBS stations starting Sept. 8; Great-West Medicine Co. (Tunes), which is using Honeys Heed on 56 NBC-Red stations; and the Grove Laboratories account mentioned above.

Seek 710 in Houston

ANOTHER applicant for the 710 kc. frequency, now a clear channel one, announced was WOR, Newark, which appeared Aug. 29 with the filing of an application by Port Broadcasting Co. for a new fulltime 5,000-watt outlet on that channel in Houston, Tex. Recently KIRO, Seattle, has applied for a similar local outlet in Dallas on 1,370 kc., the channel recently relinquished by KFJZ, Fort Worth.

Nebraska Mills Series

NEBRASKA Consolidated Mills, Omaha (Mother’s Best flour), has assigned a weekly quarter-hour program titled Songs for Mother on KMA WMT KRNW WATX KMMJ. The program is sponsored by WMT to KMA and KRNW. WATX and KMMJ produce their own shows of the same title. The Earl Allen Co., Omaha, is the agency handling the account.

Boake Carter on Discs

SERIES of daily news commentary on transcriptions, recently announced by Boake Carter as his reentry into the radio field, will start Sept. 10 on WCAU and WIP, Philadelphia, and WMCA, New York. A program which will appear in a syndicated column type, will be heard Mondays through Fridays, from 6:30 to 6:45 p.m. (EST). It is understood that a sponsor is available by WMCA for the series, details were unavailable as Broadcasting went to press.

Here’s a Turntable Worthy of Today’s Quality Reproducers

The best reproducer in the world won’t give you perfect record playing and split-second timing unless your turntable is absolutely accurate. Fairchild offers its Unit 227 as the most accurate turntable made.

With Fairchild Unit 227 you can:

1. Change simply from 78 RPM to 33 RPM. You merely shift the push rod on the turntable’s center shaft.
2. Play either vertical or lateral cut records up to 16 inches in diameter.
3. Mount various types of reproducers on the panel or on the enclosure in which the turntable itself is mounted.
4. Easily flush mount turntable in a cabinet or desk for permanent studio installations.

Equipment assembled on a 17-inch by 21-inch aluminum panel 1/4 inch thick finished in black crackle lacquer. A 1/50 H.P.-1800 RPM synchronous motor drives the turntable through a 2-speed adhesion drive. Turntable made of seasoned cast iron, dynamically balanced. Weight 16 pounds. For "wow" free performance gears and worms are ground to an accuracy of less than two parts in ten thousandths of an inch. Equipped with quiet 110-120 volt 60-cycle motor. Floating motor assembly isolates motor vibration from turntable.

Send today for descriptive literature

"...it had to satisfy Fairchild first"

Fairchild Unit 227 Transcription Turntable

BROADCASTING • Broadcast Advertising

September 1, 1939 • Page 75
James A. Shaw Is Named As New CFCF Manager

James A. Shaw, since 1931 with CFCF, Montreal, on Aug. 28 was appointed manager of that station, succeeding Victor F. Neilsen, who has resigned.

The appointment was announced by Reginald M. Brophy, general manager of the Canadian Marconi Co., operator of the station, and formerly station relations manager. Mr. Shaw entered radio as an announcer and later was made program director of CFCF. He is a graduate of Montreal schools and during the war was a member of the Seige Artillery. He has long been identified with Canadian Theatre movements.

IRNA Eyes Dempsey for Post

(Continued from page 13)

laws and a plan of operation to be considered at a future general meeting.

The proposal to be presented to the IRNA convention will encompass suggestions by-laws for the establishment of the permanent organization together with a scale of proposed dues with which it could defray its expenses. IRNA has been a component of the NAB, drawing from the trade association funds to cover its ordinary expenses.

When IRNA was originally organized for the negotiation of contracts with the American Federation of Musicians, affiliated stations were assessed to pay the costs. Many independent owners of network affiliated stations felt they must have their own organization to negotiate with the networks on contractual matters, particularly compensation provisions and program policies. Elimination of "free riders" network spot announcements and of network chain break announcements by advertisers, for which stations do not receive compensation, are among the major problems, along with clearance of copyrighted music at the source.

It is felt by some broadcasters that only through a separate organization can this work be carried on successfully. While collaborating with the NAB on broad industry problems, the view is advanced that IRNA, with propriety, cannot use NAB funds, since networks themselves are heavy contributors to the national trade association.

Because IRNA has not yet been permanently established and because setting up an organization with dues-paying members must be voted on at the convention, it was indicated that the conversations with Mr. Dempsey were of a preliminary nature. Mr. Dempsey's selection, if he should be found receptive, unquestionably would be popular, since he has established an excellent reputation during his incumbency as FCC general counsel and as its radio and television chairman in the FCC's network monopoly inquiry.

Thought has been given in a pre-liminary way to an IRNA budget of between $30,000 and $40,000 per year to carry on the project work. The work of the executive would primarily be that of negotiating and bargaining with the major networks. The preliminary suggestion advanced in connection with assessment of dues among IRNA members was that payment to the organization of 10% of the amounts now paid to the NAI by non-members of NAB might pay the equivalent of 25%. Some 360 stations affiliated with the major networks have been invited to attend the Chicago convention.

The IRNA Committee

Members of the IRNA committee handling the reorganization, in addition to Chairman Rosenbaum and Mr. Church, are H. K. Carpentier, WTMJ; W. J. Damm, WTMJ; John A. Kennedy, WCHS; Pat Morency, WTXC, and John Shepner, Yankee Network.

The committee, prior to the Chicago convention, will send to all affiliates the proposed by-laws and organization suggestions. A permanent slate of officials also would be elected. Mr. Rosenbaum was re-elected chairman at the Atlantic City meeting, to serve until reorganization is effected.

Mr. Dempsey is credited with many reforms in FCC procedure since he assumed the general counselship last October, succeeding Hampden Garby. He joined the Commission in October, 1937, as legal advisor to Chairman Frank R. McNinch, who at that time assumed the FCC's helm. He left a post as assistant general counsel of the Federal Power Commission, where Mr. McNinch had headed, to join the FCC.

Despite his youth, Mr. Dempsey has had some seven years experience as a Government attorney an is highly regarded in Federal legal circles. He was named special counsel for the Network-Monopoly Inquiry which began last fall and continued through April. While his background in Government legal work had been in the power field he quickly assimilated a knowledge of radio and communications and promptly recommended changes in FCC procedure which have tended to expedite handling of cases and eliminate legal practices which long had been subjected to criticism.

APPLICATION was made Aug. 28 by the New York Supreme Court by Leo Linder for examination before trial of Phyllis Carlin, NBC director of sustaining programs, in connection with the $35,000 suit brought by Linder against NBC. Plaintiff claims breach of contract, whereby NBC agreed to pay him for an idea submitted in January, 1938, and later used, according to Linder, on the Hall of Fame program on NBC.
Associated Oil Reaches Agreement With NBC on Pacific Coast Football

WHAT threatened to be an open break between Tidewater Associated Oil Co., Associated Division, and Western Division of NBC, due to differences of opinion as to football broadcasts, has been patched up and NBC again will broadcast the games this season, sponsored by the Associated stations.

Some weeks ago Don E. Gilman, NBC Pacific vice-president, had said NBC would not carry Associated games this season, because he felt Associated insisted the network give it up its facilities for the broadcasting of games which in many areas were of no consequence in their territories served.

The oil company, Mr. Gilman said, would ask the network to tie up either the American or the Red to broadcast a game from a remote section, which might be cared for on the one or two stations.

The Associated stations would then be compelled to fill with other programs, which would be costly either to the NBC-owned stations or their affiliates.

According to Mr. Deal these matters have been satisfactorily worked out and NBC will air the games, along with stations of the other two nets—CBS and Mutual, as well as a score or more independents.

The schedule is being worked out, according to Mr. Deal, and announcements have been made of stations to hold the games. It was understood Associated would pay approximately the same amount as last year, reputedly $250,000.

Asociated is using time signals on KHBC, Hilo, Hawaii, Lord & Thomas, San Francisco, is agency.

Football Plans
(Continued from page 14)

22; Brooklyn at Ebbets Field, N. Y., Oct. 29; Detroit at Detroit, Nov. 5; Chicago at Polo Grounds, Nov. 12; Pittsburgh at Polo Grounds, Nov. 18; Brooklyn at Polo Grounds, Nov. 26; and Washington at Polo Grounds, Dec. 3.

WHN, New York, starts its broadcasts of the 10-game Brooklyn Dodgers schedule Sept. 14, also under sponsorship of General Mills. The Dodgers schedule follows:


Announcing Cleveland Rams games this fall, under General Mills sponsorship, will be Bob Kelly and Franklin Lewis. Games were sponsored in previous years by Standard Oil of Ohio.

Wadams Oil Co. enters its 11th consecutive year of football broadcasts on WMJ, covering Wisconsin.

Associated would pay approximately the same amount as last year, reputedly $250,000.

Asociated is using time signals on KHBC, Hilo, Hawaii, Lord & Thomas, San Francisco, is agency.

TWENTY sponsors participated in broadcasts of KRBO, Santa Rosa, Calif., from the Sonoma County Fair. Coverage was by (1 to r) Wilt Gunzendorfer, manager, and Gil Laiing, special events chief.

nn U. and Green Bay Packers games. Russ Winnie and Bob Heiss will announce. Harry Stuhlreder, Wisconsin coach, will be sponsored on three weekly WMJ football talks.

Ford Dealers Assn. of Kansas City will sponsor nine college football games this fall on KMBC, Kansas City. McCann-Erickson, Chicago, placed the business.

WHRQ, Memphis, will carry 55 college and high school games, with the local Coca-Cola bottling company as sponsor. Bob Alburt and Bert Ferguson will announce. Electronic scoreboards are being erected at stadiums and the sponsor will give other scores from sound trucks. Ferguson also will give nightly grid commentaries.

Congress Cigar Co., New York, will present Ed Thorsgen in a Mutual network football commentary on 22 stations. The series runs from Sept. 30 to Dec. 2.

Cities Service Co., New York (gas, oil), on Sept. 29 again presents Grantland Rice's football talks for ten weeks on the Cities Service Concert program, heard on NBC-Red Fridays 8-9 p.m. Lord & Thomas, New York, is agency.

In WSAI WE'RE ALL GRINNING

EVERYBODY in WSAI is smiling. No wonder: In Cincinnati, changes have recently come thick and fast. Every change has operated as a boost. And WSAI has wound up with:

NBC - RED AND BLUE

96 MORE NETWORK QUARTER HOURS.

MORE LOCAL AND NATIONAL SPOT THAN ANY OTHER LOCAL NETWORK STATION!

FOR SPONSORS the new situation is ideal. With so many fine network and local shows, WSAI's audiences are sure to be tremendous. AND there are just enough availabilities to give you the advantages of fine shows before and after yours!

WSAI "Cincinnati's Own Station" Represented by International Radio Sales New York - Chicago - Los Angeles - San Francisco

BROADCASTING • Broadcast Advertising September 1, 1939 • Page 77
RCA Pospones Fee on Records
To December 1

Suit Advocated as Industry Attacks Tribute Plan

(Continued from page 15)

petition and perhaps no property rights accorded.

At the NAB-manufacturer conference, NAB presented its views largely through Neville Miller, NAB's new representative, who was sworn in by a committee of seven. RCA, Columbia and Decca each were represented by two or more executives and attorneys.

It was emphatically stated that under the proposed RCA license, licensed stations would be "saved harmless" from any other claims made in connection with performance rights, such as by the artists and the Federation of Musicians. The NAB position was that if the record manufacturers or the artists claimed to have licensing rights to pay, a substitute license fee was established in a clear cut test case rather than in a common law proceeding applicable only to the jurisdiction which had tried and then in an extreme case.

Smaller Stations Hit

It was pointed out further that the smaller stations would be the hardest hit, since network affiliates have local schedules of sustaining or service available to them and could entirely forego use of records. Thus, the RCA proposal would stifle the smaller stations. It was estimated the average small station would be called upon, under the proposed RCA schedule, to pay approximately $35,000. That would be exclusive of license fees which might be requested by Decca, Columbia and probably other recording companies.

At the New York meeting, NAB representatives in addition to President Waring were John Elmer, WCMB, Birmingham; Philip B. Shepard, 3d, Yankee Network; Alexander Dannemann, Jr., WDAS, Philadelphia; Willard S. Wyatt, WTMJ, Milwaukee; Clair McCollough, WGL, Lancaster; William S. Pote, WMEX, Boston; Roger W. Clipp, WURL, Philadelphia; T. W. M. Spence, NAB secretary-treasurer, and Andrew W. Bennett, NAB counsel, also were present.

RCA was represented, among others, by its counsel, David Mackay and Lawrence Morris, while CBS had present W. A. Hall, vice-president, Ralph C. Colin, general counsel, and Sidney M. Raye, Mr. Colin's partner, and NAB special counsel on the ASCAP proposed license. Decca was represented by Jack Kapp, president, and Milton Diamond, general manager. Both the CBS and Decca positions were that the proposed RCA license fee was unrealistic, unfair, and would disorganize the entire situation and would announce their procedure later.

Mr. Waring's report to Decca has in mind a revolution in the administration of the flat license fee plan and is inclined toward a method under which an exclusive station will be designed in each locality. Its idea is to place a "talent cost" on its records, to be paid by the advertiser and shared with the station, according to these reports.

Throughout the discussion broadcasters sought to emphasize the weakness of the record company position on license fees which are based on the inferior court ruling applicable only to specific jurisdiction. For example, it was pointed out that both North Carolina and South Carolina Legislatures, in their last sessions, enacted laws prohibiting performing rights payments to record manufacturers or performing artists. These steps were taken in anticipation of de jure manufacturers. Legislation that the record industry might well be enacted by other States, it was pointed out.

Typical of the reaction of independent station operators was a letter Aug. 19, from Raymond B. Bottom, president of WGH, New Port News, and a local newspaper writer.

Writing directly to RCA Mfg. Co., he said the licensing arrangement would work a hardship upon small stations and would "set back the industry as a whole in a way that will reflect no credit upon you or upon your judgment on factors affecting the operating end of the small stations." He said the move would tend still further to establish a monopoly controlled by the dominant interests in the industry, by the chains in larger stations.

Pointing out that 240 stations last year operated at a loss, based on FCC figures, Major Bottom said that fees imposed would increase the operating costs of commercial stations. With the additional operating costs imposed by the record policy, he said it may mean that "this red ink group so that the non-profit making stations might equal 50% or more of all stations." He said the move would tend further to establish a monopoly controlled by the dominant interests in the industry, by the chains in larger stations.

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RADIO AIDS RECORD INDUSTRY

"Fortune" Gives Treatise on Disc Business, Reviewing Growth and Problems

RADIO is awarded credit as an important factor in the rejuvenation of the phonograph record industry in an article published in the September issue of Fortune.

Coming at a time when broadcasters are confronted with license fees demanded from record manufacturers, the article is all the more timely prior to this provocative development and made no reference to the primary credit for the post-World War populaity to the given to the slot machine phonograph but radio also is credited with the many increased consumption of records by individuals.

"Radio assisted by familiarizing everybody with big names and styles of playing enough to make them want to buy discs made by the same talent," it was stated.

More Sophomores

The "juke-boxes" and the individual customers for light music buy 80% or 90% of all records but account for 70% to 75% of all sales, the article brings out. The third group responsible for the other 50% of the money was "the millionaires." In 1916 there were 30 symphony orchestras in America as against nearly 300 now.

"The growth began before radio, but radio deserves much credit for continuing what seems like an ancient custom in American cultural standards, and records also aided as in turn are helping listeners," it was pointed out.

The Victor Record Society founded in 1937 by Tom Joyce, RCA Mfg. Co., vice-president and advertising director, had a "particularly salubrious effect" in promoting record sales. Although the Fortune article does not bring it out, much of the Society's promotion was through commercial radio stations.

The Fortune article traces the genesis and development of the record industry from the present to and from "fat to lean and half way back again." The article declares that for its current boom the record industry primarily can thank "juke-boxes, light-and-heavy-music lovers, and technology."

The article estimated that during the first quarter of this century, sales reached over $2,000,000,000 for records and phonographs, but in the late '20s, sales began to slump on the theory that in 1932 and 1933 with record sales down to 10,000,000 annually, the record industry was suffering a "final collapse" and would die within another year. From this low sales gradually increased to 14,000,000 in 1938 when production went up to 33,000,000 with 1939 production expected to exceed 50,000,000 records.

Record production is concentrated in the "big three"--RCA Victor, Columbia and Decca. These are the three manufacturers currently involved in the station licensing plans. In the article, RCA already having announced its proposed license contract to become effective Sept. 1, 1939, purchased American Record Co. for $700,000 and has changed its name to American Recorders Corp. Victor is in first place in record sales with Decca second, though "a revised Columbia is threatened to overtake it," Fortune states.

The article estimated there are some 200,000 slot machines which will utilize an estimated 30,000,000 discs in 1939. In 1938, according to Fortune, U. S. volume of retail sales for phonograph records, representing retail sales of some $18,000,000 and manufacturer grosses of over $9,000,000. If 1939 rate of acceleration continues, the figure may be 60,000,000 records selling to the public for about $35,000,000.

Contrasting the "megaphone" days of Caruso with the present, the Fortune article states that quality and fidelity of reproduction have increased from a range of 350 to 3,000 cycles to 30 to 10,000 cycles.

Your recent action does not conform to that of the longest and healthful conditions.

In the present state of development of the industry and with the present available revenue from advertising the majority of all stations cannot stand any additions to operating overhead. You have seized upon your ability to impose monoplistic conditions in order to adapt your own revenues. I do not believe that such a seizure has ever brought anything but ill will to the wider of the power. Nobod reacts favorably to coercive, to profiteering, to arbitrary action.

Waring's Stand

Mr. Waring, in his letter to RCA, said the artist has the right to resist "lawful" acts upon his property, to restrain unfair competitive acts and to repel "piracies of every variety." Declaring that RCA, had never brought a single suit to protect the artist from unauthorized broadcasting of its records, Mr. Waring said the company had always taken the position that it had "no power to do so."

"You now walk in blandly and
Canadians Plan to Reduce Recordings; Delay Asked in 10% Election Charge

By JAMES MONTAGNES

IN VIEW of a possible charge for the use of phonograph records, Canadian broadcasters have decided to minimize the use of such records and to license them entirely with transcriptions. The action was taken at an emergency meeting Aug. 17 of the eastern section of the Canadian Broadcasters Assn. at Montreal.

The meeting was called to discuss the broadcast policy [BROADCASTING, July 15] and the subsequent regular broadcasting is a violation of these rights. Reference was made to the Waring-WDAS case in Philadelphia, the Waring-WMFMD case in North Carolina, and the Whitteman-WNEW case.

NAPA in the light of the new actions, apparently is seeking to align law firms in various States to ordain it. While the organization has been in existence for several years, it has never made approachable headway. By retaining lawyers in various jurisdictions, it is presumed that it is seeking to mold an organization along the lines of ASCAP, which operates through branch law offices on a large scale.

utation that the CBC would charge 10% commission on network programs obtained for the private stations, which can now be handled only through CBC [see page 74].

Because of different copyright laws, in the United States and Canada, the two broadcasters' organizations cannot work as one on any music problems.

That the meeting was deemed of great importance to Canadian broadcasters is shown by the attendance of most Ontario and Quebec broadcasters. Neither the CAB nor the CBC are discussing the meeting and its possible results in detail, leaving the final results to be obtained from further meetings to tell the story. The CBC was represented at the last minute by Horace Stovin, station relations director, whose Canada-wide tour to discuss the new CBC network policy was cut short after he visited Vancouver and the convention of western broadcasters there in early August.

Attending the emergency meeting which was preceded over by Harry Sedgwick, CFRE, Toronto, president of the CAB, were Paul Lepage, CKVC, Quebec; Alex Deneau and M. E. Perry, CCHR, Hamilton; Paul Calvert, Dr. Chas. Houde, CHNC, the late Sr. Stanislaw Mroz, chairman; Alex Lavoie, CJBR, Rimouski, Que.; J. E. Campese, CKLB, Windsor, Ont.; L. F. Knight, CFLC, Prescott, Ont.; L. W. Berwick, CJBR, St. John, N. B.; J. N. Thilvigne, CHRC, Quebec; F. M. Sculthorpe, CGB, Stratford, Ont.; Phil Lalonde, CKAC, Montreal; Dr. Chas. Houde, CHNC, New Carlisle, Que.; M. Lefebvre, CHLP, Montreal; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto, representing CKOC, Hamilton, CKEL, Kirkland Lake, CRGB, Timmins, CFCH, North Bay, Ont.; Don Coskland, Dominion Broadcasting Co., Toronto; Vic George, Whiteside Broadcasting Ltd., Montreal; Joseph H. McGilvra, New York, Bill Wright, Toronto office, and Lowell Mitchell, Montreal office, Joseph H. McGilvra; Arthur Evans, secretary-treasurer, CAB, Toronto; Joseph Sedgwick, solicitor, CAB, Toronto.

WSKB, McComb, Miss., Makes Its Formal Debut

WSKB, McComb, Miss., has begun operation as a daytime station on 1500 kilocycles under the management of George Blumenstock and technical supervision of Robert Louis Sanders. According to an announcement by Mr. Blumenstock, WSKB utilizes a staff of 15. It has purchased full U.P. teletype service and WBS transcription library. Five acoustically treated studios are housed in the McColgan Hotel. Its transmitter building is brick and stucco, of modern design.

1,000,000 HOUSEWIVES ARE GRATEFUL . . . and we can prove it!

"KEEP FIT TO MUSIC, WITH WALLACE" . . . now available, running nationally in 41 key markets.

It's been on the air continuously for the last 2½ years building an audience of loyal followers.

We have plenty of proof!

For particulars phone, write or wire:

RAY LINTON
Personal Representative

360 N. Michigan Ave. • Chicago • Franklin 1008

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www.americanradiohistory.com
New Call Letters and Log of International Broadcasting Stations

Of the United States
(Revised by FCC as of Sept. 1, 1939)

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Licensee and Location</th>
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<tbody>
<tr>
<td>WCIN</td>
<td>Chicago Federation of Labor, 1202 S. Dearborn St., Ill.</td>
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<tr>
<td><em>WXE</em></td>
<td>Columbia Broadcasting System, Transmitter: Near Wayne, N. J.</td>
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<tr>
<td>WLW</td>
<td>The Croley Corp., 900 S. Main St., O.</td>
</tr>
<tr>
<td>WGEA*</td>
<td>General Electric Co., Transmitter: S. Schenectady, N. Y.</td>
</tr>
<tr>
<td>WGEU*</td>
<td>General Electric Co., Transmitter: S. Schenectady, N. Y.</td>
</tr>
<tr>
<td>WDJN*</td>
<td>Island of Dreams Broadcasting Co., Transmitter: Miami, Fla.</td>
</tr>
<tr>
<td>WRCA*</td>
<td>National Broadcasting Co., Transmitter: Broad Brook, N. J.</td>
</tr>
<tr>
<td>WNB</td>
<td>National Broadcasting Co., Transmitter: Bound Brook, N. J.</td>
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<tr>
<th>Frequencies</th>
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<td>6160</td>
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*Also licensed of WCI, Chicago.
*Also licensed of WIL, Chicago.
*Also licensed of WFL and WSAI, Cincinnati.
*Also licensed of WGY, Gloversville, N. Y., and KGO, San Francisco.
*Also licensed of WIO, Miami.
*Also licensed of WACOE, New York City.
*Also licensed of WVE, New York City.
*Also licensed of WYX, New York City.
*Also licensed of WVE, New York City.
*Also licensed of WBJ, Boston, Mass.
*Also licensed of WBZ-BBZA, Boston-Springfield.
*Also licensed of EDKA, Pittsburgh.
*Construction permit only.

New Call Letters and Log of International Broadcasting Stations

Of the United States
(Revised by FCC as of Sept. 1, 1939)
ELLINGHAM CASE HEARD BY PORTER HIGHLIGHTED by allegations of political activity and "a definite liberal policy" on the part of VOS, Bellingham, Wash., and its owner, Rogan Jones, George B. Porter, FCC assistant general counsel, presided over the 8-day hearing in Bellingham, Aug. 16-24. The applications of KVOS for a clear channels and Bellingham Broadcasting Co. for the facilities that station.

Climaxing a bitter community fight which has been raging for several years, marked recently by denial of the application for broadcasting facilities by the Bellingham Herald, the proceedings are characterized by accusations political activity, misplacement of disappeared funds secured rough public subscription, favoritism in allotting time for political broadcasts, and incitement of xan troubles.

Cases Consolidated

At the start of the proceeding, r. Porter consolidated for the purpose of hearing the application of Bellingham Broadcasting Co. to a 100-500 watt station on Aug. 20, 1939, with that of KVOS, operating with 100 watts on that frequency, a regular license transferred to L. C. Eldon, inspector in charge of the FCC office in Seattle, accompanied r. Porter at the hearing. Frank B. Babic and Joseph Pemberton represented as counsel for KVOS, with m. Healy and Robert M. Sherlock representing Bellingham Broadcasting Co. At conclusion of the hearing after a night session of 24, Examiner Porter gave 20 days to prepare suggested findings before the FCC concurs the matter.

KNOX Gelatin on WGN

B. KNOX Gelatin Co., Johnstown, Ill., on Aug. 21 started a seven-week campaign on WGN, Chicago, utilizing three station-break announcements weekly, three weekly participations in John Baber's home management program, and a quarter-hour musical program Sunday evenings. The company also sponsors Bob Elson's "KFC" review weekly on WGN.

10,000 copies of "The Illini," a weekly review on page 30, and this week's copy of the "Journal of Illinois State Journal," returned to the press.

Committee Call Urges Convention Attendance

AN URGENT CALL to all stations to send duly qualified delegates to the special NAB convention in Chicago Sept. 15 for approval of the application against ASCAP was sounded Aug. 8 by the NAB Copyright Negotiating Committee.

Bearing the signatures of seven committee members, the appeal emphasized the urgency of the problem and the necessity of action on the plan (see page 13). It recounted the history of the recent negotiations with ASCAP and the rebuff received from the Society in declining to appoint a committee to negotiate with broadcasters on drafting of a new contract to succeed those now in force and which expire at the end of next year. Mention was made also of the recent statement by Gene Buck, ASCAP president, in an address in Los Angeles, that broadcasters would be expected to pay costs incurred by ASCAP in defense of legal actions brought against it in state copyright litigation.

The letter bore the signatures of NAB President Neill Miller, NBC President Lenox R. Lohr, CBS Executive Vice-President Edward Klaben, Samuel R. Rosenberg, president of WFIIL, John Elmer, president of WGBM, John Shepard, 3rd, Yankee Network, Walter J. Dzarn, WTMJ.

FCC Motions Sept. 8

THE FCC announced Aug. 29 that the next meeting of its Motions Docket would be held Sept. 8. Hearing of the Motions Docket was suspended during the month of August. In announcing assignments to individual commissioners for September, the Commission designated Commissioner Paul A. Walker to routine broadcast matters.

CALL letters of WCAU's shortwave station WCAF (formerly WQAUX) have been changed again to WCAF because the sound of "WCAF" when pronounced in certain foreign languages is too like that of "VCAE" letters already assigned to the Pittsburgh station.

The Federal Trade Commission has ordered James Heiden's Sons, Do- wntown, Mich., to cease alleged misrepresentations about the construction of its improved Heiden Pal and other fishing rods.

Mr. Advertiser:

IT'S HARVEST TIME!

KSCJ's four-state coverage represents 296,520 radio families living in the most valuable agricultural and metropolitan market of the northwest.

And REMEMBER...

KSCJ is Your harvest hand in this area.

No other station of equal or greater power is within 75 miles of Sioux City.

The JOURNAL

SIoux City, Iowa

Represented by George Hollingbery

C. W. Corkhill, Manager

ROADCASTING • Broadcast Advertising September 1, 1939 • Page 81

WWW.americanradiohistory.com
WAR EMERGENCY—POWERS OF PRESIDENT

BROAD DISCRETIONARY powers are vested in the President under Section 606 (c) of the Communications Act of 1934 in the event of war or emergency. Significantly, while (a) and (b) portions of that section [see Broadcasting, 1939 Yearbook] relate to wars in which the United States is engaged, the President may take actions that he deems necessary to preserve the neutrality of this country. The President may shut down or take over any and all radio stations under the powers conferred upon him by (c) but (d) provides for just compensation to him for any private station that is needed for emergency purposes.

In all cases the President's action may be taken only if he determines that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may determine that such actions are necessary to implement the rules and regulations applicable to or made by any station in the jurisdiction of the United States, the President determined to cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of the apparatus and equipment of the department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

To ally any doubt as to the Government's intentions, one important official advised BROADCASTING:

"Broadcasters have nothing to fear. There is no intention whatever to take over broadcast station operations or the operations of any established commercial radio station.

There is no doubt that a greater degree of supervision will be exercised during the period of war, but under the broad powers of Section 606 of the Communications Act, may vary any Government agencies addressed by decisions to enforce. But there is no idea of curtailing the normal operation of broadcast stations.

Short Wave Work
It was pointed out that the communications problem presents somewhat different aspects. For example, frequencies in the band from 4,000 to 5,000 kc., which have international range, low power, must be guarded scrupulously, while ocean vessels, coming into U. S. ports, presumably will have their transmitters sealed to prevent "unnatural" acts, it would be different in the case of sets secreted in a drawer in a passenger cabin, which could be used to communicate with belligerents. But if the President determines that a station could be a "terrorist," its operations would be limited predictably, and perhaps taken over by or worked in conjunction with other governmental agencies.

It was emphasized that before any restrictions would be placed upon broadcast operations generally, the President would act to proscribe espionage activities. Should espionage activities be discovered in connection with any communications on the short wave bands, they would lead to stringent protective measures. Because broadcast stations operating in the standard band are limited in the power they can use, international action in the continental, less dangerous, but a direct transmitter will be necessary. If a direct transmitter is installed, it must be carried on acceptably under normal conditions, with their present private operators. Officials reiterated what they had stated last year during the Muniel crisis — that entertainment, new, news, and war news would be a desirable respite from war news and at the same time would keep the people at their radios for emergency proclamation and instructions.

For the guidance of the industry it was pointed out that as one neutral Government will recognize the need for broadcast transmission in this country through setting up transmitters on their broadcast frequencies. This, it is possible, that a policy would be established as to how best to maintain neutrality.

No Jamming Here

Because the North Atlantic continent is isolated from the European theatre of operations there is little danger of jamming radio broadcast transmission in this country through setting up transmitters on their broadcast frequencies. Jamming of power, perhaps exceeding a million watts on the broadcast frequency could cause such broadcast to be lost.

On international channels, however, this is possible. Combatant nations unquestionably would jam one another's operations. In continental Europe, where dozens of nations share the same broadcast bands, jamming already has been reported in the effort to blast belligerent transmitters from the air and make their propaganda repellent and intelligible. Radio transmitters on the continent are known to have used ultra-shortwaves for news broadcasts, since their over ages are in place and would not be susceptible to outside interference.

Named Murrow's Aide

TENSION in Europe and the threatening schedule of relays from the continent have brought to light the appointment of Mr. Bob W. Douglas, CBS News Correspondent, as correspondent for CBS News Correspondent Douglas. Douglas was appointed director of the network's European staff. He will work out of London. Although on 29, Mr. Douglas received a graduate of the University of Minnesota, was a three years with the Minneapolis Journal before he went abroad in 1936 to study at the London School of Economics.

'Magic Key' Discontinued Sept. 1

RCA MFG. Co., Camden, will discontinue Magic Key of RCA following the broadcasting of Sept. 18. Program was for several years broadcast Sunday afternoon on NBC's Blue network. Program was scheduled to be dropped in late spring, but instead was shifted to Monday evening hour, 9:40, on the same network. No further plans for radio advertising were announced. The cancellation, though in the spring, was stated that a different type program will be direct sales appeal in contrast to the Magic Key's purely institutional nature, might be substituted. Program was placed direct.

SECOND in the series of speeches to be made to the nation this fall on NBC were to be broadcast this autumn by Sam Naumburg in Philadelphia, and by Adam Hats will be the Sept. 7 broadcast by Tom Gable and Lou, at Station KCO, Los Angeles. Program was placed direct.
An Open Letter Of THANKS

To The Fourth Estate!

The National Broadcasting Company takes this opportunity, publicly, to express sincere thanks to The Associated Press, International News Service and the United Press ... to the American press generally ... and particularly to those foreign correspondents whose brilliant eye-witness descriptions and on-the-spot summaries, broadcast over NBC's coast-to-coast Networks have kept their fellow countrymen accurately informed about the rapidly shifting crisis overseas.

With each succeeding day, the press of America has added fresh laurels to the already high standards of journalism in the United States through its impartial, accurate and swift coverage of events abroad.

By broadcasting news bulletins, interviews with key statesmen, speeches of government leaders, and interpretive comments by newspaper correspondents, both from at home and abroad, NBC has sought to maintain the highest tradition of the American System of Broadcasting.

President
National Broadcasting Co Inc

August 31, 1939
War Chest for ASCAP Fight
(Continued from Page 18)

program clearance at the source. There has been no final public commitment of the latter from the networks, though they have stated they will go along with any "united front" industry plan.

Meanwhile, except for a Pacific Coast blast by ASCAP President Gene Buck, declaring ASCAP was ready for the NAB "war," the battle of press releases of a fortnight ago has stopped. No further conversations with ASCAP officials have been held since the "snub" of Aug. 3, when only ASCAP general manager John G. Paine showed up for a conference with the NAB negotiating committee, saying he had nothing to offer. ASCAP obviously is waiting for the outcome of the special convention, before making another move.

Consideration of the code compliance provisions, while spared somewhat by the music problems, nevertheless will evoke lively debate at the convention. Many stations are not satisfied with the rigid requirements, under which they would voluntarily agree to reject many types of accounts. But the fact that the code was adopted by the Atlantic City convention by an overwhelming six-one vote, even though a substantial number of delegates did not vote, places the industry on record in its favor.

Code Compliance

The convention authorized the incoming board to devise compliance and enforcement methods, perhaps as knotty a problem as drafting the code itself. Several plans have been advanced to the executive committee, but flaws were found in each. The board will be called upon at the Sept. 13 meeting to evolve the final proposal to be submitted to the membership. It is expected that a "compliance director," who will decide the repository for complaints, will be authorized, with an office at NAB headquarters in Washington. In whatever machinery is set up, the board of directors unquestionably will be the appellate board.

A proposed plan under which district directors might serve as "regional" officers for enforcement was found faulty in that active broadcasters would be in the position of sitting in judgment over competitors. The original penalty idea of warning, then public notice, and finally expulsion from NAB membership for wilful code infractions, has not been altered, though it may be by the board prior to the convention.

Invitations for the convention were sent Aug. 25 to the entire roster of some 750 stations licensed, or authorized, by the NAB. The NAB also mailed questionnaires to 450. Code as well as copyright apply to all stations alike, and the industry-wide call was decided upon for that reason.

The opening gavel will be at 10 a.m. at the Palmer House, centrally located hoteling which was selected in lieu of the suburban Edgewater Beach, which had been designated at the time of the special convention call. The notice read that the convention was for the purpose of considering "the various problems arising out of the performance of music by broadcasters," which is sufficiently broad to cover the phonograph record matter, along with AFM, and "to consider the subject of the NAB Code of Ethics."

Group Meetings Panned

Independent Radio Network Afiliates has called a convention of its members at the Palmer House in Chicago for Sept. 14 at which time plans for the establishment of a permanent organization will be considered.

National Independent Broadcasters, embattled over the phonograph record licensing proposals, has scheduled a meeting on Sept. 14 at the Palmer House. Called by John C. Thomas and Harold A. Lafiou, executives of NIB, the group may consider further plans for setting up a more or less permanent organization.

John Elmer, last industry president of the NAB and representa- tive of independent stations by virtue of his operation of the local WCBM in Baltimore, is expected to lead the debate on the inden- dent viewpoint both apropos copyright and the phonograph record situation. Mr. Elmer, in the ASCA and record negotiator, negotiations serve, the notice proposed to tell the whole story in unvarnished terms to the convention.

Mark Ethridge, prime mover in both IRN and the NAB reorganizing and temporary president of NAB prior to Mr. Miller's assumption of office last year, will attend the convention. Absent from the Atlantic City meeting because of illness, Mr. Ethridge unquestionably will participate significantly in the deliberations.

Practically the entire NAB head- quarters staff, headed by President Miller, was in New York from Aug. 22 through Aug. 24 for the series of meetings. Executive committee members present for the copyright conference included: ABC Stations; John Elmer, WCBM Baltimore; Herb Hollister, KAN; Birdyribbon, WOSB; John Kennedy, WOR, New York; WPTL, Charleston; Paul W. Morenc; WTTC, Hartford, and Harry Wilder, WSYR, Syracuse. Member, Edwin W. Crael, WSM, Nashville, was unable to be present.

The Copyright Negotiating Committee, on the scene for the deliberations, included NBC President Lenox R. Lohr; CBS Execut Vice-President, Edward Kluge; Samuel R. Rosenbaum, WFIL President Miller and Mr. Elmer; John Shepard, 3d; Yankeenetwork president, representing regional stations; and Walter J. Camp. WTMJ managing director, on behalf of local stations, also took part in discussions with the executive committee.

ATTENDANCE, at Chicago's Eight Street Theatre for the WLS station "Barn Dance" during the 500,000 mile Aug. 25, the total during the seven years WLS has aired the show publicly. Maintaining its popularity through the years, the Barn Dance played to several houses Aug. 26 at 100,000 persons were tuned in.

By Golly!-WDAY said this stuff was Lux-Yury-US!

Imagine a million better-than-average farm people, living in one of the nation's richest sections, served by ONE chain station!

Imagine that, and you have visualized WDAY's audience in the great Red River Valley!

These million people buy the merchandise that's advertised over WDAY because it is the only merchandise they hear about! Wouldn't you like that kind of an "exclusive"? Let us give you ALL the facts.

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FARGO, N. D.

450 Kilocycles

5000 Watts Day

1000 Watts Night

FREE and
PETERS, INC.
Affiliated with the Fargo Forum

THE KEY STATION OF THE MARITIMES
Is as much a part of Halifax as the Citadel Hill.
Located as it is in the Capitol City, it commands the largest and most dependable audience in the Maritimes.

ASK JOE WOOD
350 Madison Ave.
New York

BROADCASTING • Broadcast Advertising
The NAB • Lang-Worth Plan
for Permanent Copyright Independence

In considering any course of action it is well for Radio to heed the sound advice of "Teddy" Roosevelt:

"Keep your eyes on the stars but remember to keep your feet on the ground".

The NAB-Lang-Worth Plan is an essential ingredient in the campaign to free radio station operators from the fetters that bind them to the dictates of a monopolistic Copyright Pool.

It was created through the joint efforts of the NAB Bureau of Copyrights and Lang-Worth Feature Programs Inc.

The modus operandi is simple but positive. The field of benefit unlimited. The Plan seeks permanent Copyright Independence through the creation of an abundance of "Tax-Free" music.

Being mindful of the warning, "... but remember to keep your feet on the ground", the Plan divorces theory and speculation in favor of the one method that can guarantee immediate and continuous benefit to every radio station, large or small—"Tax-Free" music in Transcription form.

The exploitation of non-ASCAP music is vital to any plan designed to create Radio's own music. Music has value only if used. It is economically and artistically impossible for the average station to aggressively promote Radio's own music with live orchestras alone.

Transcriptions are therefore vital to any campaign that demands universal promotion of new music for success, because Transcriptions are the only universally usable form of music.

Five years research and production in the non-ASCAP field gives Lang-Worth an unique knowledge and experience shared by no other organization in the world. How Lang-Worth is meeting the specifications set forth in the contract entered into between the NAB Bureau of Copyrights and Lang-Worth as indorsed by the NAB Board of Directors, is fully described in the brochure mailed all broadcasters.

It merits your serious consideration.

Lang-Worth Feature Programs Inc.
120 Madison Avenue
New York, N. Y.

September 1, 1939 • Page 85
End of Daylight Saving
DAIL YTIME Saving Time ends Sept. 24, with networks and stations preparing for the usual revision of schedules to conform to the shift. CBS on Sept. 21 starts hold over until 2 a.m. (EDST) WABC, New York, and basic stations in the East, Southeast and Coast. The policy continues until the change to Standard Time.

TELESCOPE plus ingenuity were required to get this picture of the top of KDKA’s 710-foot antenna, near Pittsburgh. Byron Mc Gill (at telescope), sales promotion manager, used this 4-inch telescope with 250-power magnification, and fitted a camera to the eyepiece with a bracket. A small 10-power telescope atop the big one served as finder. It was equipped with crosshairs for the job. Camera was a 9 x 12 cm. Voiglander with ground-class back and film pack adapter. It was focused at infinity with diaphragm wide open and exposure was 1/100 of a second on film with daylight Weston value of 96.

CORN PRODUCTS SALES Co., New York (Kro-Mel chocolate syrup), on Sept. 9 starts Society Girl on 35 CBS stations. Mon. thru Fri., 7:30-8:30 p.m. (EST) Agency: Heideg-Miller Co., N. Y.

INTERNATIONAL SILVER Co., Menomonie, Conn., on Oct. 8 revives Silver Theatre on 43 CBS stations, Sun., 8-9:30 p.m. (EST) Agency: Young & Rubicam, N. Y.
Decisions...

Applications...

WYSR, Syracuse, introduced its new 100-watt mobile unit at the Eastern Amateur Golf Tournament in August. Equipped with a Transo transmitter and gasoline equipment, the unit operates under the call letters WFYA. It was designed and built by WYSR's chief engineer, George Armand Belle Isle, and transmitter engineer Don Gilmore. Facilities for a 36-foot collapsible vertical radiator as well as a three-cornered horizontal setup were provided. Special catwalk above roof offers announcers an excellent vantage point.

Radio Bibliography

DONALD W. RILEY, of the Spot Department of State University has compiled an annotated radio bibliography in three parts, covering terrestrial speech, data and television. The first part, which was distributed to students in OSU's radio course, is available from the University of Oregon Department of Communications.

RONALD J. ROCKWELL, chief engineer of WV, Cincinnati, A. 39 was issued Patent No. 2,117,13,714. "A new, compact, efficient and economical broadcasting facility in the field of very nearly perfect sound reproduction.

PROF. EDWIN H. ARTISTRI, professor of the Armstrong Radio Research Laboratory, on Aug. 15, 1939, was issued Patent No. 2,198,212 by the U.S. Patent Office. The patent covers frequency modulation transmit system.
Network Accounts
(Continued from page 87)

BUICK MOTOR CO., Flint, Mich., from Sept. 18 to 22 will sponsor daily spot announcements for its new models on a large number of stations throughout the country. Total list could not be learned, though about 91 stations, the number in last year's similar campaign, will probably be used. Arthur Kudener, Detroit, is agency.

RIO GRANDE OIL CO., Los Angeles, on Sept. 26 unveils "Galla All Cera" on three California network stations (KXTS, KNRO, KMEL), Tues., 7:00-7:30 p.m. (PST). Agency: H. O'Donnell Adv., Los Angeles.

Network Changes
EUGEN BERNHARDT, San Francisco radio's most popular announcer, on Sept. 25 shifted his show to CBS Pacific Network from 7-7:45 p.m. to 7:30-8:15 p.m. (PST). Agency: 


FLOUR BUDGET, Los Angeles, on Aug. 15 shifted "Full Over Neighbor" on 3 CBS California stations from 7:30-8:30 p.m. to Tues., 7:30-8:00 p.m. (EST).

J. REYNOLDS Co., Washington, D.C., on Sept. 29 releases "The Old Pro," and "Ike and Lil," on 25 NBC stations, Tues., 9:30-10:00 p.m. (EST). Agency: 

W. H. REITZ as manager and chief engineer, the new KVAK, Atchison, Kan., 100,000 watts day, 1400 kc., is now on a regular schedule, having begun operating July 25. L. V. Butcher, formerly with WZRN, Kansas City, and Lyle Robinson, formerly with KITE, Kansas City, are announced.

New KVAK on the Air
WITH W. H. REITZ as manager and chief engineer, the new KVAK, Atchison, Kan., 100,000 watts day, 1400 kc., is now on a regular schedule, having begun operating July 25. L. V. Butcher, formerly with WZRN, Kansas City, and Lyle Robinson, formerly with KITE, Kansas City, are announced. Kenyon, chief engineer of transmitters at First National Television, and Charles Wiesmann, formerly with KITE, Kansas City, are announced. Kenyon, chief engineer of transmitters at First National Television, and Charles Wiesmann, formerly with KITE, Kansas City, are announced

Mantis Dismantles
A PRAYING mantis on Aug. 14 visited the WLW transmitter at Mason, O., throwing the station off the air for four minutes. Transmitter attended, but saw a flash and heard a thunderous roar as the praying mantis shorted one of the 12,000-volt filter condensers, the energy potential of which is 230 microfarads.

Buick’s Sept. Spots

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Merchandising & Promotion

Fair Enough—Radiator Plug—Not a Big Shot—Slogan All About Manners—The 80s

WLS Promotion

WLS, Chicago, has announced a new merchandising policy which includes daily announcements during the week prior to the airing of the sponsored program. A five-minute daily radio show, started, titled WLS Program Review, and a running synopsis of each program will be aired on this show. It includes publicity stories and pictures in the radio section of Prairie Farmer, with which WLS is associated. Further, publicity releases are to be sent to 110 newspapers in four Midwestern States. Letters to wholesalers and retailers are also included, as is publicity in Stand By WLS house organ.

Ranger Safety

OVER 22,000 members have joined the Lone Ranger Safety Club of KTAR, Phoenix, Ariz., and Arizona Broadcasting Co. store, with Holsum Bakery as sponsor. The club promotes an understanding of safety requirements in a high-speed world. Radio stations KVOA, Tucson, KMJF, Globe, KCRJ, Jerome. Holsum has just renewed for a year its Lone Ranger contract.

WCCO Antenna Signs

TWO 12 x 42 foot signs have been ordered by WCCO, Minneapolis, to be placed on the highway a half-mile each side of its new 650-foot radiator. Signs will be lettered in consolle, visible at night. Construction of the antenna is to be completed Oct. 1.

Printed Promotion

KGKO, Fort Worth, is using a column of display to advertise its daily programs in the morning and evening editions of the Fort Worth Star-Telegram. The morning paper carries hourly-hour-hour programs and data from 6:00 a.m. to 6:10 p.m. and the evening edition carries a column containing KGKO's schedule from 4:15 p.m. to midnight. Ads are spotted on radio and amusement pages.

WGA’s Needy Pupils

PROMOTION for needy children and their apparel requirements was the theme of a three-day campaign Aug. 23 by WGA, Cleveland, in advance of the school season. The campaign was originated by Manager John F. Petti. The entire WGA staff, along with local entertainers and sports celebrities, took part. Eight operators were required to handle calls from donors.

Tucson Prizes

FOR bottletops, wrappers and ca. tons of cookies advertised in "Treasure Island" participating program of KVOA, Tucson, Ariz., during June, June 6 is awarded a monthly winner get a free round trip to the San Francisco Fair. Consolation prizes are included:

Town Meeting’s Fifth

PROMOTION packet containing fully paid-for ads to be run in Town Meeting magazine, Aug. 23, in fifteen laudatory editorials appearing from January through April in twelve Birmingham (Ala.) Age-Herald newspapers, and 500 letters from representative listeners is being distributed by NBC for American Tobacco Co. for the American Wind starts its fifth season on NBC-81 Oct. 5 at 9:30 p.m. (EST).

Manners From Bah-O

B. T. BABBITT Co., New Yoi, Sept. 11 through Sept. 28 w offer Manners from Bah-O to the NBOC. The bookgram David Harris a 96-heavy, 30 booklet titled “101 Christian Manners: How to be a Bug-Off” and Avoid Them” by Emily Post, in turn, for 25 cents and a gre label. From a can of Bah-O, Blac ett-Sample-Hummert, New York handles the account.

Foresight in the 50’s

ADORNING the cover of the Cr Program Book for August is drawing made in 1932, it was the winning entry in the street car passenger listening music, the news, drama and the opera with the prediction that this in the 50’s would be possible. “As predictions go,” says CBS, “this was very far off—$5,000,000 in a big-Sterling player in the United States, nation’s music, news, drama and the opera with them as they ride—by radio.

New WLW Study

WLW, Cincinnati, has announce completion of a new seven-week market covered by Ross-Feder. Markets covered are Arderso Ind., Huntington, W. Va., Port Huron, K. City, Marion, Portsmouth and Zante ville, Ohio.

Page 90 • September 1, 1939

Broadcasting • Broadcast Advertiser
At day's end on July 31, the Nation's Station was six weeks ahead of last year's schedule on placing Fall and Winter business. We take this opportunity to thank, and welcome the newcomers as well as those who have renewed, again and again, their sales efforts over WLW.

It is a generally accepted fact that the volume of business carried on any station is strongly indicative of its general—and specific—effectiveness. It follows then that our present schedule, the largest in the history of the Nation's Station, is conspicuous proof of the dominance of WLW as a selling force.

If you, however, would like to augment this amazing record of confidence with unbiased, undramatized FACTS concerning WLW's coverage and popularity among listeners, we invite you to write in, or call, for the story of WLW—based on the statistical data recently revealed in our 140,000 Call Coincidental Survey, conducted by the Ross Federal Research Corporation and the Alberta Burke Research Company, in 13 markets. Also, our more recently completed Ross Federal Survey in 7 additional markets, the Analysis of which will soon be released. Direct your request to Transamerican Broadcasting & Television Corporation, New York, or

MORE THAN 100 QUARTER-HOURS OF NEW SHOWS!

35 NEW WLW CONTRACTS for which WLW WILL ORIGINATE 3 NEW NETWORK PROGRAMS, and 14 FOR LOCAL AUDIENCES.

A volume of business not usually contracted for until after the first week in September!
The RCA 78-B-1 Rack Assembly, a sturdily constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. Factory assembled grouping of RCA de luxe panels, consists of three units—a cabinet rack containing amplifiers and jacks...control console with sloping front containing all mixing and switching controls, and a small relay power supply for wall mounting.

With this equipment you not only get the finest mechanical construction and transmission fidelity, but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied on request.

Use RCA Radio Tubes in your station—for finer performance

The RCA 78-B-1 Console

Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V.I. meter is illuminated and may be set for “peak” or r.m.s. readings.