By Special Appointment

SALESMAKER TO—PROCTER & GAMBLE, AMERICAN TOBACCO CO., BRISTOL-MYERS, GENERAL MILLS, METROPOLITAN LIFE INSURANCE CO., PHILIP MORRIS CO., LTD., AND EIGHTY-ONE OTHER SPONSORS, MORE THAN 72% OF WHOM ARE AMONG AMERICA’S ADVERTISING ROYALTY.

WCR, AT 1440 BROADWAY, IN NEW YORK CITY
These WLS acts are a part of the 150 artists who comprise one of the largest regular live talent radio staffs in the country. They have broken mail records for sponsors, box office records for theaters, and sales records for WLS advertisers.

Their PROVED popularity is your proof of results on WLS.

For WLS availabilities, write, wire or call—

**JOHN BLAIR & COMPANY**

New York  Chicago  Detroit  Los Angeles  San Francisco
NEW ENGLAND IS AN 18-HOLE COURSE

THIS is a rich and populous territory, as self-contained as a golf course—and a most profitable course for those who know how to play it.

Here are 18 prosperous trading areas served by a network of 18 stations.

Each local station has its own loyal, "Home-Town" following, is indispensable to its listeners because of its network features. That is why The Yankee Network gives complete coverage, makes New England easy to win.

The Yankee Network's 18 stations will put you into close contact with all New England cities of 100,000 or over and with all the contributory areas that lie between.

You need all of these territories. Use the complete Yankee Network for efficiency, for economy and for results.
This new CBS power...

WCKY 50,000w
CINCINNATI, O.

WRVA 50,000w
RICHMOND, VA.

WWL 50,000w
NEW ORLEANS, LA.

KRLD 50,000w
DALLAS, TEX.
KWKH 50,000w.
SHREVEPORT, LA.

WJSV 50,000w.
WASHINGTON, D.C.

in addition to...

WABC 50,000w.
NEW YORK, N.Y.

WBBBM 50,000w.
CHICAGO, ILL.
<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
<th>Power</th>
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<tbody>
<tr>
<td>WCAU</td>
<td>Philadelphia, PA</td>
<td>50,000w</td>
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<tr>
<td>WJR</td>
<td>Detroit, MI</td>
<td>50,000w</td>
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<tr>
<td>KNX</td>
<td>Los Angeles, CA</td>
<td>50,000w</td>
</tr>
<tr>
<td>WCCO</td>
<td>Minneapolis, MN</td>
<td>50,000w</td>
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<tr>
<td>KMOX</td>
<td>St. Louis, MO</td>
<td>50,000w</td>
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</table>
WBT  50,000w.
CHARLOTTE, N.C.

WHAS  50,000w.
LOUISVILLE, KY.

KSL  50,000w.
SALT LAKE CITY, UTAH

50,000 watts where it counts the most!

CBS
Did you hear what's happened to the NBC Blue Network...and to KGO?*

Blue Network Strengthened in Southern California by new KECA Kilocycle Spot!

In taking over the 780 Kilocycle wave length recently occupied by KEHE, KECA presented the Blue Network with one of the choicest spots on Southern California radio dials and gave NBC another reason for suggesting "Better Buy Blue" to advertisers.

*Such goings-on throughout the radio world can mean only one thing to advertisers—the NBC Blue Network has taken a renewed lease on life. All of which makes KGO, San Francisco's second most powerful station, a better buy than ever. For not only does KGO command the rich San Francisco Exposition Market, but now it offers sponsors the additional audiences created by a score of high-ranking Blue national shows.

KGO

Commands the Exposition Market

National Broadcasting Company
A Radio Corporation of America Service
111 Sutter Street • San Francisco, California

NBC Blue Offers Lowest Cost in Network History

Making it easier than ever to "Go National" on a modest budget, NBC recently announced discounts for Transcendental Sponsors have dropped the Blue Network's cost per listening family to the lowest in network history.

NBC

NBC attributes the Blue Network's phenomenal 41% revenue increase this year to (1) the Blue's high percentage of regular listeners, (2) its having the lowest cost per listening family and (3) the excellent choice of broadcasting times the Blue offers.
YOU GET

More

FOR LESS!

WENR’s new transmitter - 50,000 watts of power - clear channel - and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. Add to this WENR’s new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR
CHICAGO KEY STATION
NBC-BLUE NETWORK
870 ON YOUR DIAL.
Help Wanted—Reliable electrical appliances by homemakers of the Golden Horseshoe!

Last year, within this super market blanketed by WJR in Detroit and WGAR in Cleveland, folks purchased more than two and one-half million electrical hired hands, totaling more than forty-eight million dollars in retail value. Believe it or not, here’s an electrical appliance market greater than New York City... and still increasing by leaps and bounds!

Ever-increasing is our present automobile ownership, now greater than any single state; our grocery bill of three-quarters of a billion annually; our population of eight million spenders. And ever-increasing too is the number of advertisers who are meeting new radio success on two successful radio stations... WJR and WGAR, of course!
Advertising Not Yet Affected by the War

Most Schedules to Be Carried Out As Planned

By BRUCE ROBERTSON

UNDOUBTEDLY the war now raging in Europe will produce a change in American business and in American advertising which will in turn affect the income of broadcasters from the nation’s advertisers. But what that effect will be is still at this time is able to say or willing to prophesy. About all that can be said definitely at the moment is that to date the war has had practically no effect on radio advertising in this country.

What History Shows

A survey of major advertising agencies shows that, with the exception of a few cancellations of campaigns for imported products, all schedules are being continued as planned in the spring and summer, and, aside from an increased interest in news periods on the part of advertisers, the representatives do not believe that the war has had anything to do with this business. As one agency executive put it, “American advertising doesn’t know there’s a war going on.”

Approaching the question from another angle, BROADCASTING endeavored to find out what happened to advertising during the war years, 1914-1918, which might be used as a basis for forecasting the probable effects of the next few years. But here again there is little evidence on which to formulate more than a few broad generalizations. In the first place, there was no broadcasting in those years. Secondly, there could be found no figures giving an overall picture of advertising’s progress at that time, as only a few statistical organizations which now measure advertising from every angle were not then in existence.

From such figures as are available, however, it is evident that advertising did increase somewhat during the last war and that it increased much more rapidly immediately after the war ended. Figures published by Editor & Publisher show that in 23 major cities in the United States the total newspaper advertising rose from 682,586,542 in 1914 to 1,175,021,381 in 1920, an increase of 73.6%.

FCC Quietly Inters International Rule

As a Result of Disturbed World Scene

QUIET interment of the international broadcast rule promulgated last May, which evoked an outcry of unprecedented proportions over censorship, was effected Sept. 27 by the FCC upon motion of Commissioner Brown, chairman, James Lawrence Fly.

Language of the Rule (No. 42.03 (a)), providing that international broadcast stations, which were published pending the conclusions of studies and conferences by a committee of the FCC created Sept. 6 and comprising Chairman Fly and Commissioners Brown and Craven, text of the resolution: WHEREAS, on May 23, 1939, the Commission adopted Rule No. 42.03 (a) having to do with the conduct of international broadcast stations, which rule was thereafter suspended pending further investigation, and WHEREAS, the outbreak of the European war has injected into the problem of international broadcast regulations various additional significant factors, and WHEREAS, on September 6, 1939, this Commission appointed a committee composed of Chairman Fly, Commissioner Brown and Commissioner Craven to study the various phases of the communications problem in relation to current war conditions, to maintain contact with the various government agencies and the industry and to report to the Commission its recommendations, which committee has made studies and held various conferences on the problems in relation to international broadcasting.

THEREFORE, BE IT RESOLVED, That said rule is hereby further suspended pending the conclusion of said studies and conferences and the report of such committee recommending to the Commission further action as it may deem appropriate.

Periodical Lineage During First World War

World War Began July 28, 1914; U. S. Entered War April 6, 1917; World War Ended November 11, 1918.

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<thead>
<tr>
<th>Newspapers</th>
<th>% Increase Over Previous Year</th>
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<tr>
<td>1914-1915</td>
<td>3.9%</td>
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<td>1916-1917</td>
<td>13.2%</td>
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<td>1917-1918</td>
<td>12.5%</td>
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<td>1918-1919</td>
<td>11.7%</td>
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<td>1919-1920</td>
<td>11.7%</td>
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<td>1920-1921</td>
<td>11.7%</td>
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<tr>
<th>Magazines</th>
<th>% Increase Over Previous Year</th>
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<td>1914-1915</td>
<td>7.7%</td>
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<td>1916-1917</td>
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<tr>
<td>1920-1921</td>
<td>7.7%</td>
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Source: Printers' Ink Summary of Magazine Lineage. Figures represent between 15% and 85% of the total magazine lineage for each year.

National Markets and National Advertising

1931-1932 Totals

Following are the total expenditures of 75 ranking advertisers spending $10,000 or more in any of 30 national, non-farm magazines, as compiled in 1929 by the advertising department of the Crowell Publishing Co.:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
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<tr>
<td>1931-32</td>
<td>$10,414,249</td>
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<td>1932-33</td>
<td>$10,914,805</td>
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<td>1933-34</td>
<td>$11,595,376</td>
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<tr>
<td>1934-35</td>
<td>$12,581,524</td>
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<td>1935-36</td>
<td>$13,584,648</td>
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<td>1936-37</td>
<td>$20,380,652</td>
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<td>1937-38</td>
<td>$27,011,451</td>
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<td>1938-39</td>
<td>$33,933,643</td>
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<tr>
<td>1939-40</td>
<td>$28,465,869</td>
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October 1, 1939 • Page 11

Broadcasting • Broadcast Advertising

Vol. 17. No. 7
WASHINGTON, D. C., OCTOBER 1, 1939
$3.00 A YEAR—15c A COPY
Few Sponsor Contracts Stopped Because of War

BECAUSE they could not count on shipments from abroad four radio advertisers have cancelled or curtailed their campaigns. Atlantis Sales Corp., Rochester, has cancelled its campaign for Coleman's Mustard, a campaign through J. Walter- Thompson Co., New York, because the product is packaged in England. Carleton & Hovey Co., Lowell, Mass., has cancelled its announcements for Linolnaire's media, which is handled by John W. Queen, Boston, because one of the ingredients comes from abroad. Longines-Wittnauer Co., New York, has cut about 25 stations from its list, but Linolnaire signals for Longines watches are still being broadcast by some 60 stations.

Difficult in obtaining those wares from Switzerland is the reason given by the agency, Arthur Rosenberg Co., New York, for the curtailment which will be extended if more wares are not received. Gruen Watch Co., Cincinnati, whose watches are assembled here from parts received from Switzerland, had likewise cancelled its time signals on a few stations, but receipt of a shipment of parts later enough to keep the company through Christmas has enabled McCan-Ericsson, New York, Gruen agency, to expand its radio campaign again. American Beverage Corp., New York, has cancelled its weekly program on WOR, Newark, starring Bennett Venuta, effective with the Sept. 28 program. The contract given by the company for the cancellation is that the increased price of sugar due to the European war has affected the cost of the product, such as Cel Ray, a beverage using a large amount of sugar. Miss Venuta, on Oct. 1, 1939, starting a continuing variety program on WOR, Sundays, 9-9:30 p.m.

Canadan Food Sponsor

Canada Food Sponsor Places Large Campaign

SIGNS that the war will not interfere with domestic business of Canadian food manufacturers is evident in the fact that there are starting schedules or planning schedules for the autumn and early winter season. For instance, C. P. MacGregor production, on CBC, Sydney, N. S.; CHNS, Halifax; CFRB, Montreal; CJBC, Toronto; CJFN, Fredericton, N. B.; CHSJ, St. John, N. B.; CHNC, New Carlisle, Que.; CBO, Ottawa; CFCN, North Bay, Ont.; CKGB, Timmins, Ont.; CKL, Kirkland Lake, Ont.; CKOL, Toronto; CKCI, Hamilton, Ont.; CGLS, Stratford, Ont.; CKW, London, Ont.; CKSB, Sudbury, Ont.; CJC, Sudbury, Que.; CKCK, Fort William, Ont.; CKY, Winnipeg; CCKK, Regina, Sask.; CKBC, Prince Albert, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary, Alta.; CKXG, Grande Prairie, Alta.; CKOV, Kelowna, B. C.; CKCW, Vancouver.

A count was placed by A. McKinnon Ltd., Toronto.

LEADING MAGAZINE ADVERTISERS OF WAR YEARS

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**CLASSIFICATIONS**

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**EXPENDITURES OF ADVERTISERS BY PRODUCTS, 1913-1920**

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**LEADING MAGAZINES OF THE WAR YEARS**

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www.americanradiohistory.com
Ban on Coughlin Under Code Indicated

Enforcement Committee Meeting First Test; Other Citations

IN THE FIRST test of the rigid self-regulation code of the NAB, which becomes effective Oct. 1, a ruling is strongly indicated which will bar Father Charles E. Coughlin, militant Detroit priest, from purchasing time for his regular Sunday broadcasts.

While the code deals with clearly enunciated principles rather than with personalities, it has become apparent that Father Coughlin falls within the ban on the discussion of controversial issues in sponsored programs. The NAB Code Compliance Committee meets in Washington Oct. 2, at the call of its chairman, Edgar L. Bill, president of WMBD, Peoria, Ill., to review its past interpretations of the code provisions, and the Coughlin case heads the agenda. Observers of Code Committee members gleaned since the Coughlin code issue arose reflect an almost unanimous view that the priest cannot be classified as a proper program sponsor within the code terms.

Other Citations

Beyond the Coughlin issue, the Code Committee will be confronted with several other program citations requiring interpretations under the clause relating to discussion of controversial questions. These include the broadcasts of Rev. Walter E. Cole, spokesman for the Unitarian Fellowship for Social Justice, who has purchased time over independent stations to answer Father Coughlin in a series in which it is determined whether State tax association radio schedules dealing with legislation pending in State legislatures are in fact proposals subject to ballot and therefore open to sponsorship under the code; and the question posed by liquor interests in New York desiring to purchase time in connection with local option balloting on prohibition.

With the arrival of the enforcement deadline, it was evident that the Coughlin issue would prove vexatious. While no accurate list is available, it is understood upwards of 40 stations are being used by Father Coughlin for his Sunday broadcasts, which in recent weeks have been devoted to discussions of war and neutrality. Thousands of telegrams and letters have deluged members of the NAB, by virtue of Father Coughlin's opposition to the lifting of the arms embargo. It is estimated this network entails an expenditure, for time and lines, of $5,000 a week.

The Code Compliance Committee, in addition to handing down its initial interpretations, also will seek to devise enforcement machinery and establish means of penalizing non-complying stations.

Liquor Protestants Get FCC Reply

Cannot Compel Stations to Accept Programs, Fly Says

COMPLAINTS to the FCC by the State Restaurant Liquor Dealers Assn. of New York, that WHAM, Rochester, has improperly denied it time to present before upstate New York voters the liquor industry's side of the local option prohibition issue on 52 broadcasts, were turned down by FCC Chairman James Lawrence Fly the rejoinder that the Commission cannot be used to compel private stations to permit a particular individual to use its facilities, except where candidates for public office are involved.

Mr. Fly suggested that the two complainants, both officials of the Association, furnish additional facts as to how the facilities of WHAM have been used for discussion of the option, after which the matter would be given "further consideration." He pointed out it was impossible to determine from the letters of complaint whether WHAM had permitted its facilities to be used for any discussion of the liquor law, or if the Association ban was denied the use of time after use by others for discussion of the liquor law.

Discrimination Claimed

James J. Balfie, chairman of the Radio Committee of the Association, and Philip Slone, publisher of the Bar and Grill Journal and a member of the same committee, had protested on Sept. 5. It was argued that the refusal to allot time discriminated against a legal business, and was inconsistent with the NAB Code provision dealing with discussion of controversial issues "subject to ballot." Mr. Slone said that in the broadcasts, the organization did not propose "sublicitious means or other means to encourage the use of alcoholic beverages," but simply desired to present the liquor industry's side of the issue subject to ballot. He charged that by refusing time, stations were responsible to their patrons and taxpayers "a fundamental civil liberty," and it constitutes "a gross disregard of the public interest and insofar as such facilities are used to discuss controversial political issues, it is the responsibility of the licensees to provide well-rounded discussions of the issues." Mr. Slone refused to be attacked as a "sublicitious" person without respect to the evidence.

Chairman Fly advised both complainants that under the Communications Act broadcast stations are not "common carriers," and that under both the law and the FCC rules and regulations responsibility for the selection of program material and programs rests upon the individual station licensees. "However," he added, "it is the duty of the Commission to require that such licensees shall utilize their facilities to serve the public interest and insofar as such facilities are used to discuss controversial political issues, it is the responsibility of the licensees to provide well-rounded discussions of the issues from a one-sided presentation of such subjects."

Mr. Slone recited that he sought to purchase time on WHAM for his other stations which he did not specify, and that each of said stations refused to handle these broadcasts, and each station found these proposed broadcasts unacceptable because they were a message against an organization connected with the manufacture and sale of distilled spirits.

BROADCASTING • Broadcast Advertising

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"Visit your neighborhood dealer and try a keeping heat of crispy, crunchy Zingaline motor oil!"
Decision On WMCA Awaited As Code Charge Meets Denial

FCC Has Case Under Advisement; Future Course In Handling Crisis Charges May Be Charted

OUTGROWTH of the first case to be instituted by the FCC as a result of the war situation is being awaited following an all-day hearing Sept. 27 before the FCC at whose request WMCA New York, un-equivocally denied allegations that it had violated the Communications Act through alleged interception of coded messages forwarded to Great Britain [Broadcasting, Sept. 15].

The FCC immediately took the case under advisement with the likelihood of an early ruling—possibly within a week or ten days. The case had aroused extreme interest because it was viewed as an indication of the possible future course of the FCC in its efforts to maintain licensing in strict neutrality during the war crisis.

Operator Testifies

The first witness, Stanley Wolfe, chief radio operator of the New York Herald-Tribune, in direct testimony absolved WMCA of any direct participation in the picking up of the questioned dispatches—one German and the other English—relating to instructions to vessels of those nations. He said that the dispatches, in international code rather than cipher, were interpolated in regular “free press” short-wave news messages and were not communicated to WMCA which had contracted for purchase of Herald-Tribune news during the period Aug. 25 to Sept. 5.

Apparently the major issue confronting the FCC on the technical question of violation of Section 606 of the Communications Act was whether WMCA, with unauthorized publication of communications, is whether the intercepted broadcasts actually were “free press” communications or in the category of secret code instructions to vessels of the nations involved. There was also the question of the possibility of culpability of the Herald-Tribune in intercepting the messages, though the FCC’s jurisdiction over other than actual communications licensees is doubtful.

After the testimony of Mr. Wolfe, a Naval Reserve chief petty officer, the Commission concentrated its questioning on the truth or falsity of an identical advertisement published in two trade papers, Variety and Radio Daily, claiming a “scoop” by virtue of these broadcasts. The advertisement quoted two New York columnists—George Ross of the World-Telegram and Ben Gross of the New York Daily News—who credited WMCA with an expert on naval code as a means of procuring these news beasts. Witnesses for WMCA under examination disclaimed responsibility for these assertions but admitted approval of the advertisement itself.

Chairman James Lawrence Fly led the rigid examination of principal WMCA witnesses—Donald Flamm, president, and Leon Goldstein, director of special events, press relations and publicity. William J. Dempsey, FCC general counsel, also participated actively in the proceedings.

Because Section 606 prescribes that no person not authorized by the sender shall intercept any communication or publish its substance or purport, it was evident that the question still exists whether there has been a technical violation of this provision. Ignorance of the requirements of the statute, it was pointed out, cannot be construed as proper defense.

Charge Doubtful

It was apparent, after Mr. Wolfe’s testimony that the chief premise of the FCC—the allegation that WMCA had intercepted the communications, based on the statement of the columnists quoted in the trade paper advertisement—had collapsed. Because of the tense war situation, however, and in view of the recent expressions of the FCC, it was an open question how that agency might proceed in determining the case. Observers were of the opinion that no case had been made on the basic complaint and that the only clear disclosure was that the trade paper advertising was not accurate.

Chairman Fly pressed WMCA witnesses on the “public interest” responsibility of the station in its dissemination of advertising making claims which were not factual. In this connection it was pointed out that the Federal Trade Commission, rather than the FCC, is the agency responsible for prosecution of false or misleading advertising.

The fact that the FCC on Sept. 20 suspended licenses of two radio amateurs for six months instead of the usual three-month period because of the war situation was seen as another indication of its “crack-down” attitude. Bruce A. Kopperhaver of Pottsville and Albert E. Chotel of Wales, Mass., received the suspensions, the former for communicating with an unlicensed station and Chotel for “wilfully and knowingly” permitting his amateur station to be operated by an unauthorized person.

At that time the FCC said the international situation “made it doubly necessary that the amateurs of this country observe closely the rules and regulations laid down for them.” It added that further unauthorized activities by amateur stations during the war period “may tend to bring about curtailment of shortwave operations of amateurs generally and that the 60,000 amateurs take all appropriate steps to protect their standing and their beneficial operations.”

This action, coupled with the WMCA citation, have caused no little concern throughout the radio and communications industries. Under ordinary circumstances, it was felt this drastic procedure would not have been initiated.

In his initial appearance on the stand, Mr. Wolfe explained that on Aug. 25 he had picked up a message from the German station during the course of a regular broadcast in English. There was an interruption, at which time a message was sent in German which was translated as “it orders a communication prohibited under Section 605, to which a German activity has been picked up as a dispatch. Because the message was contained in a regular news press transmission the German agency transmitted, it said, in German and it does not regard it as the type of communication prohibited under Section 605, with which he was familiar.

At this point General Counsel Dempsey advised the witness he had the right to object to the ground that the testimony might be incriminating but Chairman Fly instructed him to answer, presumably thereby giving him legal immunity.

Other Dispatches

The second dispatch in question, on Aug. 30, likewise was intercepted in a British “free press” bulletin and was in the nature of an admiral message to all British vessels from the code station GBR. It instructed British vessels to pick up and report specified ports. Mr. Wolfe declared this was also communicated to WMCA and later contained in a news broadcast. According to the Berlin WMCA bulletin had been made, Mr. Wolfe explained, and was performed for the benefit of the FCC in the hearing room. Arthur Batscheller, radio inspector in charge of the New York field office of the FCC, who participated in the investigation, performed the recording.

Under examination by Mr. Dempsey, Mr. Wolfe explained that these messages were in “plain language” and not in secret cipher. He said he communicated the information to Mr. Goldstein of WMCA and that the station’s special events director had broadcast them himself.

Under cross-examination by John M. Littlepage, WMCA chief counsel, Mr. Wolfe explained that arrangements had been made by WMCA with the Herald-Tribune for a similar type of news service during the Munich crisis and the Czech invasion. The service had been discontinued when the situation abroad subsided, he said.

When the European situation became tense, Mr. Wolfe said he called Mr. Goldstein to assist in making certain whether the service would be renewed. Arrangements then were made for the news service, which included dispatches from Herald-Tribune foreign correspondents, as well as other news. He said he had never mentioned in his conversation with Mr. Goldstein that the Herald-Tribune would furnish “any illegal messages”. He emphasized, moreover, that he had never furnished any “secret codes” and that if dispatches were picked up mentioning movement of specific vessels these were not reported to the Herald-Tribune.

It was revealed during the testi-

(Continued on Page 71)

From The New York Times
Many Upsets Seen in Network Report

New Laws and Policies Now Contemplated; Near Completion

IF PRELIMINARY indications are accepted, it seems the FCC Network-Monopoly Committee's six-month inquiry, to be submitted to the full FCC within a few weeks, will precipitate the biggest blast yet heard against the status quo of network operations.

Realignment of radio regulation and its effects on networks, both through recommendations for enactment of new legislation and through introduction of new regulatory policies, is foreshadowed, according to the reports. It was clear through the questioning of certain committee members during the hearing that their inclinations were in the direction of drastic action.

Developments since then, growing out of analysis of the 50,000,000-word record amassed during the hearing, have tended to indicate that some committee members favor rather than more moderate recommendations.

Committee Changes

The committee membership has undergone two changes since the hearing. Frank Walker, who retired as FCC chairman Sept. 1, will not participate in the report. Frederick I. Thompson, who succeeded Judge E. P. Bryson, sat only during the last day or two of the long inquiry, but he has been active in the committee discussions and quite pointed in his views, which tend to the drastic side. Thad H. Brown, acting chairman of the committee, and Paul A. McNinch, who are the only two present committee members who sat through most of the proceedings.

In the pre-report conversations, Messrs. Walker and Thompson have been bracketed as leaning toward the extreme view of "crack-down." Commissioner Brown, a veteran of a decade on both the Radio Commission and the FCC, is regarded as having conservative inclinations. Whether Charles W. Lawrence, Jr., Lawrence Fly, successor to Mr. McNinch, will participate in the committee findings, was not yet known, since the new chairman has to make the decision himself. The report, in any event, will be subject to approval, revision or rejection of the full Commission membership of seven.

Soon to be Ready

A special staff of the FCC, headed by S. King Zahner, special counsel for the investigation since Aug. 3, has been rushing its draft of the proposed report for the Commission. The final version, as was reported, has been turned over by then Acting Chairman Walker. It is now expected that the final draft in readiness for the committee willitea four-night.

Precisely what the committee will recommend, of course, is conjectural. It may recommend, however, that it is not disposed to pull its punches. For what they may be worth at this stage, rumors presumably based on the views of the more radical members, may be recounted in this manner:

1. Legislation providing for a multiplicity of stations by any network, or perhaps of any stations at all, even in key cities.

2. A legislative recommendation that a single entity be restricted from operating more than one network, which would presumably strike at NBC's Red and Blue operation.

3. Legislation which would authorize the actual licensing and regulation of networks, since the existing law permits only the regulation of stations engaged in chain broadcasting.

4. Legislation which would bar the ownership of more than a single clear-channel high-power station by any one entity.

5. Enactment of policy, perhaps to be gradually enforced, preventing any entity from originating a station in the same community by the same interests, on the ground that such program competition and deprives listeners of maximum service.

6. Adoption of policy whereby licensees themselves would be required to report operations or formations of their franchises, striking at NBC program and sales management of Westinghouse and General Electric stations, CBS association with such stations as WAPI, and several other contract-operated stations.

7. Divorce of network operations from artist bureaus, transcription companies and similar enterprises not intrinsically in the broadcasting ground that the other activities may be suppressed.

8. Avoidance of any snatching, for example, of network program production or approval of network-affiliate contracts, but an expression condemning the forms of major network contracts, particularly the "exclusivity" and "optioned time" features, which may be interpreted in a measure as relinquishing partial governmental regulation of the industry. Also, there may be more than cursory mention of compensation provisions. At best, the Blue, FCC expected to brand the provisions as faulty.

9. Discouragement, or perhaps prevention of network-affiliate contracts carrying automatic renewal options, unless a clear policy is given, which run for as long as 10 years. There has been suggestion that such contracts be limited perhaps to three years.

10. Thorough-going analysis of both CBS and NBC parent company (RCA, General Electric) and other corporate structural activities, with possible infences snatching of manipulations.

Because of the tremendous task of digesting, weighing and projecting the testimony added during the six-month inquiry, committee members may be unable to indicate any preconceived notions as to recommendations. But in Washington circles, it is apparent that, because of the "so-called grapevine," reports carrying dire forebodings, networks have conditioned themselves for the anticipated "shock" of the committee report.

MacFADDEN STOPS NBC-BLUE SERIES

MACFADDEN Publications, New York, has cancelled its True Story Time in the Blue Network, calling for the signing of the broadcast of Oct. 3, half-way mark in the 52-week contract which was started April 1. Cancellation follows a petition in the sponsor's Liberty Magazine of a column by Fulton Oursler, editor of Liberty, speaking against the Blue Network's name.-also reporting does not carry the name of the Blue Network's name.

Net Inquiry May Bring Repeal Of Disc Announcement Ruling

Transcriptions Would Be on Equal Basis With Network Renditions; FCC Names Committee

REPEAL of the transcription announcement requirement in rules governing broadcasting, so that transcribed productions made exclusively for broadcast purposes will be on equal footing with network renditions, is a possible outcome of the FCC's six-month network-monopoly investigation.

While the FCC Committee which completed the report and drafted its report, events of the last few days have focused attention in that direction. Considerable testimony on transcriptions was introduced at the hearings, which ran from November 1938 to last May, and a deep impression apparently was made on committee members that transcription quality is as good as or better than "live" renditions. Moreover, the view appears to have held that by removing the announcement "stigma" a greater degree of program competition will be introduced to the public's benefit.

Such figures as Percy L. Deutsch, president of World Broadcasting System, and Jerry King, head of Standard Radio, appearing on behalf of producers, strongly urged the FCC to remove the announcement requirement before each transcription. Messrs. King and Deutsch argued that network broadcasting technically is also "delayed" transmission, and that only practical difference was that they may be transmitted perhaps 10 feet for transcription recording and a multiplicity of miles of telephone lines for networks.

There is no intention whatever, of removing the restriction on phonograph record announcements. On the contrary, the view apparently prevails that records not made for broadcast purposes exclusively, and which can be purchased at the corner music store, specifically and regularly should be announced as such, lest the public be misled.

Complied the view expressed by the committee that the evident attitude of FCC members is the disclosure that a new committee on Sept. 29 was appointed to study further the matter of transcription announcement requirements with a view toward removing any hardships that may exist. This committee comprises W. W. King, assistant chief engineer for broadcasting, chairman, George B. Porter, assistant general counsel, Quincy V. Sutton, head accountant and Frank M. Utter of the Accounting Department.

Order factors which might conducive to elimination of the announcement requirement have been cited, such as Mary Livingstone, who made possible through rehearsal and correction, elimination of slips occasioned in the so-called instant transmission. These passages were free of faults and superior reproduction quality.

Elimination of the announcement unquestionably would prove a boon to the public, and lending more widespread use of transcriptions by national and regional accounts. While transcriptions have largely overcome the appearance of "frozen music" resistance, the announcement requirement nevertheless has retarded its peak development commercially.

BENNIE BAKER BACK Oct. 7

GENEAL FOODS Corp., New York (Jell-O) Oct. 8, for the sixth consecutive year, resumes the Benny Baker, vocalist, will not return to the program.
ASCAP Appoints Group to Handle NAB Negotiations

Committee Was Authorized by Board at July Meeting

A POSSIBLE new turn in the strained relations between ASCAP and the broadcasting industry was seen Sept. 28 when Gene Buck, ASCAP president, announced he would appoint a special committee to negotiate "with the NAB" in the fast-growing area of network remote broadcasts. The announcement came immediately following the monthly ASCAP board meeting the same day.

Accused by the NAB Negotiating Committee and President Neville Miller of having "stalled" in repeated efforts of NAB to procure from ASCAP a basis on which to negotiate, Mr. Buck stated that the ASCAP board on July 13 authorized Mr. Buck to appoint the committee but according to the ASCAP head departed for a vacation without taking action. The negotiations collapsed when the NAB, obtained a consent agreement was met by John G. Paine, ASCAP general manager, rather than by a committee. Mr. Paine stated the ASCAP was not ready to make any proposal to broadcasters.

Follows NAB Action

Since the department of the NAB has officially declared war on ASCAP and has set in motion a $1 million dollar campaign to oust the independent power supply for the industry [See Page 24]. The fact that the ASCAP board now has ordered application of the committee and presumably ordered negotiations with the industry on the condition reneged is a step taken because of the threat of the broadcasting industry action. The next meeting is Oct. 6.

The NAB Copyright Negotiating Committee comprises, in addition to prominent representatives of NBC president; Edward Klauer, CBS executive vice-president; John Elkins, ABC, and Lawrence W. R. Rosenbaum, WFIL, Philadelphia; Walter J. Damm, WMJ, Milwaukee; John Shepard 3d, Yankee Network.

Pepsi-Cola's N. Y. Test

PEPSI-COLA Co., Long Island City, N. Y., says its test campaign in the New York market for the first time this fall was a total success, resulting in a volume of 2,000 transcribed announcements on WOR, WINS, WMCA, WHN, WNEW, the WABC radio and TV station, and the six other stations on the WABC network. Sponsor. Agency is Newell-Emmett Co., New York. The campaign may be extended nationally.

Staff for World Series Is Complete; Controversy on Rights Still Simmers

COLOR announcers for the World Series broadcasts to begin on MBS Oct. 4 will include Lowell Thomas, Edwin C. Hill, Gabriel Heatter, Stan Lomax, sportscaster of WOR, Newark, will handle the commercials for NBC, and Safety Home, the official sponsor of the series. According to MBS officials, the color announcers will work in sets of three, with each performing his daily duty. Bob Elson, of WGN, and Red Barber, of WOR, will announce the games [BROADCASTING, Sept. 15].

Any edit that is not complete for the issue will be updated before it is published. This includes but is not limited to articles, stories, and other content that may be added after the issue is finalized. The updates will be made as soon as possible, but there is no guarantee that all changes will be reflected in the final published version. This is to ensure that the content is as accurate and up-to-date as possible. The final published version may differ from the original submitted content. This is a normal part of the publishing process.
New Autos Bring Spot Drives; Industry Sees Better Season

Export Business Brings Hopeful Note in Detroit; Fear of Higher Prices Used as Sales Weapon

THE automobile industry is on the rebound, looking forward to its best model year since the highly successful 1934 and 1922. July production schedules are being planned on that basis. Radio is being favored with extensive spot campaigns in September, as introductions follow rapidly upon one another, and there are indications that if business keeps up to the expectations of the sales departments, the reinstatement of some of the many chain shows of two years ago will be considered. Two factors are interplaying in the present automotive situation—an evident quickening of domestic business activity manifesting itself already in increased volume figures, and the expectation of an enlarged export business, to the bellicravers of the European and the neutral countries. Warring nations are expected to be heavy truck, engine and road tractor purchasers; there is the rapidity of shifting their purchasing from former major sources of supply—particularly Britain and Germany— to United States factories.

One other point has arisen this early in the model year to quicken business, that being the completion of higher prices later. Quotations for 1940 models have ranged from equivalents of the 1939 tags down to 3 or 4% lower. In the wave of advancing raw materials prices, and possible higher wage demands by labor, there is little doubt in Detroit but that car prices are likely to be marked up sometime during the model year. Salesmen are reported using this argument on prospects with successful results.

Few Changes in Cars

Basically the cars have been changed only in comparatively minor detail since 1939's, and sales stories, as reflected in advertising already appearing, have been general ones. The cars have been uniformly made larger, and the added comfort secured thereby has been stressed. So has the additional beauty of the 1940 models. Front end treatment centered in smooth-cut noses and wide-flaring fenders have definitely improved the automobiles appearancewise.

Mechanically, the year is distinguished chiefly by the introduction of the "hydra-matic" drive of the General Motors Corporation, an instant pedal clutch pedal entirely. The device is a combination of the semi-automatic transmission introduced by Oldsmobile in 1924 and the "flywheel" pioneered in the auto field by Chrysler several months back. Observers were enthusiastic with performance results. The device will be optional on most of the Olds cars. The 1939 model year saw produced approximately 5,400,000 cars and trucks in all United States and Canadian plants. Expectations for 1940 range from 3,500,000 up to one optimistic forecast of 4,000,000, and there is an evident gap between these two figures. By way of comparison, the 1938 year resulted in 2,600,000 assemblies; that of 1937 in slightly higher, or 3,000,000. When it is remembered that automotive advertising is doled out in fairly close proportion to the volume of sales, promotional spending can be fairly well appraised now.

In any consideration, however, it should be remembered that radio is apt to benefit in an increasing share against other mediums as volume increases.

Ford Plans Spots

Ford and Chrysler will again through the top time users of radio throughout the year, with their respective shows, the Sunday Evening Hour, and Air or Boxcars, scheduled for all major markets. Air or Boxcars will continue to place the chain show through N. W. Ayer & Son, while Chrysler's temporary representation is out of Ruthrauff & Ryan. In addition, Ford is scheduling for airing from October for about two weeks a large number of spot announcements over a station list which may total 150 outlets when all radio programs are included being placed in some instances by Ayer, in others by McCann-Erickson direct and in advertising in many areas of the country. Ford Dealers, placing through McCann-Erickson, Chicago, on Oct. 23 starts a series of three to six weekly quarter-hours on KYFV WDAY KOMA KMMJ KFAB WAXN WBW KFHX WPAA KTSK KGNC WCWO WHO KMA KMOX KMCB KWTG KTHS WLS WSI WAPI WDJX WBY WBTW WRRVA WLBZ WCHS plus 12 stations on the West Coast.

The Plymouth division of Chrysler Corporation, through J. Stirling Getz, has scheduled for the first two weeks of October over what may be the largest number of stations it has yet used in this respect. The total list currently is around 140. The spots are short, running from 100-word announcements down.

Dodge used spots during the last two weeks of September to announce its 1940 models. These were placed by Ruthrauff & Ryan. An undetermined number of Chrysler division dealers are being served, placed on a cooperative basis, the agency for the Chrysler division being handled by McCann Erickson of Detroit. The fourth Chrysler Corp. division, DeSoto, has no definite radio plans.

The largest spot user of recent years, Chevrolet, has no definite program scheduled at this time. There is no set date when these spots, whenever they appear, are scheduled — n o t a l l y Buick, which placed spots around the country this week in September to herald its 1940 cars. Arthur Kudner Inc. placed these. Pontiac division, through MacManus, John & Adams Inc, is making available

Network Affiliates In Cincinnati Hold Day of Dedication

Gala Event as WK Y Joins CBS; WKRC to Mutual

Radio "moving day" took place in Cincinnati Sept. 24 with three major changes in network affiliations coming from National Broadcasting Company (NBC) and American Broadcasting Company (ABC). NBC Blue to CBS, at the same time dedicating its new 50,000-watt transmitter, and Westinghouse (WSAI) radio became exclusive outlets for both NBC Red and Blue networks and WKRC, CBS. Other affiliations, notably WMBG as the key for its new Southern link.

All three networks vied for public attention with separate dedication programs. There were proclamations by Mayor Stewart of Cincinnati in connection with the observances and city and State officials also participated.

Newspaper Sections

To commemorate the event, WCYK published radio sections in the Cincinnati Times-Star and the Post. The Times-Star has entered into a contract to purchase all these displays now awaiting FCC approval.

The WCYK switch to CBS and dedication of the new 50,000-watt transmitter climaxed a three-months campaign, involving newspaper tie-ins, TV shows, window displays, billboards, taxicab ties, and a wide range of other promotional media. Speakers on the dedication were included in the CBS included L. William Johnson of Kentucy, Pullman guide, and Mr. Wilson.

On a previous WCYK program, Mayor Stewart read his proclamations setting aside the week Oct. 24-30 as "WCKY 50,000-Watt Week." On this program telegrams of congratulation from Hollywood stars, radio celebrities and broadcasters, including some from FCC chairman James Lawrence Fly, were read.

One humorous announcement, "Columbia Comes to WCKY," was spotted throughout Cincinnati last week. The signs display in restaurants and other business places featured photos of CBS and WCKY personalities.

The WCKY dedication was highlighted by festivities in Cincinnati's historic Fountain Square, at which Mayor Stewart formally dedicated the new transmitter in a highly laudatory extemporaneous talk. Use of the Square was granted WCKY by the City Council, after opposition had arisen from other broadcasting interests. H. V. Kaltbom also participated in the dedication event.

About 1940, "Red and Blue Week." A score of girls marching in pairs through Cincinnati's crowded streets were clad in red and blue costumes. The garb of the girls was of different colors. Waitresses in restaurants and night clubs wore aprons doubles of field color while those in Lake Union and merchandising-ties in the same color theme were introduced. Fireworks on a barge anchored in the Ohio River were red and blue.

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www.americanradiohistory.com
Tension at War Outbreak Is Subsiding

Neutral Operations at Stations, Networks Now Prevail

TENSION which gripped the broadcasting industry with the outbreak of the war has relaxed to the point where operations are virtually normal with a corresponding tranquility apparent on the Washington scene. Now in the last fortnight it is hopeful that there has been "no news".

The so-called WMCA incident, of considerable highbrow身价 in the Washington scene. Now in the lap of the FCC, after hearings on Sept. 27 [see page 14], not only the broadcasting industry but the entire communications world is watching the outcome with interest. regarded in some cases as a development which grew out of the war "fever" and the desire to exemplify the dangers inherent in the situation, the incident resulted in renewed steps by the industry to purify operations and avoid any position which might be construed as endangering this country's neutrality.

Wartime Control

The activity evident at the State Department and the FCC when hostilities broke out, in connection with communications generally and radio in particular, has subsided considerably. There have been additional meetings of the so-called Radio Neutrality Committee representing various Governmental departments and agencies identified with communications, but the purpose of these meetings has been to make "refinements" in plans which have been drafted for executive consideration in the event this country becomes involved in the hostilities. In the deliberations of officials of Governmental agencies, there have been preliminary skirmishes which in some quarters have been interpreted as an effort to jockey for "control" of communications, and possibly broadcasting, in the event the situation becomes more serious. The FCC, by virtue of its authorized functions as the radio regulatory agency, has been assigned the task of urging maintenance of normal Government processes. The military agencies, on the other hand, have been urged to the point of,vigorously to warn all stations that will be called upon to serve with the Army and Navy, that whatever line of work is in the nature of "essential work" the engineers will be called upon to perform. In this connection the possibility of putting all stations into the hands of the military has not been entertained.

NEUTRALITY PRECAUTIONS

As Seen by Government and Industry Leaders

LARGELY because of the anti-censorship provision of the Communications Act, no Governmental agency has essayed to impart to the broadcasting industry anything approaching "guidelines" which would augur for strict maintenance of neutrality. The desire is to have the industry assume the responsibility voluntarily, which it has done, but the requirement for an accurate change in the system from that designed to the country's neutrality.

The big question to the broadcaster, whatever his operating status, is "What might be considered an unneutral act?" While it appears impossible to enumerate all acts or events which might give "aid and comfort" to a belligerent, to the detriment of his enemy, there are certain obvious precautions which can be taken by station executives to avoid most of the pitfalls.

After sounding out sentiment not only within the industry but among responsible Government officials, BROADCASTING found a substantial unanimity of view on these points:

1. Have all matters relating to the war situation, irrespective of its nature, clear through a responsible station official.
2.Ascertain that station employees who have access to the microphone or prepare script are entirely without bias insofar as their station functions are concerned.
3. Qualify all news broadcasts where qualification appears necessary to make clear to the audience the source of the information.
4. Eliminate news commentaries or broadcasts in other than English because of the extreme difficulty in checking such commentaries.
5. Avoid careless use of the so-called "talk" programs picked up locally lest partisan comment be imparted. A safe practice would be to make instantaneous transcriptions, which would permit "editing" and safeguard against "ad libbing".
6. Ban all war discussions in sponsored programs except by recognized and qualified news commentators. Do not allow sponsors to espouse one cause or another in their commercials.
7. Exercise extreme diligence in remote pickups or in audience participation programs, avoiding any questions relating to the war.
8. Avoid transmission of information on ship movements, which might make them easy prey for belligerent craft.
9. Avoid interviews with refugees unless they are absolutely responsible or unless advance script has been prepared and scrutinized.
10. Beware of "handouts" or news releases relating to any phase of the war or neutrality situations unless the sources are known to be bona fide.
11. Prohibit appeals for funds for war causes or any other appeals relating to the war, such as exhortations for enlistment in foreign military services.
12. Re-read and perhaps put in a conspicuous place the war coverage rules adopted by the major networks [BROADCASTING, Sept. 15] as a guide to all station employees having direct or indirect access to the microphone.
13. Avoid jokes about the war—it is a grim business.

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BROADCASTING • Broadcast Advertising
America's number one thriller—produced by the same organization which gives you "The Lone Ranger"

Transcriptions now available in all markets—subject to prior sale.

Write or wire for the "Green Hornet" case history.

KING-TRENDLE BROADCASTING CORPORATION
Station WXYZ
Detroit, Michigan
The FHA Sends an Invitation to Sponsors
Aids Stations in Developing a Potential Field of Building Industry Income

By GEORGE T. VAN der HOEF
Chief, Radio & Motion Picture Section
Federal Housing Administration

FIVE YEARS ago last month Hilmar Baukhage, now NBC’s commentator in Europe, went on the air as The Master Builder. It was a fairy story from war torn Europe and the sound of saw and hammer were strangely dissimilar to the shriek of the air-raids sirens which punctuated Baukhage’s resonant sentences today.

But The Master Builder was a significant program in many ways. Not only did it represent the debut of a character which was to be active for many years, but it helped to establish the importance of radio as an advertising medium.

During the life of this program FHA was able to sponsor a small organization to one which transacted over two billion dollars worth of business. Hundreds of American home-owners benefited from its activities and the building industry began to take heart and see profits for the first time in almost a decade.

Sponsored Programs

Under the leadership of the first Administrator, James A. Moffett, FHA organized its radio activities primarily to inform the public of the provisions of the new-born National Housing Act. Under the guidance of Mr. Moffett’s successor, Administrator McDonald, these activities were patterned progressively along lines leading to eventual liquidation of sustaining programs in favor of commercial sponsored ones. In other words, Administration McDonald envisaged the time when educational activities in the FHA could be used to the benefit of stations.

However, the lag between hypothesis and axiom is frequently great and FHA was realistic enough to see the wisdom of example rather than dictation. The Master Builder and other programs as The House Detective with Roger B. Whitman, Homeowner, Your Home & Mine, Martha Holmes and a host of other network, serial sustaining programs, served as useful examples to demonstrate to finance and industry the practicability of the medium of radio in the building field.

In 1936 the first attempt at transference of responsibility was made. Through the now widely used transcription series Famous Homes of Famous Americans, the ice was broken. These programs were designed for either local sponsorship or a sustaining basis. Encouragement, however, was given to sponsored presentation. As could have been forecast, acceptance of this principle was slow and out of the 500 odd stations which presented this series, only a small number of those who original nominated FHA’s programs as a source of assistance.

With the issuance of the second Famous Homes series in 1938, however, the picture began to change rapidly and while this series is still in circulation all evidence is overwhelming to the effect that when final tally is taken sponsorship will be around 90%.

With the foregoing as a background, FHA is entering its fifth year of broadcasting this month with a fundamental change in policy. Beginning Oct. 1 emphasis will be taken away from the FHA’s own production activities and centered upon the stimulation of production activities on the part of private industry. This means that the FHA will encourage and assist radio by finance, building and allied industries.

Questionnaire Data

As a preliminary step, a questionnaire was sent to the commercial managers of all radio broadcasting stations. Issued in late July, this questionnaire sought the frank opinions of the commercial managers on four points:

1. Did they feel building, its allied industries and finance offered a fruitful source of potential revenue?
2. Had they carried an appreciable number of such programs in the past?
3. Had an appreciable number of such programs tied-in with the program of the FHA?
4. In what way did they believe the FHA’s program, for example, in encouraging such business?

The returns were gratifying. The following conclusions were drawn from these answers:

1. That most commercial managers felt building, its allied industries and finance offered a fruitful source of potential revenue.

2. There was a great variance in the replies to the number of such programs carried by various stations in the country. Apparently a fair number of stations, in all sections of the country, with energetic commercial departments had found a profitable source of revenue in such accounts.

3. Such stations reported that the majority of these programs were tied-in with the program of the FHA.

4. Practically all of the stations were unanimous in the opinion that the Federal Housing Administration has already made progress in stimulating interest in promotional work on the part of building and its allied industries. They were practically unanimous in expressing the opinion that the FHA could render service to the radio industry by encouraging this type of work more extensively. The commercial managers were profuse in the number of helpful suggestions concerning the stimulation of such encouragement.

FHA is paying careful attention to all such suggestions and anticipates that within the coming year by far the major of them will be carried into effect.

A Sales Forum

In line with the expressed wishes of the radio industry, FHA’s Radio & Motion Picture Section will issue a letter once a month during the fall and winter to all managers of commercial broadcasting stations incorporating a typical sales technique, an experience successfully undertaken by one of the broadcasting stations of the country in developing commercial programs tying-in with the FHA.

In addition, an analysis is under way of the coverage areas of all commercial radio broadcasting stations of the country so that in the coming months the FHA will be able to send to the commercial managers of each station—upon request—with a breakdown list of the total potential business available in his coverage area. For example, if the following information will be available in connection with the modernization and repair program of the FHA: How many eligible financial institutions there are in a given coverage area; how much FHA business has been done in the past and is currently being done; how many hardware stores, paint dealers, contractors, plumbing concerns, are in the same coverage area.

The same information will be available in connection with the Insured Mortgage Program in informing the commercial managers of the number of eligible mortgages in his coverage area; the amount of business FHA has done and is currently being done; the number of contractors, operative builders, etc., who offer a potential market. In addition, with the cooperation of the major networks, an effort will be made in their major sales areas to have sales representatives of the networks advertise FHA’s programs to local advertisers in terms of the total potential national housing business what their potential radio sales opportunity will be.

FHA has been gratified with the amazing reception its few preliminary excursions into this field have received. As a test program, FHA was merely an experiment. As an experiment, FHA is a success; it has paid in dollars worth of field experience. As a regular program, FHA is making a potential of the country’s housing field.

Wm. R. Warner Change

Wm. R. WARNER Co., New York, will not sponsor its usual Warden Lawes program for Sloan’s Limit on Oct. 14, but will use instead Cal Tinney’s Youth vs. Age, a popular program. The program was scheduled to be on NBC-Red, now it will be on NBC-Blue. With this change, the company’s products. The new program will be heard on the Lincoln on the NBC-Blue network, Saturdays, 8:30 to 9 p.m. at the account.

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BROADCASTING • Broadcast Advertising
DOMINATING BOSTON - WBZ's

New 50,000 Watt Transmitter at Hull

Westinghouse WBZ-Boston • Completely Programmed by NBC
We believe it’s real news, when this fall fourteen more experienced and canny advertising buyers like these join the Blue Network’s ever increasing list of clients. Here they are:

Adam Hats (fight broadcasts on Fridays) 10:00 PM till finish
Colgate Shave Cream 9:45 — 10:00 PM Sunday
General Foods (Jell-O Pudding) 8:00 — 9:30 PM Tuesday
Groves (Bromo Quinine) 8:00 — 8:30 PM Monday
Jergens (Woodbury Soap) 9:15 — 9:30 PM Sunday
Lewis Howe (Tunis) 8:30 — 9:00 PM Wednesday
Modern Food (Thrivo Dog Food) 8:00 — 8:15 PM Sunday
Musterole 8:30 — 9:00 PM Friday
Pepsodent (Toothpaste): 7:30 — 8:00 PM Sunday
Ralston Cereal 5:45 — 6:00 PM Mon. thru Fri.
Sherwin-Williams (Paints) 5:30 — 6:00 PM Sunday
Ward Baking Co. (Bread and Cake) 8:30 — 9:00 PM Thursday
Warner (Sloan’s Liniment) 8:30 — 9:00 PM Saturday
Standard Brands (Fleischmann’s Yeast) 11:45 — Noon Mon. thru Fri.

We believe they share our convictions that this network is 1939’s most economical advertising investment.

That’s due, of course, to the famous Blue Discount Plan... which enables advertisers to “go National” on a truly modest budget.

By the way, there are still good evening time periods open!

IMPORTANT ANNOUNCEMENT
On September 22, KVOD, Denver, commenced operation on 630 kc — one of the best frequencies on the dial — which means greatly improved Blue Network coverage in this very productive market.
NAB Makes Music Fund Plans As Head of Project Is Sought

Rosenbaum Being Mentioned by Industry Leaders; Formula for Fund Raising Is Considered

QUEST for an outstanding figure in the music or radio world to head the new Music Inc. project is going forward by the NAB as preliminaries are being whirled into shape for the venture, designed to raise the banner for the copyright music field and force ASCAP to deal equitably.

While Neville Miller, NAB president, who emphasized the need for a new music corporation plan after negotiations with ASCAP had collapsed, has interviewed a number of music experts in connection with the broadcast music post, no selection has been made. Some thought had been given to retention of Sydney M. Kaye, New York attorney, and counsel for the NAB in drafting of the plan as president of Broadcast Music Inc., but his selection is regarded as unlikely. Unquestionably he will be asked to remain as chief counsel when the project crystallizes.

Rosenbaum Suggested

The name of Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, has cropped into the preliminary discussions. Mr. Rosenbaum, himself an amateur composer and vice-president of the Philadelphia Symphony, is the sort of figure at the Chicago convention Sept. 15. His address defining the background of the music situation and the scope and purpose of the new corporation was an important factor in bringing about the unanimous vote for the project.

A number of influential broadcasters, it was understood, had suggested that Rosenbaum be drafted, at least temporarily, to head the enterprise because of its fundamental importance to the future of broadcasting. Rosenbaum is a new figure in the industry, but this move will develop, however, appeared to depend upon the progress made by the directors of the new corporation designated at the convention.

While President Miller is seeking to expedite the preliminary phases of the project, the NAB is hoping that it may be possible to make arrangements for the entire project underway as speedily as possible, some difficulties are developing. Registration of the stock of the proposed corporation, which the Securities & Exchange Commission is expected to require at least another three months.

The first barrier to be surmounted, it is understood, is that of agreement by the broadcast music directors on the proportion of payments to be made to the corporation, for both stock and license fees. At the first year of the project, the Chicago proposal is for a 50:50 split, but a frequent passing by both teams. The broadcasters are complaining to Mr. Rosenbaum that ASCAP is guilty of clipping and should be penalized. They're warning union members to stay out of the ASCAP in as many ways as possible. The other side is guard against All-American Setback, License Fees. They're going into a huddle now with Captain Miller calling the signals. But where's his resolute attitude by the Broadcasters? It's Discs for Records! Yes, sir, here's betting it'll be a shift to Discs to carry the weight right to the profit zone! Okay team, here we go!

Dill Asks Change In Copyright Act To End Difficulty

Declares Amendments to Law Would Solve ASCAP Issue

SOLUTION of the "never-ending radio ASCAP - musical copyright fighting" through enactment of a simple amendment to the antiquated Copyright Act of 1909, providing a "payment-for-use" plan, was advocated Sept. 30 by Sen. John C. Dill, co-author of the Dill-White Radio Act of 1927 and author of the Act of 1934.

The former legislator from the State of Washington, now a practicing attorney in Washington, D. C., declared that under such a plan those who reproduce copyrighted music for profit would be "required to pay for the music used and no more". His suggestion was in line with proposals repeatedly endorsed by ASCAP, although NA had never proposed an "pay-as-you-use" or "per program" method, in lieu of the proposed ASCAP formula insisted upon by ASCAP.

Mr. Dill declared that "block booking" licenses, covering the use of any controlled ASCAP work for a specified combination of copyright owners as a prerequisite to the use of any of ASCAP's music, would not only be compulsory under his recommendation.

Praises NAB Project

"ASCAP's present method of compelling those desiring to use any of its copyrighted material to pay for a license to use all of its music, is so intolerable and indefensible, that any congressman can readily be convinced of the justice and fairness of this amendment," Senator Dill asserted.

"The plan to set up a library of musical copyrights and public domain music to be owned by the broadcasting industry, is most commendable. It will be a great defense and protection against unwise suggestions by ASCAP. A library for the future, but it does not solve the problem of securing the use of ASCAP's music on fair and reasonable terms.

"Even with this library of music available, it will be impossible to induce all stations to sign the proposed 'block booking' ASCAP contracts. When some stations sign, then the others will conclude they are compelled to sign. This will break the solid front which the radio industry should present in its fight with ASCAP."

The public wants to hear ASCAP's music. Much of its good copyrighted material will remain copyrighted for from 40 to 50 years in the Radio industry stations will want to use that music. ASCAP is entitled to be paid for whatever music is used for profit. Should the price be changed, ASCAP will almost certainly force the acceptance of its contracts on radio users for a period of many years."

"On the other hand, the passage of the proposed amendment would have the effect it is designed to have, to compel users of any of its music to sign these 'block booking' contracts for all its music, and the expensive nature of such contracts giving ASCAP a flat per...

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BROADCASTING • Broadcast Advertising
THE success of any research organization—in reputation for integrity and usability of results obtained—depends almost entirely on the type of men employed, as well as on how they are trained.

Hooper-Holmes has ever realized and appreciated the full importance of this. Our men are rigidly selected, rigidly trained, rigidly supervised.

But then, let the following incident tell its own story.

Recently one of the nation's largest publishing companies asked us to conduct an intensive survey for them.

This job was so important to our client that a major executive worked closely with our men for one week. He made a point of checking up on the men, the work they did, how they did it.

Later, when the entire job had been turned over to his company, this executive said: "I met each of the six men. They were of such high calibre that I would readily hire five of them for our company—and that's not saying anything against the sixth man, either."

This executive discovered for himself the secret of why Hooper-Holmes research is usually so satisfactory, in integrity and usability, for its ever-expanding list of important agency, publisher, radio and manufacturer clients.

It is not our policy to publish the names of our clients. However, if in the market for any type of research or survey, we will gladly furnish a list of references you may consult for first-hand opinions of our service.

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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.

Address all inquiries to Market Research Division, Chester E. Haring, Director.
Nelson and Yoder Given New Posts

Former New Heads KPO-KGO; Yoder Manager of KOA

A. E. NELSON, for the past year sales manager of NBC’s Blue Network, on Oct. 1 becomes general manager of KPO and KGO, San Francisco; Alfred T. Yoder, former Blue and Red Network respectively. On the same date Lloyd E. Yoder, former manager of these stations, moves to Denver as manager of KOA, Red

Mr. Nelson

Mr. Yoder outlet in that city. R. H. Owen, formerly manager, remains at that station as assistant to Mr. Yoder. All three stations are operated by NBC, although of the trio it owns only KPO, KGO and KOA being owned by General Electric Co. but managed by the network.

Mr. Nelson is one of broadcasting’s pioneers, having entered the field in 1923 when he founded WIBO in Chicago, remaining as its principal owner until 1935, when the station was discontinued under the “overquota” provision, since repealed, of the radio law. In 1934 he joined NBC and shortly was appointed general manager of KOA. Three years later he was made manager of KDKA, Pittsburgh, and in 1938 moved into NBC’s New York headquarters as sales manager of the Blue Network.

Yoder’s New Shift

This move was the first in a consistent campaign for strengthening the Blue that culminated this summer with the appointment of Kermit Riggio as national director of station relations, as Blue director, to coordinate all activities of NBC’s sales and promotion stations and press departments as they affect the Blue Network. Mr. Riggio was long in charge of the duties performed by Mr. Nelson as Blue sales manager, it was stated.

In moving to Denver, Mr. Yoder leaves San Francisco for the first time in his radio career. Joining the NBC staff in that city as an announcer, shortly after its organization, Mr. Yoder was made press representative and later manager of the press division on the San Francisco staff, and was later appointed manager of NBC’s San Francisco offices, with jurisdiction over KPO and KGO.

Mr. Nelson was announced by William S. Hedges, vice-president in charge of NBC’s stations department, who with Mr. Nelson and Mr. Yoder, as managers of network operated stations, will report.

ALKA-SELTZER National Barn Dance on Sept. 30 celebrated its sixth anniversary, NBC’s oldest Barn Dance, which started on WLS, Chicago, in April of 1934 with a program of American folk songs and popular tunes, retaining their original characters through 15 years of uninterrupted broadcasting.

Independents Ponder Baldwin As NBI’s Executive Director

POSSIBILITY of retention of James W. Baldwin, former managing director of the NAB, as executive director of National Independent Broadcasters, Inc. was seen with the reorganization of the independent group on a permanent basis, approved last month.

Preliminary conversations, it was learned, already have taken place between Mr. Baldwin and members of the new NIBI board. It was decided at the independents’ convention in Chicago Sept. 14, held in conjunction with the NAB special copyright convention, to incorporate the organization and retain a secretary-treasurer.

It is presumed the discussions with Mr. Baldwin in connection with his appointment to the latter post, now temporarily held by Lloyd Thomas, manager of Nebr. A. H. LaFont, former radio commissioner and head of the Bureau of the radio interest in the “overquota” provision, and Edward A. Allen, WJLVA, Lynchburg, former NIB president, was elected vice-president.

Scale of Dues

In setting up a scale of dues for independent stations, ranging from $3 to $15 per month, it was concluded that NIBI should have a paid executive. Such issues as phonograph record licensing, labor, and other matters peculiar to independent stations, it was felt, should be handled by a full-time executive rather than on a hit-and-miss basis.

Mr. Baldwin retired from the NAB Feb. 15, 1938, after a three-year period at which time the trade association was completely reorganized. His post as managing director was filled by the principal owner of WGBH, Newport News, Va., a local independent, who later was brought into the fold with actual operating problems confronting that classification of station. Before joining the NAB, he was director of the Federal Radio Commission. He now maintains a law practice in Washington.

In independence, it was stated that no definite arrangement had been made with Mr. Baldwin, the first meeting at the Chicago sessions. Presumably, NIBI desires to canvass the independent field on the basis of the Baldwin time, the organization would become affiliated with the NAB, before embarking on plans to expand. Some independent owners also have been considered in connection with the position.

The NIBI plan parallels to some extent that adopted by Independent Radio Network Affiliates, which likewise agreed to set up a permanent organization at the NAB convention and establish a $20,000 budget. [Broadcasting Sept. 15.] Thus far, however, there has been no indication from IRNA regarding its personnel plans.

Herzog Manages WTMJ

APPOINTMENT of L. W. Herzog, public service manager of the Milwaukee Journal, as manager of its station, WTMJ, was announced Sept. 22. He succeeds Don B. Webb, who has assumed an executive position on the newspaper. Walter J. Dann, general manager of the Journal radio activities, continues in the same capacity, a post he has held since the Journal was first established in 1916.

Mr. Herzog as public service manager is already familiar with much of the company’s experimental radio work as assistant to Mr. Dann.

New Joe Lowe Discs

JOE LOWE Corp., New York, which has been sponsoring the thrice-weekly half-hour Buck Rogers transcriptions of 100 stations in the interests of Frontier Post, announced Sept. 18 started the program on a grand scale, with four transcriptions being broadcast on a five week basis, the same three of which are signed on a regular basis by stations in different sections of the country. Station list to date follows: WJAR-KDKA WBNS- WGN,WDCW, WCKY KHQ WFIL KLZ KSD WEEU WSNB WMBD WDWS WZ KJH WHB, Bow Co., New York, handles the account.

THE “Pals of the Golden West,” a girl and four boy, former time songs on KOIN-KALE, have come to Hollywood to appear in a featurelly film at Republic Studios.

Funds Are Sought To Operate IRNA

Executive Committee Seeking $20,000 for First Year

FOLLOWING through on action in August to establish the independent Radio Network Affiliates as a permanent organization, the IRNA executive committee, Sept. 21, asked all independent-owned network outlets for first contributions. A budget of $20,000 was approved for the first year, unless other contingencies arise, with provisions made for retention of permanent executive counsel.

In a notice to all affiliates dispatched by Samuel R. Rosenbaum, IRNA chairman and president of WFIL, stations were asked to pay as annual dues a sum equal to their highest, published quarter-hour rates, in addition to a $100 franchise fee. Some stations also are notified that the platform principles at the Chicago convention Sept. 24, as well as the bylaws of the permanent organization (Broadcasting, Sept. 15). Not only the copyright problem but negotiations with affiliates may face with national organizations in the field of labor confront the IRNA, it was declared. Employers and contractors with the American Federation of Musicians expire in November, prior to the year before current ASCAP contracts terminate, it was pointed out.

Copyright Unity

In addition to these matters, IRNA is concentrating itself on revision of network operating practices construed as vital "not only for improvement of broadcasting, but also to meet the changing economic conditions which have obtained,” in the copyright formula to be used in the future to support the affiliates and take their part.

In addition to Mr. Rosenbaum, other members of the executive committee who signed the letter, were: Paul Deider, WJAS, Louisville; Walter J. Dambro, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati, and John Sheppard, 3d., WNAC, Boston.

Goodyear Drive

GOOD YEAR TIRE & RUBBER Co., Akron, Ohio, during the week of Sept. 25 started a campaign for tractor tires using quarter-hour programs titled “Your Good Neighbor.” A “Country Neighbor” on 20 stations in large farm areas at different periods between 12 noon and 1 p.m. Programs carried were a transcription of a program in the music by Louise Massey and Westerners with local farm news, marketing, new developments and information by local farm commentators. More stations may be added to the list at a later date, according to Arthur Knudsen, New York, the agency in charge.
PAUL SULLIVAN, brilliant WHAS news reporter, was selected by Brown & Williamson Tobacco Co. to carry their message to the Nation over the Columbia Network. WHAS is happy to share this outstanding personality with these other affiliates of the Columbia Broadcasting System.

WHAS
820 Kilocycles  50,000 Watts

BASIC COLUMBIA OUTLET

owned and operated by

THE COURIER-JOURNAL  --  THE LOUISVILLE TIMES
Associated Oil Grid Schedule Involves Expense of $250,000

Eighty-eight Games to Be Broadcast in Far West;
Three Network Groups, Independents Lined Up

A TOTAL of 87 stations in six Western States and Hawaii will broadcast a total of 88 collegiate football games for Tide Water Associated Oil Grid Division, Harold R. Deal, advertising and sales promotion manager, announced Sept. 25 in San Francisco. Expenditure for the year, the 14th consecutive year of football broadcast sponsorship by the oil firm, will be approximately the same as last year, an estimated quarter-of-a-million dollars, Mr. Deal said. The figure includes station time, salaries to college, salaries of the young army of commentators and assistants, and sales promotion.

Getting under way in 1925 with a two station hook-up, the broadcasting of football under Associated sponsorship has steadily increased to a point where the coming season, Associated has selected NBC Red, CBS and Mutual-Don Lee networks, supplemented by independent stations where networks do not have outlets.

Network Facilities

An innovation this year is the decision by Associated to use complete network facilities on all games to be carried on the Associated chains, thus making for a greatly increased volume of football to be aired during the season. The schedule calls for coverage of all games of Pacific Coast Conference teams, as well as complete schedules of St. Mary’s, Santa Clara, the University of San Francisco, Loyola and Gonzaga.

NBC had threatened a break with Associated this year if the oil firm insisted on tying up the entire NBC network for the release of games over only a few of the NBC stations, leaving the others with their programs. Don Gilman, NBC vice-president, had stated this had been too costly to the network. If Associated had prevented them from obtaining any other network show because the lines were tied up by Associated [Broadcasting, Sept. 15].

The Friday night and Sunday games scheduled for the San Francisco Bay area are to be handled this year by KQW, San Jose, Mr. Deal stated. In the Los Angeles area similar coverage is planned, using KPAC on the Loyola Friday night and Sunday afternoon schedule as well as for a Friday night game between UCLA and Texas Christian. General plans anticipate coverage throughout Arizona, California, Nevada, Oregon, Washington, Idaho and Honolulu and Hilo in Hawaii.

The same basic plan as in past seasons calls for handling of all games by a sportscaster and a commentator. The plan was established by several observers, both in the broadcast booth and on the field. One change in technique this year provides for the commentator to give the selling commercials, rather than switching back to the broadcast studio for the station announcer to give it.

All sportscasters who will handle broadcasts for Associated held a two-day conference in San Francisco Sept. 11-12, with Coach E. P. (Slip) Madigan, of St. Mary’s College, giving the broadcasters thorough instruction in systems of play. Mr. Deal and L. L. Lovett, advertising assistant at Tidewater, also attended.

Sportscasters expected to handle the schedule in the West include:

Los Angeles area, Frank Bull and Mike Frankovich; San Francisco area, Doug Montelli, Phil Ray and Ernest Smith; Oregon area, Star Church and Art Kirkham; Seattle area, Ted Sorensen, Del Cody; Lewiston, Idaho, Roy Kline; Boise, Idaho, Roy Neville, John Carpenter. Northwest advertising representative of Associated will handle roving pickups at various points.

Promotion Drive

As in the past, Associated has an elaborate merchandising campaign in which thousands of Associated dealers play a major role. Poster boards will be maintained at all dealers, with current, concise copy pertinent to the grid sportscasts that brand the “Smiling Associated Dealer as a co-sponsor of the broadcast.” There will be colorful cards inserted in the clip board on which the gasoline customers sign for credit card receipts, seen time after time by the customer as he makes purchases. The weekly window sportscast posters will be mailed from San Francisco to the dealers each week. They will carry all the games, with stations, times and points of origin of sports be heard in the dealers’ particular area during the next week-end.

Associated is publishing a Dealer’s Pocket Schedule for customers. The pocket schedule is issued in two editions, the first covering September and October, the second November and December.

To keep dealers enthused, Associated has planned a contest in which dealers pick the winners of 20 games per week. They are required to mail their replies not later than Thursday prior to the games. The contest has three weekly prizes for nine consecutive weeks. A Football Display Contest runs Oct. 1-Dec. 1. Prizes will be awarded by Associated for the best displays using football sportscasts as a theme. There will be four prizes in cash for each of the seven sales districts on the Pacific Coast.

The Associated Oil account is handled by Lord & Thomas.

The complete schedule of games, as of Sept. 26, is as follows:

**All Sportscasters of Tide Water Associated Oil Co. will handle Pacific Coast football broadcasts during the 1939 season held a two-day conference in San Francisco with Coach E. P. Madigan (blackboard), of St. Mary’s College, gave instruction in systems of play. In foreground are Harold R. Deal (left), advertising and sales promotion manager of Associated, and L. L. Lovett, advertising assistant.**
HOW CAN I MAKE AMERICA SEE BOTH SIDES?"

It was December of '34. As he watched the throngs stamping through the snow that lay moist and fresh on the sidewalks, a sentence ran again and again through the mind of George V. Denny, Jr.

"I'd rather be shot than listen to..."

The words were those of a friend of Denny's—a man with a closed mind—a man who, although claiming to have a liberal viewpoint, nevertheless vehemently refused to listen to the exciting coast-to-coast broadcasts of a political bigwig, because the latter epitomized the opposite political faith. Immediately after listening to one of these broadcasts, Denny returned to his office in America's Town Hall, and as he gazed out of the window at the hurrying crowds below, the thought came to him: "How can I make America see both sides?"

The answer was America's Town Meeting of the Air.

The amazing success of this outstanding radio program is summed up in one sentence: On October 5th it begins its fifth consecutive year as an hour-long Thursday night NBC Blue Network feature!

And on Thursday, October 5th, more than 6,000,000 Americans will eagerly await it. For this NBC program gives them the opportunity to hear prominent industrial, political and professional leaders discuss the pros and cons of timely controversial issues of national and international significance. It enables listeners to conduct their own forums. It promotes the American heritage of free thought and free speech.

The NBC Town Meeting of the Air is the old New England Town Hall on a national scale. In cities, towns and hamlets from Atlantic to Pacific, it has stimulated the creation of thousands of town hall groups—comprising citizens in all walks of life—who listen avidly to the radio discussions and who then, for hours after the program is over, give voice to their own opinions and ideas. It is a program that educates by stimulation—a program that champions democracy and is the mortal foe of dictatorship. In broadcasting this program, NBC believes it is performing the type of public service which this company regards as an important duty.

World's Greatest Broadcasting System

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE
Anti-Monopoly Act Undergoes Test in Nebraska Hearing

Court Hears Arguments as to Validity of ASCAP Law

ASCAP's attack on the constitutionality of the anti-monopoly law enacted by the Nebraska Legislature in 1937 was contested by the State in a four-day trial which began Sept. 18 before a statutory three-judge federal tribunal in Lincoln. With the closing of the testimony Sept. 21, the court authorized filing of supplemental briefs by Oct. 6.

Regarded as a preliminary test of a half-dozen so-called anti-ASCAP statutes adopted by the States, the suit brought to Lincoln an upper bracket array of ASCAP executives as well as broadcasters of the State. Gene Buck, ASCAP president, E. Claude Mills, chairman of its executive committee, and Paul F. Riddell, general manager, headed the ASCAP group.

Mr. Buck told the story of ASCAP's origin and the fight of composers to gain recognition and compensation for their work. On cross-examination by State officials, he recalled that he had testified in 1932 before the Copyright Right Commission that the House that ASCAP controlled 95% of the popular music available.

Nebraska Income

Mr. Buck testified that the gross income received by ASCAP from Nebraska was in the neighborhood of $68,000 from some 500 users. In protesting the Nebraska law, requests were made for a per-program fee paid to ASCAP. The tax court had said that in his own case he would find it necessary to place a number of ASCAP employees of the State to check on infringement. Later he asserted that the publishers were the owners of their copyrights and that they would have the function of checking performances and infringement.

Mills, former ASCAP general manager, described his experiences in negotiating contracts with union members of the ASCAP. He said that these contracts were amicable. He reiterated his previously expressed position that the "per-program" and "per-piece" methods of licensing suggested by broadcasters were uneconomical.

Under cross-examination, Mr. Mills asserted that his statement made in 1922 that ASCAP controlled some 90% of the popular music and that the standard publishers controlled all of the standard material, was true. These standard publishers, he said, were the owners of the copyrights. It was asserted by the State that the ASCAP was an monopoly.

In presenting the defense case the State called as witnesses Attorney General of Nebraska, and William J. Hotz, special assistant to the attorney general. Attorneys were supported in their contentions by dance hall and hotel operators. Andrew W. Bennett, NAB counsel, appeared for the State. Maynard N. Gashans, a county attorney and defendant in the case. John C. Malle, qualified as an expert, testified that he was responsible for the presentation of the original bill in the Nebraska Legislature and that broadcasters knew nothing of the Roy Viscan, chief operator, testified that he had to discharge a three-piece orchestra because of the fee levied by ASCAP.

Gillin Testifies

John J. Gillin Jr., manager of WMA in Omaha, had NAB precedent, testified regarding the entire radio situation, with emphasis on the inability to obtain music performance rights. He signed ASCAP contract in 1932 and had paid only one fee. He also signed a contract with ASCAP to perform rights contracts in both 1936 and 1938. He testified that the ASCAP fee was higher than any order charged by the ASCAP.

Mr. Gillin, himself a singer, on several occasions had to start over examining the ASCAP counsel.

Searle Agrees with Gillin

Mr. Searle, general manager of Central States Broadcasting Co., operating KOI, KFAB and KFOR, testifies: Mr. O'Harahan paid ASCAP some $22,000 in 1938. He corroborated all of the previous testimony of Mr. Gillin. In deposition introduced in the trial, Edwin Morris, manager of Warner Bros., subsidiaries, brought out that sheet music sales of the Warner music companies for the last six months of 1935 when they were members of ASCAP were $718,000. For the first six months of 1936, when they were estranged with ASCAP, they were $229,000. This has been ascribed principally to the non-performance of Warner music on the air. Warner Bros., subsidiaries, were paid a $250,000 royalty for the first six months of 1936.

In the closing arguments, Mr. Frolich challenged the constitutionality of the Nebraska law as well as the allocation of monopoly. Mr. Riddell closed the argument engaged in price fixing and was a monopoly within the meaning of the statutes.

FIVE HEADLINERS get together at the cocktail party given by Cities Service Co., pioneer radio advertiser, whose Friday evening concerts on NBC-Red have been broadcast without interruption since Feb. 18, 1927, as a feature of this fall's broadcasts; John Kieran, sports writer and all around authority of Information Please; W. A. Jones, president of Cities Service Co.; M. H. Apleworthy, publisher who was NBC's president when Cities Service first went on the air; Niles Trammell, executive vice-president of NBC.

Radio Prominent On Agenda of AP

Board Will Hear Results of Policy Adopted in Spring

RADIO is slated to be a major topic of discussion at the board meeting of the Associated Press to be held in New York Oct. 3. A thorough study and analysis of the results of the AP newsmens' commercial service board (Broadcasting, May 1, June 1), will be made by the board and there is a possibility that certain changes in the present setup may be made.

To date 19 member newspapers are active subscribers paying an extra assessment amounting to 25% of the first wire and general charge elements for the privilege. More than 100 member papers are paying nothing for the broadcast AP news on a sustaining basis, according to L. F. Hall, AP executive vice-president. Of all these publishers had expressed an intention of using the news commercial service.

Some Objections

Individual publisher-broadcasters have expressed objections to some of the terms on which AP is making its news available for broadcasting commercially. Some believe that the present flat fee for this privilege there should be a sliding scale based on the size of the market. These programs shall be broadcast to AP news sponsors. Another common objection has been raised by some that "special" exclusive programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not pay any royalties. Many members feel that AP news should be labeled as such, whether in their newspaper or not. Furthermore, the prestige of the name would be an additional incentive to advertisers to sponsor such news, they feel.

Questions of establishing a radio processing bureau to prepare news for broad-casting and of setting up a national sales organization for radio news are also expected to come up at the board session.

Stokely Football

STOKELY BROS. & Co., Indianapolis (Stokely, Van Camp foods), is sponsoring a high school football game between Tennessee U. this autumn on a special Tennessee network comprising WKN, WDOD, WOPL, WOPI, WDOD, WTLX, Chattanooga; WLAC, Nashville; WREC, Memphis; WKRC, Cincinnati; WBGU, Bowling Green, Ohio; WDFM, DuBois, Pa.; WWMI, Albany, N.Y.; WACI, Ashland, Ky.

GEORGE H. DEALY, publisher of the Dallas News, operating WFAA, will be guest of honor at a testimonial dinner in Galveston Oct. 12 on the 60th anniversary of his service with the Dallas News.
ALL OF 320,200 ... OR 1/3 OF A MILLION

... What's the difference?

What's the difference between reaching one third of a million population market—and all of the 320,200 people in WDBJ's daytime primary?

There's very little difference in your sales potential—but a big difference in cost! Naturally, WDBJ's rate is based on these 320,200 people, not a million!

And, according to Edgar Felix, nationally known radio consultant engineer—other stations can hardly reach the ears of these people—while WDBJ serves them well. Some excerpts:

"The usual signal strength contours do not remotely define WDBJ's area because of the lack of outside services."

"No competitive services originate within 50 miles of Roanoke—No station (other than WDBJ) attains a level of 0.1 mv/m in Roanoke or renders a consequential day service."

"During at least six months of the year, no outside night service reaches the stability and level necessary to constitute a satisfactory source of programs for sustained periods."

We'll gladly show you the complete Felix report—in which he tells all about our signal in Western Virginia—and the lack of satisfactory outside signals.

_In short, when you purchase time on WDBJ, you are assured thorough coverage of the 320,200 persons in WDBJ's daytime primary ... and at a rate based on this CERTAIN coverage._

WDBJ

ROANOKE, VIRGINIA
(AFFILIATED WITH C.B.S.)
THE ONLY NETWORK STATION IN VIRGINIA, WEST OF RICHMOND

OWNED AND OPERATED BY THE TIMES-WORLD CORPORATION
REPRESENTED BY FREE & PETERS Inc.
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Broadcast Advertising

October 1, 1939 • Page 31
WLW Takes Case To Supreme Court
Appeals FCC 500 kw. Denial; Brief in Pottsville Case

WLW's battle to regain airtime to operate with 500,000 watts was continued before the Supreme Court Oct. 25 in a petition for a writ of certiorari seeking review of the decision of the U. S. Court of Appeals for the District of Columbia, which in effect had sustained the FCC action in reducing its output to the regular maximum of 60,000 watts.

In the petition filed by Duke M. Patrick, WLW counsel, it was contended that the long-pursued issue in dispute is the validity of the FCC's decision refusing to renew the 500,000 watt authorization as well as in holding the license which WLW sought to have renewed was not a "license" within the meaning of the Act. This latter contention grew out of the fact that the superintendent of the Court re-examined the special experimental grant, rather than a standard form of license.

In his brief, Mr. Justice Felix Frankfurter, in a draft opinion, held that the FCC was correct in its decision. He said that the FCC is the only tribunal which may or may not take jurisdiction. Lawyers point out that in the majority of petitions to which the court refuses to accept them unless a fundamental question of law, heretofore undecided, is involved.

Brief in Pottsville Case

Opposition to the FCC petition to the Supreme Court for review of the appellate court opinion in the Pottsville case, was filed Sept. 14 by Eliot C. Lovett and Charles D. Forster, for the Pottsville Broadcasting Co. Involving competitive applications for a new station in Pottsville, Pa., in which the Court of Appeals reversed the FCC which held that the Pottsville Broadcasting Co., was a "licensee," the FCC's position, was that the court in effect had established itself as a "supreme court" in the matter of the special provisions of radio, rather than to rule on the fundamental question of law, which is the FCC's contention was that the court in effect had established itself as a "supreme court" in the matter of the special provisions of radio, rather than to rule on the fundamental question of law, which is successful in reversing its findings, and in subsequent actions.

Counsel for Pottsville Broadcasting Co., in opposing the FCC's petition in certiorari, held the case involved no novel principle of law requiring clarification, but was simply one of an interpretation of the legislation by the court. They added, however, that the case was important because it "erected" the unsecured or unsecured license of a tribunal which seems to regard the Act of Congress as its personal property, to administer exactly as its fancy prompts, and which resents the efforts of the court to require it to stay within the law. The case, it was argued, raises novel and disturbing possibilities for ad-

ministrative agencies "not ambitious to indulge their own peculiar theories of personal Government." In pointing out that the Pottsville application was filed more than three years ago, Messrs. Lovett and Forster contended that the FCC had interposed every possible obstacle to the establishment of the station in Pottsville. During this long-drawn-out litigation the "world war has superseded", the petition added. "It may be that eventually our counsel will be informed in that case, who can say that radio communication service in the Pottsville area is an important link 'for the purpose of national defense'?"

If the FCC is allowed such latitude, it was said, "ultimately it must lead to complete demoralization so that political considerations more and more will control. And if political considerations control the character and character of this service, can we, as a nation, control the policies of the broadcasting stations set up under the licenses subject to periodical renewals?"

Bekins Expands

BEKINS VAN & STORAGE CO., Los Angeles, Calif., has expanded its facilities on the Pacific Coast, has increased its radio appropriation by 35% for the advertising of its vaunted "triple-A" service, and has entered into a deal with the Los Angeles Times and the Los Angeles Express advertising department.

The firm's Los Angeles office will be augmented by another office in San Francisco and a new office in Portland, Ore., the Bekins Van & Storage Co. has announced.

NUSAGAWA or Chief White Buff-
talo is the army name of the Apache tribe of the Sac and Fox Indians at Fort Atkinson, Ia. The ceremonies were witnessed by 15,000 persons, tak-
ing place on the site where this tribe made a treaty with the Sioux in 1844 fixing hunting boundaries.

A new station in Beckman, Minn., KNX, has started its service.

Propaganda Factor, Commercial Technique Offer Problems in Broadcasting News Reports

By LEE RINGER

Lee Ringer Advertising, Los Angeles

It's Open season for theories as to how the present European war will affect advertising in the United States.

For most of the arguments now flying thick and fast is supposed to be "in the statistics and data of 1914-18 advertising returns." But there is as yet no major effect on advertising, and advertising is no longer the precedent — radio broadcasting, and Mr. Ringer specifically sponsored news programs, which is the outbreak of hostilities are said to have nearly doubled their audiences.

Since our agency found it advisable to effect subtle changes in sponsored news broadcasts from the very first day of conflict, and has noted distinct trends in an analysis of air news, its observa-

Propaganda Danger

First of all, it is important that we advertisers, as supposed experts in the art of propaganda, shall not "be taken in" by foreign masters of propaganda. From the day Eng-

Lambdin's Song

ADD TO the list of manager-composers Lambdin Kay, g.m. for WSB, Atlanta, Ga., and Byron Snyder of WLS and WGY, New York, are the latest to join the growing list of creative song writers. It's "The Hot Taukane Man," which the Fred Forster Publishing Co., brought out under the title of "Papa Escober."

Power of the Voice

Radio's exclusive personal factor, the human voice, should be controlled. Many biased newscasters, through the inflection in their voices, are reading special meanings into their news reports. If fa-

SPONSORED NEWS AND THE WAR

Propaganda Factor, Commercial Technique Offer Problems in Broadcasting News Reports

The war will not bring down the barriers between us and the critics of our national life. The war will not bring down the barriers between us and the critics of our national life.

The war will not bring down the barriers between us and the critics of our national life.

The war will not bring down the barriers between us and the critics of our national life.

The war will not bring down the barriers between us and the critics of our national life.

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The war will not bring down the barriers between us and the critics of our national life.

The war will not bring down the barriers between us and the critics of our national life.
Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:

**SELF SUPPORTING CONSTRUCTION**
- Bolted, galvanized
- Bolted, painted

**GUIDED CONSTRUCTION, UNIFORM CROSS SECTION**
- Bolted, galvanized
- Bolted, painted
- Welded, galvanized
- Welded, painted

Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
2038 Farmers Bank Building
PITTSBURGH, PA.
Canada Increases Annual Fees for Private Stations

Scale Soars for Next Fiscal Year; To Net $26,000

By JAMES MONTAGNE

PRIVATELY-OWNED Canadian broadcasting stations may start paying greatly increased license fees April 1, 1940, the beginning of the Canadian Government's fiscal year. Increases in fees, which have been a nominal $50 annually, were announced Sept. 15 in the official Canada Gazette at Ottawa. License fees for the fiscal year 1939-39 brought the Government $4,250 from the private broadcasters. Under the new schedule the broadcasters will pay $26,000.

The schedule is based on power and density of population within the service radius of the station. The Department of National Revenue will determine the population figures in each case, while the schedule gives the service radius in miles for each power class based on average conditions.

The increase in license fees was fought by the House of Commons Committee which probed broadcasting last spring. The committee's report has already been printed in Part II of the Hansard. The report states that fee of the present scale of license fees of $50 for privately-owned broadcasting stations of 100 watts or under is inadequate, but believes license fees should be increased on those covered services servicing densely populated areas. The new scale of license fees ranges from $50 to $10,000.

Seven Types of Stations

Under the schedules there are seven classes of stations. Class A stations include all those of 500 watts or less. Based on population they will pay from $50 to $500. Class B stations are those of 500 to 2,500 watts, with a service radius of 24 miles; 500 watt-stations with a service radius of 37 miles. Fees range according to population from $100 in cities under 100,000 to $700 in cities of over 500,000.

Class C stations are rated at 5,000 watts, with a radius of 61 miles, and 10,000 watts, with a service radius of 72 miles. In cities of 100,000 the fee is $500; cities between 100,000 and 500,000, $1,000; cities over 500,000 population, $4,000. There are only six stations in this class, one going to the Government-owned Canadian Broadcasting Corp. which is not expected to pay fees.

Class D stations are worth $250,000, with a service radius of 72 miles. In cities of 100,000, the fee is $500; cities between 100,000 and 500,000, $1,000; cities over 500,000 population, $4,000. There are only six stations in this class, one going to the Government-owned Canadian Broadcasting Corp. which is not expected to pay fees.

Class E calls for 20,000 and 25,000 watt stations of which there are none in Canada now, with service radius of 32 and 87 miles respectively, and fees of $5,000 and $7,000 according to population of more or less than 500,000. Class F includes 50 kw. stations, of which there are four owned by the CBC. Fees range from $5,000 to $10,000, according to more or less than a million population in the 100-mile service radius. There is a Class G station of more than 50 kw. for which a special fee will be set if there ever is such a privately-owned station.

Stations sharing time on the same frequency will pay half the scheduled fee, with a minimum of $60. Stations using higher power during the day than at night will pay on their night power rating.

The fact that fees for high-power privately-owned stations have been set, even though such stations are not a possibility under present radio regulations, is due to the thought that in the future there may be some privately-owned stations of that power allowed in Canada. It is not likely the CBC will pay license fees, as that means merely taking from one Government source to place in another, even though the CBC is a self-supporting corporation. The money received from station license fees goes to the Department of Transport, under which comes radio in all its branches.

Short-wave stations of broadcasters will pay a $50 annual license fee. Other amendments to the Radio Act include no license fee for a listener's crystal set; no license fee for radio sets used to hunt invertebrate interference (man-made static); a report from radio receiving set dealers giving the name and address of each purchaser of a receiver.

Stovin Is Censor Liaison

H. N. STOVIN, station relations supervisor of Canadian Broadcasting Corp., has been appointed liaison officer between the Canadian Censorship Coordination Committee and the Canadian broadcasting industry, with office at Toronto.

Canadian Broadcasting Corp. Oct. 1 will issue its third national rate card for its regional and national networks.

Canada specifies Violation Penalty

Suspension of License Would Result From Offenses

RADIO STATION licenses may be suspended on break of censorship and related regulations, according to announcement by Walter S. Thompson, chief censor, who on Sept. 22 made public the general censorship regulations which have been in force since the official declaration of war, Sept. 15. These general directives have now been followed by detailed instructions which have full authority wherewith to act.

On Canada's declaration of war with Germany on Oct. 6, general directives were issued to the press and radio stations by censorship authorities. The CBC announced Oct. 7 that it had already closed down all of its owned stations, then went on the air with a new schedule for six hours daily.

The service of the Canadian Broadcasting Corp. on Oct. 15 also starts a five weekly series on CBS for Purdy Bakers.

Radio Handling of War Approved by Dominion

IT IS LEARNT on good authority that Canadian Government circles at Ottawa were so well pleased with the manner in which Canadian broadcasters carried war news during the trying days of the crisis and immediately following Canada's declaration of war, that it was decided no special regulations would be needed to make Canadian broadcasters do their jobs as regards the reporting of the war.

Canadian broadcasters were said to have handled the situation to the full satisfaction of the Government. Any thoughts in Government circles as to closing down of privately-owned stations was eliminated by the action of the stations during that time, it is understood.

Canada Recipes

Has Not Yet Upset Staffs of Radio Stations

RECRUITING for Canada's armed forces has not yet disturbed the staffs of Canadian broadcasting stations, broadcasters reported available at Toronto. Neither the station relations department of the Canadian Broadcasting Corp., nor the office of the Canadian Association of Broadcasters, both at Toronto, has received reports of many enlistments. A few stations report some enlistments and some report that reserve officers at the stations expect to be called to the colors.

The staff of the CBC as essential governmental service is exempt from mobilization, and this is likely to apply also to the key men at privately-owned broadcasting stations. A recent announcement by Defense Minister Norman McRogers stated that key men in industries essential to war production are not to be taken into the armed forces, but would do their service at their present positions.

Other exemptions reported by individual stations, CFRB, Toronto, reports that two of its artists—Dick Fonger, assistant dramatic production manager, and George Boyd, singer—have joined Toronto regiments.

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Broadcasting • Broadcast Advertising

www.americanradiohistory.com
After the first taste of WKY’s ability to produce sales, Wm. Morgan Cain, president, Cain’s Coffee Company, wrote: “We are enlarging our contract over WKY for next year because we feel radio is an invaluable method of telling people about our product.”

That was in 1930. Today after ten years of skillfully blending a high quality, roasted fresh coffee with WKY’s innate and showmanly faculty for producing the type of entertainment listeners drink up with relish, Cain’s Better Coffee is the biggest selling packaged coffee in the Oklahoma City market.

For six consecutive years sales of Cain’s Coffee have shown an increase over the preceding year. The year just completed was 10.99% up from the previous twelve-month period despite somewhat unfavorable competitive conditions.

There’s a moral for national as well as local advertisers in this ten year case history. Wrap up a good product in sparkling entertainment and deliver it to WKY’s audience. The WKY audience will repay you generously for its radio entertainment.

**WKY**

**Oklahoma City**

**NBC AFFILIATE ★ 900 KILOCYCLES**

Owned and Operated By The Oklahoma Publishing Company: ★ The Daily Oklahoman

Oklahoma City Times ★ The Farmer-Stockman ★ Mistletoe Express ★ KVOR, Colorado Springs

KLZ, Denver (Under Affiliated Management) ★ Represented Nationally By The Katz Agency, Inc.
CLINE APPOINTED
NAB SALES CHIEF

APPOINTMENT of William R. Cline, commercial manager of WLS, Chicago, as chairman of the Sales Managers’ Division of the NAB, succeeding Craig Lawrence, sales manager of Iowa Broadcasting System, was announced Sept. 25 by NAB President Neville Miller.

Mr. Miller also announced that the Sales Managers’ Division will function through an Executive Committee yet to be appointed, which will work in cooperation with the newly-created Bureau of Radio Advertising of the NAB. It is planned to develop a sales and promotion program for member stations. Under the reorganization plan, it is expected that district directors will appoint representatives to the division and that all activity of the Sales Managers group in each district will be centered under the director.

The NAB Bureau Sept. 25 announced the first of a series of projected trade studies for member stations. Prepared by Samuel J. Henry Jr., of the Bureau, the study covers department stores.

New Station in S. C.

MARKING its debut with an all-day schedule of non-commercial programs, highlighted by the South Carolina-Catholic U football game, the new WCCS, Columbia, S. C., went on the air Sept. 29 with 100 watts night and 250 day on 1370 kc. The station is RCA equipped throughout. Its manager is H. A. Deadwyler, with Charles A. Thomas as assistant manager and plant engineer, J. W. McVey as commercial manager and Sterling W. Wright as program director. The station is licensed to Carolina Advertising Corp., whose president is A. B. Langely, president of the Carolina Life Insurance Co. and former State legislator.

Arizona Isle

MAROONED on an island in Arizona was the seemingly impossible plight of Dow Ben Roush, manager of KTUC, Tucson, recently. On his way to Phoenix for conferences with Fred Palmer, Arizona Network manager, Rou sh stopped in Bisbee to visit KSBX officials. Caught between that city and Phoenix by Arizona’s recent flood, he was finally rescued from his temporary “island.” He continued his journey, but several days late.

Gypsum Spots in Canada

GYPSUM LIME & ALABASTINE, Canada, Toronto (insulating material), on Sept. 5 started a six-weekly transcribed spot announcement campaign on 18 Canadian stations.

McConnell & Eastman, Toronto, placed the account.

New Charleston Station, WGBK, On Air Sept. 24 With 100 Watts, Fulltime

WITH its transmitter located atop Coal Branch Heights, overlooking the city of Charleston, W. Va., and one mile from the center of the city, the new WGBK, 100 watts fulltime on 1500 kc., went on the air Sept. 24 with a dedicatory program featuring local notables. Manager of the station is Richard F. Sowers, formerly with WJW, Akron, and more recently with WCMI, Ashland, Ky. Program director is Joseph B. Matthews, also formerly with WCMI, who has served with KGNC, Amarillo; KGGM, Albuquerque and KKBX, Muskegon. Announcers are Carl Kent, formerly with WADC, Akron; John Miller, formerly with WCMI, and Hal Froner, formerly with KFQ and KPV, Los Angeles.

The station is equipped with a Collins transmitter and a 160-foot Liberty tower, along with Collins speech input equipment, a General Radio monitor, RCA microphones and RCA turntables. AMP transcription library is used.

The station was designed and its installation supervised by Odes E. Robinson, chief engineer of WCHS, Charleston, and the West Virginia Network. Staff engineers are Francke Fox, formerly with WJIS, Beckley, W. Va., and WHLS, Bluefield, W. Va.; Paul and Kenneth Fornow, of the University of Illinois.

Building New WCAR

SURVEYS are now being made for a site for the new WCAR, Pontiac, Mich., authorized for construction last July by the FCC and scheduled to go on the air around Nov. 15 with 1,000 watts daytime on 1100 kc., RCA equipment and a 225-foot Trusco radiator have been ordered. Wiley Wender, formerly with KKNF, Shenandoah, Ia., has been appointed chief engineer. The station will be managed by H. Y. Levinson, chief stockholder, who is publisher of the weekly Farmington (Mich.) Enterprise.

Plans for New WFTL

W. L. CLARK, onetime manager of WLAP, Lexington, Ky., will be manager of the new WFTL, Fort Lauderdale, Fla., which he reports plans to be on the air about Nov. 15. The station was authorized last July 18 by the FCC to operate with 100 watts night and 250 day on 1370 kc. Francis Carroll, of WJNO, West Palm Beach, has been appointed chief engineer. Other staff appointments remain to be made. The station will be owned by Tom M. Bryan, contractor and real estate man. It will be Western Electric equipped throughout, with a 175-foot Blaw-Knox radiator.

Parker-Herbbox on 5

PARKER-HERBEX Corp., New York, on Sept. 26 started a test campaign for its medicated hair preparations using quarter-hour participations three weekly on women’s programs in five cities. Stations are WRC, Washington; WCAE, Pittsburgh; WCKY, Cincinnati; KNX, Los Angeles, and WTCN, Minneapolis. Wm. H. Ran-kin & Co., New York, handles the account.
The Theater Takes a Look at Radio

And Sees Opportunity To Capitalize on The Medium

By R. N. HADAWAY

FOR SOME YEARS we, as theatre operators, have held a prejudice against radio. It is my belief that we should refuse to consider advertising without materially increasing our advertising without making every effort to cooperate with radio, and capitalize on the medium of advertising it offers.

Just as the housewife leans against the banister, and says, "I heard", "They said", and "I told you so", so does the radio strike the common denominator of human expression. People believe what they hear. The recent coverage of the war crisis in Europe, and the well-known "Mary Short Stare" are both pertinent to this fact. People remember what they hear. Even in our own industry we sought new fields of expression that would make lasting impressions, and we added sound and voice to our visual expression.

Here are a few questions we might ask ourselves: Are we cashing in on the potential of radio medium of advertising? How can we establish mutual relationships with radio that will benefit both of us? Isn't it better to be friendly rather than fight them?

Place of the Theatre

In Greensboro we have had amiable relations with radio stations WBIG, and WBIG-FM for several years. We do not expect them to give all and take nothing. We usually pay 50% of advertising. They have cooperated with us 100% in any mutual understanding. We try not to ask for unreasonable favors, therefore are not turned down on cooperative ideas. The station has taken a quite number of remote programs from the theatre. We have worked up a number of cooperative promotions. Maj. Edney Ridge, the manager, has many times called me suggesting ideas. We are having a most pleasant relationship.

I fully believe radio advertising has not been advanced as it might be, the secondary advertising to that of primary advertising. Too often we are prone to be partial to some form of visible advertising and do not take into consideration the importance of invisible advertising. By that I mean a newspaper ad, herald, a ballyhoo gag, window display, a cooperative package, lobby display and other such advertising. We are so busy trying to sell our business that we do not think we should do without newspaper, lobby, ballyhoo, and the other forms of selling, but can we so arrange these forms by cutting down on some of the lesser important, so that we can consider radio advertising worth while in the announce-

There are certain types of advertising, a picture with a radio star, a stage attraction with a radio name, a direct tie-in with a radio show, a current picture star on the air. There are a number of theatres that have tried radio advertising exclusively to sell a late show, attracting particularly the youth that listens at night and likes to stay up late. One in doubt as to whether the value of radio advertising, should sell a late show or morning kid show when, looking at the radio as selling mediums and test the results, bearing in mind, of course, that certain strategy should be used in radio advertising.

There are certain fundamentals I believe necessary to the use of radio advertising before maximum results can be obtained. Audience appeal desired; type program or announcement to use; production, style; times used and dates.

Station staffs can furnish any number of suggestions and helpful aids in framing any type of radio program. I believe in consulting them and listening to their suggestions. I don't believe any theatre manager should go on the air without trying to interest the other director of the program unless he is experienced, or has in cooperation with the station of the radio the radio station gone through some preliminary training on reading before the

OVER THE COUNTRY are hundreds of cases where theatres and radio stations are cooperating to mutual advantage. And in hundreds of cases, theatre operators dally darkly to themselves at the very mention of a medium that can keep millions among the fireside loudspeakers. A case of cooperation is found in Greensboro, N. C., where Maj. Edney Ridge, director of WBIG, and Mr. Hadaway are commercial pals. Mr. Hadaway has had some helpful radio experiences and he described them recently in addressing the recent district meeting of North Carolina theatre managers. Mr. Hadaway is manager of the National Theatre, Greensboro, and in addition he serves as chairman of the trade promotion committee of the Greensboro Merchants Association.

[Image of Mr. Hadaway, "Mr. Hadaway on, etc."

"We always used the first show. In cases where commercial commitments of the show personnel would not allow a pick program from the station, we carried an informal part of the show to the studio, instead.

MUSICAL RECORDINGS from pictures, or of the popular hit tunes, popular types of programs, especially with youth.

HOLLYWOOD REPORTER is a good type of sustaining program that, if well prepared, can be quite effective. There must be plenty of skill, but an instruction available to a good commentator, and it should be short, not over 15 minutes. It will be found that 15 minutes is a long period of time to talk on the air. The most successful type of program it seems to me would be to have the movie chatter interspersed between good musical numbers.

RADIO COMMENTATORS: In most cities there is a local commentator accustomed to comment on local and state affairs. Some of these are known to be including in their commentaries views on political news. These commentators are usually sponsored by some commercial firm, and sometimes tie-in with the theatre in order to give out passes during programs.

NEWS EVENTS: On the recent war crisis we have a direct tie-in with WBIG to announce from our station daily bulletins as they come in, giving the station and the network credit for its origin. We made the announcements between shows. This type of cooperation is good for special events such as elections, sports events, etc.

CHRISTMAS PARTY: Here is something I believe every station will be interested in. It is a continuous broadcast of all available local talent starting early Sunday afternoon and continuing for several hours, calling for subscriptions of the audience, and from the air. This is a worldwide tie-up and will get plenty of good will for the station and the theatre.

RADIO COOKING SCHOOL is a good event that most any station will be interested in as you are able to furnish the auditorium for a good commercial show. This should be handled in the same manner as the cooperation with newspapers.

I believe in radio as an advertising medium. I believe we have much in common, and I believe we can mutually benefit from close relationship.

BROADCASTING • Broadcast Advertising

October 1, 1939 • Page 37
Celebrating its first birthday, the St. Louis Star-Times Radio Station, KXOK, reviews a representative group of programs available to its listeners during its first year of public service.

SPECIAL EVENTS

One Year of

SPECIAL EVENTS

JULIAN, Chief of U. S. Army Engineers
Gerson. Captain
State Representatives, prior
Claire
Tallulah Bankhead, actress
Thomas Morgan,
John
Daredevil Boatman, voyaging
Catherine
Edwin
Antoine, famed
Paul Sullivan,
JACKIE HEITMAN, Dr.
Lucy Monroe,
singer
dor
American conference

SPECIAL EVENTS

Ruth

SPECIAL EVENTS

Julian Arnold, Commercial Attache to
China
Al Peers and His Gang
Julien Bryan, author of *Inside Nan Germany*
Louis Armstrong, famous trumpet player
Trainees at Jefferson Barracks Citl
cena Military Training Camp (CMTC)
Dr. Kurt Rosenfeld, former member
Germain Reichstags
Paul Greenberg, Catholic Missionary in Bhavnagar, India
J. C. Ostreicher, Foreign News Editor
of International News Service
Sgt. Roland J. Schumacher, Motor
cycle Division, St. Louis Police Depart
dent
Bob Crosby, outstanding band leader
Van Wirtmer Walsh, foreign corre
spondent
Chinese "Double Ten" Day (tradit
tional holiday)
Roy Scott, foreign correspondent
Drew, Larue, head of Air Force
Burton Holmes, traveler and lec
turer
Dick Stabile, orchestra leader
Gerard Segal, member, German
Reichstag
Jacqueline Cochran, Bendix Trophy Winner
Gertrude Lawrence, actress
Major Jimmy Deolitte
Major-General Arnold, Chief of Gen
eral Headquarters Air Force
Governor Leche, Louisiane
Mayor Maestri, Louisiana
Roy L. Albright (Antilone 3rd, famous
New Orleans chef)
Central Hugh Johnson

SPECIAL EVENTS

Ruth Sienozensky, Polish piano prodigy

SPECIAL EVENTS

Trapeze artist, State Legislature
James R. Young, Far East Bureau
Complete election returns, November
8th election
American Theatre opening broad
Missouri Press Association Convention
broadcasts
Speeches by national notables in avia
tion at Civil Aviation Authority Conven
tion
Broadcast of proceedings, opening ses
sion, Missouri State Legislature
Broadcast of Governor's Message to State
Legislature
13 Transcribed "on the spot" broad
casts by a KXOK announcer during
New Orleans Mardi Gras celebra
tion
Broadcast description of Regimental
Parade, Jefferson Barracks, CMTC
Speech of Mayor Fiorello H. La
Curailia on special program from New
York
Broadcast description of Armistice Day
Parade
Speech of John C. Metcalfe, special in
vestigator for Dies Committee, inves
tigating un-American activities
Speech by United States Senator Ben
nett Champ Clark
Speech by Brigadier-General Charles
G. Dawes at Christmas ceremonies of
Missouri Pacific streamliner
"General Pershing Zephyr"

SPECIAL EVENTS

Julian Arnold, Commercial Attache to
China
Al Peers and His Gang
Julien Bryan, author of *Inside Nan Germany*
Louis Armstrong, famous trumpet player
Trainees at Jefferson Barracks Citl
cena Military Training Camp (CMTC)
Dr. Kurt Rosenfeld, former member
Germain Reichstags
Paul Greenberg, Catholic Missionary in Bhavnagar, India
J. C. Ostreicher, Foreign News Editor
of International News Service
Sgt. Roland J. Schumacher, Motor
cycle Division, St. Louis Police Depart
dent
Bob Crosby, outstanding band leader
Van Wirtmer Walsh, foreign corre
spondent
Chinese "Double Ten" Day (tradit
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Roy Scott, foreign correspondent
Drew, Larue, head of Air Force
Burton Holmes, traveler and lec
turer
Dick Stabile, orchestra leader
Gerard Segal, member, German
Reichstag
Jacqueline Cochran, Bendix Trophy Winner
Gertrude Lawrence, actress
Major Jimmy Deolitte
Major-General Arnold, Chief of Gen
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Governor Leche, Louisiane
Mayor Maestri, Louisiana
Roy L. Albright (Antilone 3rd, famous
New Orleans chef)
Central Hugh Johnson

SPECIAL EVENTS

Ruth Sienozensky, Polish piano prodigy

SPECIAL EVENTS

Trapeze artist, State Legislature
James R. Young, Far East Bureau
Complete election returns, November
8th election
American Theatre opening broad
Missouri Press Association Convention
broadcasts
Speeches by national notables in avia
tion at Civil Aviation Authority Conven
tion
Broadcast of proceedings, opening ses
sion, Missouri State Legislature
Broadcast of Governor's Message to State
Legislature
13 Transcribed "on the spot" broad
casts by a KXOK announcer during
New Orleans Mardi Gras celebra
tion
Broadcast description of Regimental
Parade, Jefferson Barracks, CMTC
Speech of Mayor Fiorello H. La
Curailia on special program from New
York
Broadcast description of Armistice Day
Parade
Speech of John C. Metcalfe, special in
vestigator for Dies Committee, inves
tigating un-American activities
Speech by United States Senator Ben
nett Champ Clark
Speech by Brigadier-General Charles
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"General Pershing Zephyr"

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"General Pershing Zephyr"
KXOK Performance

Secretary of War Harry H. Woodring
Attorney General Frank Murphy
Postmaster General James A. Farley
Chair of Naval Operations William D. Leahy

Secretary of the Interior Harold L. Ickes
Secretary of Agriculture Henry A. Wallace

Secretary of Commerce Harry L. Hopkins
Secretary of Labor Frances Perkins

Series of talk shows by government executives on functions of government agencies, including:

Administrator of Public Works. John M. Carrigan
Administrator of Wage & Hour Division. Elmer P. Andrews
Chairman of Securities & Exchange Commission. Jerome Durkin
Administrator of Federal Security Agency. Paul V. McNutt
Works Progress Administrator. F. C. Harrington

National Youth Administration. Aubrey W. Williams
Administrator Federal Deposit Insurance Corporation. Leo Crowley

Agriculture Adjustment Administrator R. M. Evans
U. S. Government report from National Emergency Council on Foreign Trade Week
U. S. Government report from National Emergency Council on Securities and Exchange commission Talks by members of Federal Bureau of Investigation
Story of the Marines told by Sgt. Louis D. Whitehouse
Interview on counterfeit money by Treasury Department representatives Secret Service Agents Ryland and McEachron

U. S. Army Reserve programs

ENTERTAINMENT

Live Talent Broadcasts Originating in the Studios of KXOK

KXOK Junior Playhouse

Talent on Parade
Friendly Brothers Quartet
Barge Brothers Quartet
Norman Paul, baritone
Girl of the Morning. Carolyn Francis
Dorothy and Larry Hughes
Melody Rambles with Stan Daugherty
La Piano Accordion Band
Jeanne Reardon. metronomograph
Carlen Davis Entertainers
The Episcopalian Chorus
Billy Casteel and his Rhythm Cowboys
The Understanding Voice
Carondelet Lions Club Accordion Band
Golden Crown Spiritual Singers
KXOK Parade of Stars
John Bauer, flutist

Three On a Doo
Jewish Hour
KXOK Playhouse

The Poor Key Men
Down Wanderlust Trail
KXOK Staff Frolic
Kentucky Kramers
Zeb and Zek

Week-End Revue
Among My Souvenirs
The Swing Sisters
Blue Shadows
Mammo Cavernous
Anything Can Happen
The Mystery Tenor
Frances Jones. violinist
Four Black Hawks

The Round-Up Boys
Norman Ray Sings
Solve the Mystery
June Curran
Clark Sparka. tenor
Al Sambour
Organ Revatives
Nobday Serenade
Come Over
Pickin' the Air Pockets
Black and White Revue
Musical Phone Party
Cowboy Jack
High Hat
Elmer and His Cowboys
Oll Norwood. tenor
Esther Smith. vocalist
The Jubilee Singers
The Old Professor

Live Talent Broadcasts Originating
From Remote Points

Tommy Flynn and His Violin
Stephens College Presents
Martin Hess and Eleanor Wynn
The Goodwill Hour (MIB)
The Amateur Hour
The Voice of the People
The Sunrise Round-Up

ORCHESTRA

Ramona and Her Men of Music
Columbia All-Girl Orchestra
Chick Webb and Elia Pfitzgerald
Joe Sanders
舟山 Kay
Clyde Lucas
Phil Lavant
Moe Siegel
Jimmy Green
Buddy Boggs
Tony DiPardo
Tommy Dorsey
Bunny Wilton
Jimmy Garrison
Jimmy Joy
Buster Bailey
Lou Breeze
Art Kessel
Don Dumont
Dick Clinton
Frank Trumbauer
The Royal Hawaiians
Pretcher Henderson
Earl "Pafer" Ellis
Carl "Deacon" Moore

Transcribed and Recorded Broadcasts Originating in the Studios of KXOK

Little Orphan Annie
Echoes of Poland
German Hour
The Waker Uppers
Breakfast Express
Toby Nevius Entertainers
Chester with Forty-Four
The People's Choice
Noonday Serenade
Symphony Hall
The Friendly Forum
Football Jamboree
Jim for Supper
The Band Revue
Fashion Flashes
Slain Over Manhattan
The Music Hall

RELIGION

Sunday Evening Club播送 under auspices of Metropolitan Church Federation
Unison Methodist Church Evening Services
Bread of Life Class Broadcasts from Columbia, Missouri
Kmys We Love. by Norman Paul

National Young Israel Choral Group
Resurrectionist Choir
Religion and Today's Problems. by Roy L. Smith
Easter Sunrise Service from Jefferson Barracks
Broadcasts by members of Apostolic Tabernacle
Church of Christ programs
Missouri Sunday School and Church Council
50th Anniversary Eurowork Program
The Bible on the Air, Rev. P. F. Mueller
Goodwill Devotions
Rabbi Isserman

Dr. Francis B. Bayes, Assistant Secretary of State, speaking on foreign affairs, Westminster College Student Body
Postmaster General Fairley speaks at cadet at Missouri Military Academy,直升
University of Michigan Little Symphony
Interview with President of Washington and Lee University
Comment on World Affairs by Dr. Frank Lewis McClure, President. Westminster College

Comment on World Affairs by Dr. B. P. Hall, Pastor First Presbyterian Church
Estelle Ackanenky. Book Reviews
Tour of Organ Factory

SPORTS

Play by Play Description of the Following Football Games:
Drake vs. Washington at St. Louis
Indiana vs. Illinois at Urbana
Iowa State vs. Missouri at Columbia
Missouri vs. Washington at St. Louis
Centre vs. Washington at St. Louis
Michigan State vs. Missouri at Columbia
Ohio State vs. Illinois at Urbana
Missouri vs. St. Louis at St. Louis
Kansas vs. Missouri at Columbia
Gunners vs. Benton at St. Louis
Owners vs. Louisville at St. Louis
Gunners vs. Chicago at St. Louis
Wrestling broadcasts from Coliseum
Wrestling and boxing broadcasts from Convention Hall
Wrestling and boxing broadcasts from Arena
Baseball "A" Armory
Rugby (St. Louis Flyers) games broadcast from Arena

Play by play basketball from University of Missouri

Sports reviews by Allen Franklin. Monday through Saturday, 6:00-6:15
Sports review by Alex Burton. Sunday, 5:30-5:45, F. M.

Broadcast track and field events, Citizens' Military Training Camp, Jefferson Barracks
Broadcasts Finals, GMC, Jefferson Barracks

During its second year, KXOK will endeavor to present its listening audience with an even better list of programs.

Owned and operated by the St. Louis Star Times, St. Louis, Missouri. 1,000 Watts—Full Time. Nationally represented by WEED & COMPANY, New York, Chicago, Detroit, San Francisco.
CBS Planning Additions To Studios in Hollywood

CBS has filed application with the Los Angeles Building Commis-
sioner for permission to add two new 400-seat theatre-auditoriums to its Columbia Square Bldg. in Hollywood, and work on the project is expected to start by mid-Octo-
ber. The new one and part two-
story structure, totally equipped, will represent an expenditure of
more than $200,000, according to
Donald W. Thornburgh, CBS Pacific
Coast vice-president. It will oc-
cupy ground now used for parking.

Proposed structure is designed in the modern functional manner of the three other units. The addi-
tional half-story to rise above part of the new unit will provide dress-
ing rooms and other conveniences for performers. Tones of blue and
gray, with chromium trim, will be
used in decoration and match the
main building lobby. Blue rubber
wall and gray floor coverings is
called for in the foyer. Blue theatre
seats will face stages draped in
gray. Monitor and sponsor's booths
will be situated differently than in
other Columbia Square studios. Both will be back of the footlights
with the sponsor's booth located above the monitor room.

WCMA Picketing Ceases
FOR THE FIRST time since Dec.
19, 1938, there was no picketing of
WCMA, New York, by sympathiz-
ers of the Rev. Charles E. Coughlin
during the priest's regular weekly
talk on Sunday, Sept. 24. As a re-
sult of Mayor LaGuardia's appeal
against public demonstrations dur-
ing the war crisis [BROADCASTING,
Sept. 15], the police have allowed
only four persons to picket at one
time. On Sept. 24, Michael Plan-
gan, "chairman" of the demonstra-
tors, appeared in person to halt all
would-be pickets, but would give no
reason for his action.

WMCA Picketers staged
a five-day sit-down strike
against the New York City
radio station WCMA on
September 24, 1938. The
station was forced to
operate without a per-
sonnel while the strikers
remained in place. The
picketing was ordered
by the New York City
Police Department
after Mayor Fiorello
LaGuardia's appeal
against public demonstra-
tions during the war crisis.

NOT A COMPETITOR
But Burt Blackwell Won

BURT BLACKWELL, announcer of
WAVE, Louisville, was pressed into
service by Jesse L. Lasky, R-K-O
producer, when the Gateway to
Hollywood pro-
gram originated in Louisville re-
cently and read
scripts opposite four final girl
contestants in the movie radio con-
test.

While Burt was
not a competitor,
Lasky surprised
him as well as the audience by of-
fering him a contract as winner of
a contest he hadn't entered. So
Burt gets a trip to Hollywood
to enter elimination contests over
CBS. Lasky told Burt he liked his
voice and his acting in the skits.

Neutrality Policy
Adopted by NBC
Interpretations to Be Given
Meticulous Enforcement

WAR POLICIES of NBC, formulated
to govern operations during the
neutrality period, were made public Sept. 25 by the
network for the guidance of its staff. The self-imposed regulations, ad-
hering closely to the joint network agreement on war coverage
[BROADCASTING, Sept. 15], are
described as "interpretations" of
NBC policies.

Asserting that no act of any broadcaster should violate the de-
clared neutrality of this country,
whether in letter or spirit, the regu-
lations specify that within NBC
strict attention will be paid to the
content of programs and established standards will be "meticulously en-
forced". The interpretations, it was
added, are issued on the basis of the
situation as it now exists and are
subject to modification as the cir-
cumstances dictate.

Bar on Propaganda

Listed in the regulations are rules governing general policies,
European pickups, propaganda
from Europe, domestic news broad-
casts, commercial programs, do-
mestic speeches, and finally a list of
a dozen "procedures". In com-
mercial programs it is specified that
no propaganda in connection with the
war will be permitted in either
commercial announcements or the
context of commercial programs.
This policy, however, does not bar
straight news or news analysts
from commercials.

Commercial broadcasts, it is
stated, will be barred for war pro-
grams only on authority of the
president, executive vice-president,
or in the absence of either, the vice-

neutralities and restrictions that
exist at present. The rules, how-
ever, do not bar such programs as
"propaganda" unless they are con-
ducted in connection with the
situation as it now exists, and are
subject to modification as the cir-
cumstances dictate.

Canadian Net Fee

The Canadian Broadcasting Corp.
and the private Canadian broad-
casters appear to have settled their
differences regarding the proposed
10% commission to the CBC planned
to charge for booking subsidiary
networks for the private stations
under new regulations which went
into effect on Sept. 1, 1939. With all net-
work bookings to be made by the
advertiser through CBC. Such
subsidary networks booked dur-
ing September did not carry the 10%
commission clause. While the
CBC has made an official state-
ment on this decision pending a
meeting of its board of governors,
the CBC commercial department at
Toronto is authority for the fact
that the 10% commission is not
being placed in the contracts on
subsidary networks, but will be placed
by it for advertisers on privately-
owned stations during September.

MAIL RESPONSE UP
300%

IN AUGUST

"August is a lousy month for mail
response."

Time Buyer's Axiom

Axiom or no axiom, WIBW's
August mail returns jumped more
than 300% over corresponding
1938 figures. Without benefit of
contests or "giveaways", 25,386 pieces of mail
piled into WIBW this August as against 8,144
during the same 1938 period.

THE REASON! Friendly programs, neighborly personalities
and a new, ultra-modern transmitter that blankets Kansas and
almost half of all adjoining states. You'll find a hundred other
reasons in your copy of "The Kansas Radio Audience for 1939."

For listeners, mail, sales and RESULTS, WIBW is radio's greatest
dollar-for-dollar buy.

WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS

BROADCASTING • Broadcast Advertising

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Ben Ludy, General Manager
Represented by
CAPPERS PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco
THE FARMER TAKES A MIKE

KLZ takes listeners on a tour of Colorado Farms

Saturday has always been the farmers' day for "going to town." This year KLZ has given Colorado farmers an opportunity of doing it in a big way. Each Saturday morning KLZ hitched up KAAO, its 200-watt mobile transmitter and visits some farm selected by the extension division of Colorado State Agricultural College. Its announcer talks to the farmer about his sugar beets or his beans, his potatoes or his wheat, his sheep or his chinchillas. The farmer "goes to town" with informal chats about his worries and his fun, his ambitions and his job.

Farm owners, farm tenants, farm housewives and farm children gather around KLZ's microphone to talk back to the banker, the merchant and the economist who for years have been talking to and talking about the farmer.

These programs are by and for the farmer. They have proved highly informative and intensely entertaining to city listeners throughout the Colorado area. And most important, they are bringing about a closer relationship between Colorado business and the fellows who buy 40% of all the goods sold at retail. They signalize another step in KLZ's already towering ladder of service to the listening audience of the State of Colorado.
Page 42 • October 1, 1939

41 New Stations Authorized by FCC Since Jan. 1, 1939...
MEMORANDUM FROM:

BROADCASTING

YOUR COOPERATION, PLEASE!

We are starting work now on our 1940 YEAR BOOK Number... questionnaires are in the mails, and prompt and complete replies will insure accurate listings in the various directories. If your corporate name, address or personnel have changed... or if you were inadvertently omitted from the 1939 YEAR BOOK directories, we'd like to hear from you so that proper questionnaires can be sent you.

Thank you.

The Editors

THE ENCYCLOPEDIA OF BROADCASTING
COMPLETE - AUTHORITATIVE - AUTHENTIC
FCC Regulation Problem Is Discussed by Dempsey

PENDING problems of the FCC in handling broadcasting regulation were discussed before the Federal Bar Association at a luncheon Sept. 20 by William J. Dempsey, FCC general counsel. Mr. Dempsey explained that the present FCC appeal to the Supreme Court involving powers of the U.S. Court of Appeals for the District of Columbia will affect many Federal departments if the issues are determined by the highest tribunal.

Under FCC study, he said, is the present liberal Commission policy in permitting intervenors to take part in cases regardless of their court power to participate. He declared this policy slows down Commission work and in some cases can be unfair to applicants. Asked about the censorship problem in view of the coming into force of the new legal rights as outlined by the court, he described it as a "hot potato".

RECONSIDERATION by the U.S. Court of Appeals for the District of Columbia of its recent momentous action in holding that economic factors must be considered in new facility grants, was seen as a possibility Sept. 26 when the court granted the FCC permission to file a supplemental brief on the issue.

In its opinion in the WMEX case Aug. 14, the court held that competition with existing stations should be taken into account, overriding the FCC contention. It nevertheless dismissed the appeal of Yankee Network from the FCC decision granting WMEX a high-power assignment, in lieu of its 100-watt operation. [Broadcasting, Sept. 1.]

Because the WMEX-Yankee Network opinion, written by Associate Justices Justin Miller, appeared to clothe the FCC with broad powers far beyond those ever exercised by the agency, there has developed much speculation as to its ultimate effect. The FCC, in the Tri-State case in which similar economic questions were raised, immediately asked the court to reexamine its judgment, and sought leave to file a supplemental brief. The brief itself, which held the opinion struck a body blow at the "American System of Broadcasting" was filed along with the petition for reconsideration.

May Revise Findings

With the court action Sept. 26 accepting the supplemental brief, it was thought the court might decide to review its previous findings. A substantial portion of the WMEX-Yankee Network opinion was in the nature of dicta, according to attorneys. Moreover, Justice Stephen censored only in the result, rather than in the language, leaving only two members [Miller and Chief Justice Groner] of the six-member court subscribing to it.

Because the issue is raised also in several other pending cases before the court, an examination of the matter is necessary. Thus it is thought possible the court may decide to revise and extend its findings, substituting more effective language for what is described as the dicta in the WMEX-Yankee Network opinion. Two other appeals from the WMEX decision, filed by WLAC, Nashville, and WCAB, Boston, remain to be decided.

The court on Sept. 26 also granted the motion of Paul D. Spears, counsel for Yankee Network, for an extension of time to file with the court a petition for rehearing. While Yankee raised the economic issue in the proceeding, alleging that serious competition would be caused if WMEX were permitted to improve its facilities, the court nevertheless dismissed its appeal on the FCC's motion that insufficient reasons had been cited to show severe operating loss.

Because the FCC was sustained in its finding, it was not in a position to seek a Supreme Court review. However, it served notice that it proposed to ask the court to consider a separate opinion in yet another case, (Saunders-Dubuque) in which it felt this issue could be raised.

The FCC, in its arguments in the WMEX and analogous cases, held that unrestricted competition among stations does not constitute an appealable interest after the FCC had decided a case. The court, in its WMEX opinion, completely rejected this viewpoint. In so doing, it has been held in official quarters that the court ascribes to the FCC for the FCC to ever have a say in the matter. The court might open the way of limitation of station operations, based on investment, to determine what constitutes "essential operation," as well as rigid examination of program structures and, indeed, all station operations and services.

BROADCASTING • Broadcast Advertising

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The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Cat Cavorter

CLAY DANIEL, production manager of WDNC, Durham, N. C., did the proverbial lion's den act the other day when he served a citation to the lion's den of the local American Legion Tobacco Festival and came out unsalted after describing the entire performance. One day a local girl was badly clayed by one of the cats venturing too close to the cage.
WMAM, Marinette, Wis., plans to take air soon with Chapin as manager

WISCONSIN'S newest radio station, WMAM, Marinette, authorized last June to operate with 250 watts daytime on 500 kc., will go on the air early in October, according to M. F. Chapin, general manager, who until recently was chief engineer of WIBA, Madison. The station will be housed in a building of its own on the Menominee River, which divides Marinette from Menominee, Mich. It will be RCA equipped throughout with a 350-foot tubular tower supplied by D. H. Harrell of Chicago.

Morgan Sexton, formerly of KSTP, St. Paul, where he was general mills sports announcer, will be commercial manager. Paul Skinner, who has been singing with Bill Carlson's orchestra in Chicago, will be program director. Werner Schwarz, formerly with WBL, Sheboygen, will be chief engineer. AMP transcription library and Transradio Press service have been ordered.

W. E. Walker, manager of WIBA, Madison, is owner of 75 of the 200 authorized shares of capital stock in M. & M. Broadcasting Co., the licensee corporation. Mr. Chapin, who also is part owner of WSAU, Wausau, owns 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares. The remainder of the stock is owned by the local Lauerman department store interests.

Gas Society in Cal.

TWENTY-FIVE or more Northern and Central California stations will be used in radio campaign to be launched by the Gas Appliance Society of California, San Francisco (gas ranges) Oct. 13-20. Hundred-word spot announcements, approximately 50 five-minute participating periods on home economics programs will be used. Five-minute periods will be utilized on six of these stations for the appearance of Pacific Gas & Electric Co. home appliance counselors, who will speak on the new "certified performance" gas range. Other campaigns will probably follow during the late fall and winter. Account is handled by Jean Scott Frickleton Agency, San Francisco.

Peter Paul Additions

PETER PAUL, Naugatuck, Conn., has been added to the list of stations starting news programs Aug. 28, with the present total amounting to 50. Programs for Ten-Crown Gum, Mounds Candy and Walnettos include five-minute and quarter-hour news programs and musical clock broadcasts, and one-minute transcribed announcements with Gabriel Heater, Paul Forbes, New York, handles the account.

SKY ON RAMPAGE
Sept. 13 a Jinx Day for
San Francisco

SEPT. 13 proved a jinx day for several San Francisco radio stations, when a freak electrical storm struck the antennas of WIBA and caused bad moments for others.

A lightning bolt struck the KJBS radiator, ran down to the coupling box into the transmitter and disabled the equipment. The station was off the air an hour.

Another bolt struck one of the KFRC towers a short distance away, station resorting to its auxiliary transmitters for a day before the regular equipment could be placed in working order. KFRC was silent 15 minutes while the change-over was being made.

Lightning struck the 450-foot single radiator of KYA four times during the storm, but the protective circuit devised by Chief Engineer Paul Schulz proved effective and the bolts failed to cause any more than a fraction of a second interruption each time the tower was struck.

S. H. Patterson, general manager of KSAN, stated the station's antenna was struck, but because of the employment of a shunt-fed antenna, which is thoroughly grounded, KSAN was not thrown off the air.

Lightning struck the radiator of KSFO Sept. 21, throwing the station off the air from 4:30 to 5 p.m. Pending repairs, programs were broadcast by KROW, Oakland, operated by the same interests.

Moody Bible Series

MOODY BIBLE INSTITUTE, Chicago, on Sept. 24 started the second year of the religious program, Let's Go Back to the Bible, heard Sundays, 2:30-3 p.m. on a special MBS hookup of stations CKLW, WAAB, WFL, WOIL, WMJ, WMHL, WHN, KOKK and WGR. Stations WHN, WGR and WOIL broadcast the program at different times on Sunday. Dr. Will Houghton, president of the Institute, is again featured with his short talks. Critchfield & Co., Chicago, handles the account.

THE WOW Good Will Fellies, presented at the Douglas County Fair by 50 members of the WOW staff, attracted 72,850 paid admissions.

A STATE WITH TWO DISTINCT MARKETS

The Only Single, Complete, Economical Medium Reaching

THE "BRIGHT SPOT"

IS NEEDED IF YOU WANT TO TRULY COVER Indiana

YOUR Indiana campaign is not complete without WOWO, Fort Wayne—Indiana's BIGGEST advertising medium—not only the most powerful radio station in the State—but it covers more Indiana families than any other Hoosier medium—newspaper or radio. May we send you our new folder of interesting facts about Indiana?

WESTINGHOUSE RADIO STATIONS, Inc.
Free & Peters, Inc., National Representatives

A MARKET OF 650,000 PEOPLE!

EDYTHE FERN MELROSE
Manager

Headley-Red Co.
Gentlemen:—

Your readers will be amazed to learn through your September issue that in spite of the millions of dollars music lovers are annually spending for phonograph records they are denied home records that give them true high fidelity.

And (you point out) even if they could secure such superior records there are no phonographs on public sale capable of faithfully reproducing them.

Then the bombshell . . . you tell them that such revolutionary recordings do exist and that World Broadcasting System creates them, not for the public, but for radio stations.

You have dug deeply for the wealth of material in your “Phonograph Records” article. May I commend you for uncovering a truth never known to many of your lay readers until now, but long known to the technical and talent per-

Back of this gleaming World disc is a great scientific story—a story that embraces the years of research and the millions in money expended by the famous Bell Telephone Laboratories and Western Electric Company in developing the vertical-cut Wide Range recording system. • Advertisers using World transcriptions have the satisfaction of knowing that wherever their programs are
sonnel of the radio world—this fact: the most nearly perfect thing in recorded sound is a World vertical-cut Wide Range transcription.

The readers of "Fortune," many of whom are important national advertisers, have listened for years to broadcasts of World recorded programs without discriminating between them and studio programs. These listeners have become partisans of World quality without knowing that quality by name... and partisans, too, of the stations that give them World quality.

Cordially yours,

WORLD BROADCASTING SYSTEM, INC.

broadcast they are heard with a uniform clarity and life-like quality unequalled by any other method. • In addition, World offers a variety of services to local, regional and national advertisers. Every step, from program plan to broadcast, is available if desired. Advertisers and agencies are invited to write for details to World Broadcasting System, Inc., 711 Fifth Avenue, New York City. Studios: New York, Chicago, Hollywood. Branches: Washington, San Francisco.
War, Hell and ASCAP

WAR IS HELL, whether its purpose is to preserve democracy in Europe against a madcap dictator or to preserve it in radio against an arbitrary totalitarian ASCAP.

The grim business abroad vitally affects radio. Performing an impartial, objective job of reporting the war is no sinecure. It is fraught with all kinds of dangers, but radio is doing it in exemplary fashion.

Copyright, in these tense times, may pale into insignificance. But it is our war; one of principle as well as of pocketbook. ASCAP, foolishly we think, refused to deal with a representitive committee of the industry. It had the whip hand. The industry, taking the only respectable course left, has decided to finance its own music supply and, through the NAB, has voted a $1,500,000 fund.

Does ASCAP have all the aces? In the past it has been skillful in splitting the industry ranks with what has been described as a “stick of candy” to a select few. This time, however, we believe it will find a united industry—one that has learned that by capitulating to ASCAP in the past, it has only paved the way for other parasites and chiselers, each demanding a good hunk of red meat, and percentage-wise at that.

Song writers know that it’s the radio “Hit Parade” that rolls up the royalties. That’s why they plug for radio performances, even to the point of having name band-leaders “co-author” tunes that the baton-lifter never saw before. And the name band-leader wouldn’t be what he is except for the open sesame of the microphone. In a word, broadcasters control the popularity of both the music and the music performer, and to the same extent the income of both.

The Broadcast Music Inc. plan is basically sound. The fact that two similar efforts failed in the past should not consign it to oblivion. ASCAP has high-powered executives, skilled in the arts of lobbying, promoting, stalling. They are well paid, largely out of radio’s pocket; witness the fact that $4,000,000 of ASCAP’s $6,000,000 take comes from radio.

With full-time, well-paid and smart help, bifurcated by an adequate budget, why shouldn’t radio be able to develop its own music? And when it does, we are sure ASCAP won’t be so high and mighty.

There is another important battle front. The existing law on the statute books is ASCAP’s most potent weapon. By threatening infringement actions against stations at $250 per slip, innocent or otherwise, ASCAP has been able to hold a Sword of Damocles over the head of every broadcaster. That law (vintage 1909, when there was no radio) is archaic; it should and can be amended. A public figure, We Conquest, has some key problem — former U. S. Senator C. C. Dill, for example—could handle such an assignment.

The task could be handled not in the interests of the broadcasters alone, but also for the so-called “small users” who run restaurants, taverns and barber shops, all of whom must pay tribute in drabbits to ASCAP they can ill afford. We believe there is a local station manager’s nightmare — former U. S. Senator C. C. Dill, for example—could handle such an assignment.

The NAB convention in Chicago unanimously adopted the Broadcast Music Plan. That is only the start of the job. A capable executive must be selected to head the project. Differences between networks and affiliates, independents and their adversaries, should be forgotten. The legislative ball shall start rolling. There’s plenty to be done. Let’s get going!

Daytime Breaks

RADIO shatters precedent with about the same monotonous regularity as the Yanks win pennants. It was only yesterday, it seems, that people were assumed not to listen in the summer, to snub the dial all day; when anything less than an hour of heavy music wouldn’t pull, and 9 o’clock was commercial curfew.

With these chimeras cleared away, it might seem there are no more radio worlds to conquer commercially. But there are plenty. The most obvious bonanza is the daytime station-break, now going begging apparently because of the fallacious view that the strip shows are impregnable. We predict, however, some national advertiser will go in for multiple use of those daytime breaks and prove there is something new and productive in radio time.

Latest data reveal that daytime breaks can deliver more sets per dollar today than the night spots used so extensively and profitably. The Cooperative Analysis of Broadcasting’s latest popularity survey [Broadcasting, Sept. 15] proves it, showing the average rating of night half-hour network commercials as 6.1, with the average daytime quarter-hour strip program at 4.

Taking the half-hour unit as typical of evening programs, and the five-day-a-week strip as typical of daytime, it is self-evident that two-thirds as many sets are tuned to daytime programs as compared to evening offerings. Rates for daytime breaks, as a rule, are one-half the night costs.

Moreover, there is the availability factor. Advertisers today experience difficulty in buying daytime breaks adjacent to programs holding ratings equal to or above the average. Because so few advertisers have seen the possibilities of daytime breaks, there are many availabilities adjacent to some of the most popular programs on the air.

The local advertiser, by dint of local sales staff efforts, is beginning to buy daytime breaks. At least one national account recently saw and took up the opportunity. Those who start now can virtually pick their own spots.

“Small space, frequently inserted” has been the basis of many a successful newspaper campaign. The station break is radio’s way of applying that axiom. But it affords an advantage over small publication space, since the smaller the display the less actual reader circulation.

In radio, however, the rule does not apply because the station break depends entirely upon its position for its circulation.

Because attractive space is available on most stations—network as well as non-network—for daytime breaks, they represent a real buy for advertisers who want mass circulation of short, poster-type copy.

Bears Watching

WHEN AN ASTUTE broadcaster like John Shower throws us into the frequency modulation field to the tune of $200,000 or more, and himself becomes a distributor of F-M receivers, you can rest assured there’s “something to it”. Then when Bell Laboratories, Westinghouse, GE, NBC, CBS and various station operators decide to do some experimenting with the new system of transmission and reception, the skeptics must sit up and take notice.

It is all too easy to dismiss a revolutionary idea with an offhand remark that nothing can be done to shake up the broadcast band, or disturb the 40 million receivers now in use, but these are times when anything can happen.

The war, if not the apparent efficacy of the new system, might wreak drastic changes over night. We have watched and heard the Armstrong system in operation. There is no doubt about the remarkable clarity of the signals it produces and reproduces. What it may do to the present broadcasting system can hardly be guessed, but certain it is that the dozen or so experimental stations already authorized bear the closest scrutiny of every broadcaster.

Maj. Armstrong has been particularly generous in throwing open his invention to investigation by all comers and has not yet announced whether he intends to license or sell his apparatus outright. His standing among his own technical fraternity, his past record as an inventor and the conviction among his F-M followers that he has hit upon something important—all lend to our belief that every station owner would do well to look into the new system.
SELLING groceries over the counter and selling them over the air, you'll admit, entails radically different techniques. But the salesman knows how to serve the “public interest, convenience and necessity”, whether he sells pickles, picnics, or parched beans, he'll make the grade.

Such a man is Frederick William (Bill) Meyer, general manager of KLZ, Denver's Rocking M station in Denver. He's sold groceries over the counter, and he sells them over the air. As a matter of fact, his shop is known as the bean, but- ter and broccoli proved a direct route to radio.

It was because Bill Meyer was possessed of that spark of sales genius, sans high pressure, that he was enticed into radio 14 years ago. And it was with KLZ, which had been on the air since 1921. Though the ownership of the station has changed, Bill was kept in the saddle, because his identity was almost synonymous with Rocky Mountain radio.

Bill Meyer is a personification of proof that a good salesman does not have to be raucoius and rip-snortin’ even in the alleged wild and wooly West. Big, broad and swarthy, he is nevertheless soft-spoken and mild-mannered. He is friendly and genial—virtues that are characteristic of the entire KLZ organization, as well as of that of its little-sister station, KVOR, in nearby Colorado Springs.

Bill Meyer is a native Denverite, born there of pioneer stock on Nov. 7, 1888. When General Mills, or its precursor, peddled Gold Medal flour rather than Wheaties, he donned the apron and straw cuff-guards as a grocery clerk. He learned how to handle the public, and acquired a practical knowledge of “public service” that has served him in excellent stead in radio. His self-acquired knowledge and huge capacity for work, a young man can cast him in the role of star salesman on the staff of one of Denver’s large wholesale houses. His expanding reputation as a go-getter then came to the attention of Dr. William D. Reynolds, one of the nation’s early manufacturers and distributors of radio receivers and a pioneer in experimental broadcasting.

As radio began to cut through the fad era, Dr. Reynolds looked for sales assistance, to enable him to devote more time to broadcasting and the possibilities of radio, Bill Meyer dropped a lucrative grocery territory to assume management of sales for Reynolds. The business grew, as did KLZ. Time was being sold on the air in the East. It looked good in Denver too. In 1925 Meyer became a partner in KLZ. He invested his life’s savings in the business, though friends sought to dissuade him from such a “radical” move.

New studios were acquired in the downtown Shirley-Savoy Hotel and new equipment was installed. Bill Meyer started in the broadcast business with the same philosophy he used in groceries and record sets, and that was to please the customer. His “customers” were the radio audience, and he sought to diffuse friendly, helpful service to the community. The result was and still is an audience loyalty unique in radio annals.

KLZ was one of the early Western outlets of CBS, joining the network during its first year of operation in 1927. The station’s personnel and operations grew apace, with many innovations in programming and merchandising developed. The organization today, with 38 employees, is completely departmentalized and geared to every phase of broadcasting.

Not long after the death of Dr. Reynolds in 1935, control of KLZ passed into the hands of E. K. Gaylord and Edgar Bell and their associates of the Oklahoma Publishing Co., who acquired the station in 1942.

Personal Notes

J. OREN WEAVER, formerly head of the news department of WBEN, CBS outlet in Chicago, is now a salespromotion director, New York. George Stellman, of the WBEN news staff, has been promoted to the position formerly held by Mr. Weaver. A graduate of Northwestern U., Mr. Weaver is an ordained minister of the Evangelical Church and has been with WBEN since 1936. Stellman is a graduate of California U. and joined WBEN in 1936 after a newspaper career in Oakland, Calif. He will remain in the news department, half-hour Sunday afternoon show on WKBW, sponsored by Sinclair Refining Co.

ROBERT F. SCHUETZ, for ten years with NBC’s engineering department in New York and on the West Coast, has been appointed manager of the National Broadcasting Co.’s transcription service in Hollywood. H. L. BURNETT, formerly of WBEN, Chicago, has joined the merchandising and sales promotion department of WINS, Milwaukee.

BRUCE BULLS, at one time with WCFL, Chicago, now with J. E. Moore’s, has joined KJHI, Los Angeles, as station manager. J. BERT MITCHELL, Jr., former manager of KFVT, Paris, Tex., and KLOR, San Angelo, a station with Texas State Network, has been named manager of KTOC, new 1,000-watt daytime station in Austin, Tex.

FRANCIS (Puck) WENDTJ, formerly account executive of KJL, Los Angeles, has joined KMO, San Wauh., in a similar capacity, working under Thayer Riddigay, sales manager of the Pacific Network.

HENRY FRITZEN, KGER, Long Beach, Calif., account executive, and Rosanna Huber, office manager of the station’s Los Angeles studios, were married Sept. 19 in Tuna, Ariz.

Because of Bill Meyer’s status in the broadcasting and his life’s successful record in the industry, the new owners of KLZ asked him to remain as the station’s executive editor. With MLRK 2124, began a new era of service. New dollars were spent in studios and transmitters—the latter one of the show places in the area. It has paid off, and some dividends in public acceptance and confidence and in sales records.

Ask Bill Meyer today why he chose radio and he will tell you: “Because it offers such a splendid opportunity for service to the largest number of people, and because it is always unpredictably exciting.” Though radio dominates his interest, he finds time for other activities, notably trout- fishing, golf and aviation.

Proudest possession of Bill Meyer and his charming and talented wife is daughter Helen Maurine Fivash, Jr., former student in the School of Medicine at the University of California, married 14 years ago. Proudest associates are his friends and his membership and activities in radio, such as the Athletic Order, Rotary Club, Church Hills County Club, Denver Athletic Club, Gyro and others. Proudest accomplishment, his record as a veteran radio man but one who is still pioneering.

Dr. Orestes H. Caldwell, editor of Radio Today, on Sept. 29 gave a talk on MBS titled “How’s Your Radio?” in connection with the “Curtain Raisers” campaign of the NAB to increase the number of listening hours, radio listeners and the efficiency of receiving sets.

E. P. Hurst, sales promotion manager of NBC, will serve as one of the judges in the fifth annual Exhhibition of Printing sponsored by the New York Employing Printers Assn., to be held Oct. 31-Nov. 2 at the Hotel Commodore.

Joe D. Carroll, formerly chief engineer of KFJJ, Klamath Falls, Ore., has been named general manager of KGDM, St. Cloud, Minn.

A. L. ASHBY, vice-president and general counsel of the National Broadcasting Co., on Sept. 6 spoke on “Radio as an Economic and Social Force” at the National Association of Alpha Kappa Psi, of which he is a member, at El Paso, Tex.

H. Nelson Cocker, manager of WHEL, Philadelphia, on Sept. 9 married Artilde Findt of that city.

Bob Howard, owner of KUJ, Walla Walla, Wash., has been transferred to KRLK, Lewiston, Idaho.

John Gillin Jr., general manager of WOW, Oklahoma City, has been named honorary vice-president of the Nebraska Tablet Tennis Assn.

D. L. Henne, five-year commercial manager, has been named general manager of KOOS, Marshfield, Minn.

TOM ShUGART, salesman of KGKR, Tyler, Tex., is the father of a girl born recently.

Dr. Charles M. Harden, recently of the Syracuse Journal, has joined WSYR, Syracuse, as salesman.

TOM A. HAMILTON, salesman of WBBM, Chicago, has joined KXJU, Portland, Ore., and married Margaret Caverly of Hampton.

W. C. WESTEK, sales manager of WKBZ, Muskogee, Okla., is the father of a baby boy.

Roy C. Hughes, out of radio for some time, has joined the ROY, Phoenix, Ark., as account executive.

AL MENDENHALL has joined the sales staff of WAGL, Atlanta, Ga.

FRED ELSTHENAGEN, of the commercial staff of KGVO, Missouri, Mont., is the father of a boy born recently.

EDWARD DE SALISBURY, formerly sales promotion manager of NBC, has been transferred to the NBC sales department.

Memorial to Marconi

R. M. BROPHY, general manager of the Canadian Marconi Co., Montreal, recently presented a memorial monument to Sir Humphry Repton, the Governor of Newfoundland, and to the people of Newfoundland, to mark the spot on Signal Hill where Sir Augustus Marconi and two colleagues heard the first trans-Atlantic wireless signal on Dec. 15, 1901. The attendant ceremonies were held on CFCF, Montreal, the Canadian Broadcasting Corp. national network, and the NBC network. Pere W. Paget, one of Marconi’s associates, took part in the program from London, England. Sir George Naismith and Sir William Horwood, who was present when Marconi heard the historic signal, also took part in the ceremonies broadcast from St. John’s, Newfoundland.

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Note From Abroad

FERNANDO DE SA, Portuguese language announcer of NBC, New York, International Division, has just learned, to his regret, that his voice carries throughout Latin America. Years ago, while attending a Brazilian University, Fernando generously signed as security on a fellow student’s note. During a recent broadcast his voice was recognized by the latter of the note, who promptly notified him that the note never had been paid. The net loss to Fernando was $160.

I AM COX, continuity chief of WKY, Oklahoma City, and his wife, Harriet Johnson, are authors of a new song, "I’m Waiting For You," sung for the first time Sept. 23 by Allan Clark, WKY musical director, with Bobby Clark as pianist.

Robert W. McDonald, writer of KMOX, St. Louis, suffered a fractured skull Sept. 19 in an auto accident and was in a serious condition. He was inured while riding with a police radio dispatcher, who was instantly killed when the car hit a pole and overturned.

Maurice Barrett, production manager of WHH, New York, has written a column of local philosophy titled "Thoughts Are Things," which will be published this fall.

Emmett Jackson, announcer of WHR-Radio, Hammond Ind., married Anne Wilkin Sept. 22.

Stanley Vainrub, recently of the Chicago Connex Company, has been indulging during the illness of Jack Foster, announcer of KBCN, Bismarck, N. D.

H. L. Johnston has been named musical director of WDIZ, Tuscola, Ill.

Charles Tigner, Texas State Temple announcer, and Margaret Knotts, of Dallas, were married recently at Fort Worth.

Meet the Author

Hilda C. Woehrmeyer

AROUND WOOG-WGL, Westfield, house-stations in fort Wayne, Hilda C. Woehrmeyer, continuity supervisor, has been the mainstay of the official staff. She has been with the stations nine years and has been active in both sales and programming. At present she acts as liaison between sales and program departments, reporting to the manager.

ARDENNE WHITE, tenor of Musical Steelmakers on MBS, has joined the production staff, replacing Walter Patterson, who has resigned to return to station work. Mr. Patterson, former program director of WWVA, Wheeling, has not announced his next plan.

Alicia Hill, actress of WGN, Chicago, and MBS, was married Sept. 20 to Summer Walter Dick Smith, son of the homesteader of Northwester U. Miss Hill is a member of the cast of "Tales of the City," "Painted Dreams" and "Curtain Time."


Kemp Tool, formerly of KFBB, Great Falls, Mont., has joined the announcing staff of KGVO, Missoula, Mont., recently培训班en to Glen Marston, who was assigned to news.

Bill Sharp, formerly of KLAS, Carlsbad, has joined KIUN, Fens, Tex., as chief announcer, replacing Wray Guye.

Robert Dobbin, formerly of KJBJ, Marshalltown, lowa, has been named farm editor and continuity chief of WDAY, Fargo, N. D. Dave Hennepin has returned to production manager of WDAY.

Paul Brenner, formerly announcing director of WNYW, New York, has joined the staff of WATT, Jersey City, and will conduct two daily programs, the "Breakfast Drive" from 6:30 to 9:30 a.m. and a musical program from 4:30 to 6:30 p.m.

Merle Pitt, musical director of WNEW, New York, has recently become the father of a second child, a girl.

Fred Cox, continuity writer of KTA, San Francisco, suffered a concussion of the brain and severe injuries recently when he slipped and fell on a gravel walk in the backyard of his home. He is a producer of commercial programs, suffered an injured leg in a fall at home.

George Backus, in charge of participation programs of the Arizona Network, after spending the entire summer vacation in the Copper Country, has returned to KOY, Phoenix.

Clint Jones, CBS Hollywood, assistant news bureau editor for three years, has joined the announcing staff of the network's San Francisco bureau.

K. P. PHEN DARE, formerly of CHML, Hamilton, Ont., has joined the announcing staff of Canadian Broadcasting.

Don Gillis, of the music staff of WRAI, Fort Worth, is the father of a baby boy born Oct. 18.

Miss Mabel Holland, a member of the sales staff of WHD, Greensboro, N. C., will marry Brodus Bryson, Of WASH, in Chicago, Oct. 3 and move to Washington.

Glen Martin has been named chief announcer and special events director of the WLS, Chicago, station.

William Bamford, acting program director of WNWX, Springfield, Ill., has been given that post permanently, and Miss Grace Cross has been named assistant program director.

Joe Bigelow, who wrote comedy material for the Rudy Vallee program, is returning to Hollywood from New York to join the writing staff of J. Walter Thompson Co. He will work with Carroll Carroll and Lyman McMann on the NBC Kraft Music Hall.

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BROADCASTING  •  Broadcasting Advertisement
Krautters Is Promoted

ROMANDE L. Krautters, sales promotion manager of WCKY, Cincinnati, has resigned, succeeding Lloyd G. Venard, who has rescinded, was announced Sept. 19 by B. C. Wilson, president of the new manner of the 50,000-watt. Mr. Krautters joined WCKY last April, leaving WLM, where he was a psychologist in charge of his own public service. He has been in radio for a decade. George H. Moore, a member of WCKY's personnel since 1929, was named manager of the sales promotion department succeeding Mr. Krautters. Mr. Venard reported that he was resigning another position, though he has made no announcement of his future plans. Before joining WCKY two years ago, he was sales manager of WAG, Cleveland.

George Samerjan, CBS Hollywood art director, has received a commission from the U. S. Treasury Department to paint mural panels for the new Los Angeles, Calif., post office. It also has accepted the invitation of Occidental College, Los Angeles, to conduct classes of water colors in the Fine Arts Department.

Dick Martin, Hollywood writer, has joined the writing staff of the NBC Bob Hope Show, sponsored by Pepsi-Cola.

Wallace Gage, program director of KIBS, San Francisco recently returned to his duties following a two-month leave.

Harvey D. Sanderson, promotion director of the Symphonette Journal-American, recently merged with the Herald, has been named public relations director of WPFL, Detroit.

Polkey Breidlove, conductor of the Polly the Shopper programs on WHN, New York, was married Sept. 21 to vocalist Dewey Martin.

Don Duxley, sports commentator of WINS, New York, is conducting a weekly sports column in the Bergen Sunday Star of Bergen County, N. J.

Jack King, newscaster of WJR, Detroit, follows Paul Sullivan's program on WJR with a roundup of Detroit and Michigan news.

Miss Merle McGurr has joined KTHC, Austin, Tex., as news editor.

Janet Campbell of San Francisco, has joined the program staff of WJW, Washington.

Margery Mazzari, singer of NBC-Chicago, has been signed by the Chicago Civic Opera Co. to sing in eight operas during the approaching season.

Denny Lee Upton has joined KOY, Phoenix, Ariz., as receptionist.

Solly Violinsky, Hollywood stage manager of KBOO, Portland, Ore., has returned to the staff after a vacation, during which he was the manager of the West End.
THE first network program on CKLX, Niskiau, B. C., brought the voice of King George addressing the world following Britain's declaration of war. Manager Huine Lethbridge was notified 20 minutes before the address that the station would be included in the CBC network if lines could be set up in time. The line was ready in 15 minutes and adjustments were completed just 20 seconds before the station's first network broadcast took the air.

KROC, Rochester, Minn., through its Owatonna studios recently sponsored a dinner at the Hotel Owatonna honoring 12 baseball players chosen as the outstanding players in the Southern Minnesota League. Medals were awarded each winner. Cal Smith annouced the program.

GULF OIL Corp., Pittsburgh (oil products), which resumed the CBS Screen Guild Theatre series Sept. 21, after a summer layoff, is originating the weekly half-hour show from the Century Theatre-Restaurant in Hollywood. The slight club has a seating capacity for more than 1,000. The Screen Guild Theatre was crowded out of the CBS Hollywood studio during the summer.

NATIONAL YOUTH ADMINISTRATION, New York, on Sept. 21 started the fall season of its weekly half-hour program NYA Varieties of WNYC, New York Municipal station. The NYA series will be celebrated this year on Sept. 21. The start of the series was heard Sept. 14 on CBS from the new NYA studio at 708 Broadway. Second weekly feature of the NYA Radio Workshop, Music and Youth, on Oct. 21 will be shifted from Monday's to Thursdays.

WGN, Chicago, has subscribed to Associated Press radio news service. Other services used by WGN include United Press, Press Radio and the Chicago Tribune News Service.

CHICAGO city baseball series between the White Sox and the Cubs will use two local stations on a rotating basis, according to an announcement Sept. 20 from the league office. The city series will be played between Oct. 1 and 10 on the usual four of the seven. The Oct. 4 and Oct. 9 games will be played at night in Comiskey Park. It is understood that WMCA, New York, and WIP, Philadelphia, will air the daytime games; WGN, WIND and WCFL the night games.

WMAQ, Chicago, has made an exchange deal with the Chicago Daily News by the terms of which the newspapers' five-minute periods weekly on WMAQ and the station will use 15 minutes daily in the newspaper. One period will be devoted to foreign news and the foreign staff of the News. The space may be used for a daily radio gossip column, according to Bill Ray, public relations head of WMAQ and CTN. Similar deals are being worked out with other Chicago papers.

TO BRING listeners authoritative information on world affairs, WQXR, New York, has arranged to broadcast the Socialist Labor union meetings and student forums of the Foreign Policy Association during the 1939-1940 season, which starts Oct. 7. First feature of the series will be a discussion of "Europe at War."

In the Records

A FULL DAY of broadcasting on WJSY, Washington, will be placed in files of the National Archives, first recording of a station's clock- round schedule to be placed in the Archives. Discs were cut throughout the Sept. 21 schedule, from opening announcement at 6 a.m. to signoff at 1 a.m. The day was selected because it included a historic broadcast, the opening of the special session of Congress and President Roosevelt's neutrality speech. The Archives are many recordings of broadcasts covering historic events, including speeches by Faison and other prominent officials.

UNITED PRESS reports the following new subscribers to its news service:

KVY, Vancouver, Wash.; WLAQ Chicago, WQNC, Elizabeth City, N. C.; WLP, Suffolk, Va.; KFID, Spokane.

Since the invasion into Poland of the Russian Army, WHOR, foreign language station in Jersey City, has taken further precautionary steps with all announcers handling foreign or English newscasts. Stalin may be referred to only on "the leader of Soviet Russia" in the same way Hitler is mentioned only as "the German Chancellor." Announcers also are not permitted to use the terms Bolshevik or Communist, but must refer to the Russian people as "Soviet Russians, USSR, Russia or Soviet Russia."

AMERICAN neutrality poll conducted by Johannes Stell, news commentator of WMCA, New York, during a week of his five-weekly broadcasts, was presented to members of Congress at the special session Sept. 21. Results of the poll, which drew 1,011 letters and telegrams containing 1,902 votes from New York, New Jersey and Connecticut, showed "overwhelming approval of a change in the present neutrality status of the country according to WMCA. Those favoring repeal of the current neutrality law totaled 90.1%, with 7.5% opposed to any change."

IA TIEUP between WEPB, Philadel- phia, and the Jewish World, daily newspaper, the paper uses WEPB for a nightly quarter-hour period and WEPB for its own daily space. The newscasts include three guests as well as members of the newspaper staff. Some portions are in English, others in Yiddish.

WBBM, Chicago, has started a series of Saturday morning classes in radio for its 10 page boys. Lee Mitchell, producer of WBBM, will instruct the lads in radio dramatics, narration and announcing techniques. Classes will continue through the winter months.

WHN, New York, is selling specially printed maps of home to its listeners so that they may more easily follow the progress of troop movements and battles given the night by George Combs, station's commentator, in his roundup of news from the war zones.

THE Philadelphia chapter of the National League of American Penwomen has just received the national radio award offered by its parent organization. The prize was one of three presented to branches displaying the greatest and most worthwhile radio activity. The weekly broadcast was a part of the Women's Club's daily program, directed by Mabel Love, and featured prominent women writers and a series of talks on the technique of writing from the layman's viewpoint.
TO DISCOVER what young Americans are thinking and doing about such pressing problems as war, neutrality, and the danger from propaganda will be the basis of a series of weekly informal discussions programs *Youth Questions the Headlines*, starting Oct. 23 on NBC and arranged in cooperation with *McCall's* magazine. Young people from widely different backgrounds will be asked to discuss their opinions under the direction of Otis Warne, editor of *McCall's* in the East; and in the West by Miss Toni Taylor, associate editor.

WEVD, New York, on Sept. 25 started a weekly half-hour forum program *ECONOMIC, MILITARY & POLITICAL ASPECTS of the War* with interpretations by Prof. Charles Hodges of New York U; Dr. Will Schuman, former editor of *Volkslist*, and Irving H. Altman, editor of *Dun & Bradstreet*. Daily war news on WEVD is covered by Ludwig Lore, columnist, on Thursdays and Saturdays; Gerhard Seger, former member of the German Reichstag, on Wednesdays; Charles Yale Harrison, author, on Sundays; and Bryce Olivine, commentator, on Wednesdays, Thursdays and Saturdays.

EIGHT devotional programs heard last season on NBC's Blue and Red networks will return to the air early in October. Sunday programs returning are *Radio Pulpit* and *National Vesper*. Among the weekday programs will be *The Good Word* and *The Just World* on Monday; *Our Spiritual Life* on Tuesday; *The New World* on Wednesday; *The Call to Youth and Religion in the News* on Thursday, and *The Monday Through Friday Program*. *Getting the Most Out of Life*.

KOLO, Seattle, originated the fifth *Sunday School Hour* broadcast from Elliott Bay, near the business district, with 5000 anglers participating. The program was fed to NBC-Red.

NEW HOME of WHBC, Canton, O., was dedicated Sept. 12 in the presence of Gov. John Bricker of Ohio and Charles Wakefield Cudman, the noted composer. Completely RCA equipped, with a 500-foot Truscon vertical radiator, the Brush-Moore newspaper station, purchased two years ago from a local priest, is now managed by Felix Hinkle, former business manager of the *Canton Daily News*, with Truesdale Meyers as program director; William Kirkendale and Harold Waddell, salesmen; Kenneth Slicker, chief engineer. WHBC is affiliated with the Canton Repository.

WHEELING, W. Va., turned out Sept. 12 for an all-day parade and festival in tribute to its *Wheeling Steel*, half-hour Sunday afternoon series which returns to the air Oct. 8 on 44 MBS stations. Among the celebrities in the parade were (1 to r.) Governor Homer A. Holt, Mayor John J. Mathissen and John L. Grimes, advertising manager of Wheeling Steel. More than 10,000 fans turned up at Wheeling Park for the all day picnic, basketball and dance.

WGN, Chicago, has started on half-hour Sunday morning series titled *The Living Bible*, Directed by Robert E. Fling, the program features top-notch Chicago radio dramatic talent and is designed for Sunday school classes throughout the country. The fall and winter series is given under auspices of the Chicago Bible Society.

FIVE MEMBERS of the WKY, Oklahoma City, staff have written a song called "Inquire Within" introduced recently at Marty Hall on NBC-Radio network by Belinda Howard and Allen Clark, who wrote the music.  Harold Johnson and Jim Cox have the words.

WKST, New Castle, Pa., has reopened its station in the McCall Library of Westminster College in New Wilmington, Pa., and will carry regular broadcasts staged by students and faculty. WKST has also completed the two-weeks of broadcasts direct from a "Model Home" which is sponsored to stimulate interest in home building and provide home builder accounts.

TENNESSEE Fair Success Is Attributed to Radio SUCCESS of the Tennessee State Fair, which broke all attendance records, was attributed by Manager Phil C. Travis to broadcast attractions staged by WSM, Nashville, according to an announcement Sept. 25. Serious drought and the war crisis caused Fair officials to fear the result, until radio stepped into the picture. WSM was given a large exhibitors' space for display of latest developments in radio, together with picture displays of radio stars.

Fairgoers from Tennessee, Alabama and Kentucky, Manager Travis said, first asked the way to the WSM broadcast. Harry Stone, WSM manager, said the station profiled by meeting "face-to-face thousands of the audience it reached through most of the year only through their loudspeakers."

THE July Irishman's Day of WPZ, Tuscumbia, III., held Sept. 17, attracted some 30,000 to Patterson Springs amusement park. Nearly a score of prominent programs originated at the event, sponsored by Slack's Furniture Store, F. St. Louis, Artists from Slack shows on KMMX and KVW. St. Louis participated with the WDPX staff. Numerous contests were staged.

KTRP, Twin Falls, Idaho, took an active part in events at the Twin Falls County Fair, with a studio exhibit in the Merchants Display Building. Over seven hours of programs originated at the ground. A promotion booklet was given the public.

**Forty million readers of JOE PALOOKA**

**will welcome this**

**NEW TRANSCRIBED SERIAL**

Five hundred newspapers from Maine to California carry Ham Fisher's famous cartoon strip. It's America's favorite.

The appeal of Joe Palooka is universal. It's read by bankers and bakers, college presidents and taxi-drivers, stockbrokers and ministers, doctors and plumbers—by men and women—by boys and girls.

Nine chances out of ten, Joe Palooka is featured in the leading daily in your city. And thus, there's a ready-made audience for this thoroughly absorbing and dramatic serial.

We think you'll agree that Joe Palooka is a great show that deserves all the praise it has received.

**FIVE-A-WEEK, QUARTER HOUR**

For information, write or wire

**GELLATLY, Inc.**

9 ROCKEFELLER PLAZA - NEW YORK CITY

**BROADCASTING • Broadcast Advertising**

October 1, 1939 • Page 53
Radio Advertisers

LEO NEJELSKI has resigned as advertising manager of Swift & Co., Chicago, to join the advertising department of Parent Co., that city. While with Swift, Mr. Nejeleski was instrumental in placing spot radio in that firm's Brookfield Sausage. All-sweet Margarine, Jewett Shortening, Premium Ham, and the Studebaker Snail Parade Junior Yard Corpo program for Studebaker in Chicago.

Evening Concert program of KYA. San Francisco has presented many programs which have been broadcast on the air, and has been appointed to advertising manager of Swift & Co.

J. P. VAN HORN has been named advertising manager of Majestic Radio & Television Corp., Chicago. The Majestic advertising schedule, which does not yet include radio, is being enlarged. Ruthrauff & Ryan, Chicago, is agency.

BEVERLY BREWERIES, Albany, N. Y., is using daily spot announcements on several stations in New England. More stations may be added late this fall, according to Peek Adv. Agency, New York, which is handling the account.

A GROUP of hotels consisting of the Blackstone and Drake in Chicago; Gotham in New York; Town House in Los Angeles and Bellevue Biltmore, Beverly, Fla., is using time on a half-hour basis and expects to increase the list to 50, according to Marvin Green Inc., Chicago agency handling the account. Payment is understood to be on a duebill basis. Stations signed, according to the Green agency, include WCBS, WSM, WJAR, KNX, WHOR, WMAQ, WNBC.

DR. DIXON'S DENTAL, New York (liquid dentifrice), on Sept. 20 started five minutes weekly spot sponsored of Peter Manzelli, "The Nugget Man," on WACF, New York. 8:25-8:30 a.m. Paul M. Titts, New York, is the agency.

C. E. FULFORD Ltd., Toronto (medicinal), starts on Oct. 1 daily transmitted spot announcements on CJOR, Lethbridge, Alta.; OFCJ, Calgary; CJRC, Winnipeg; OFCP, Montreal; CKFX, Toronto. Agency is Metropolitan Broadcasting Service, Toronto.

PACIFIC GAS & ELECTRIC Co., former user of radio time but off the air several years, has contracted with KTA, San Francisco, to sponsor the Evening Concert program seven nights a week, 8:15 p.m. The utility, according to present plans, is using institutional copy, "Case-Enriched, San Francisco, is agency.

BASIC FOODS Inc., Los Angeles (Honey-Lax bread), sponsoring the five-week quarter-hour Facts About Life and How to Live It, with Dr. Curtis H. Springer, commentator, on KJZ, that city, renewed Sept. 25 for 52 weeks and increased the schedule to 10 a week. Firm plans to increase the list of sponsors, to include KFRC, San Francisco, and KGB, San Diego, and in addition will send the program to other stations nationwide for a late fall campaign. Echadicator Publications Inc., Hollywood, has the account.

GILMORE OIL Co., Los Angeles, in a six-week campaign which started Sept. 15, is using 50 spot announcements each week, to include KFRC, San Francisco. In addition, 13 announcements are being used on KGB, San Diego. Agency is Borton, Constantine & Gardner, Los Angeles.

CHICAGO MOTOR CLUB has started an over three-week quarter-hour news period on WBBM, that city, titled John Harrington & the News. Contract calls for a schedule to be set up weekly as time and news events demand. Aubrey, Moore & Wallace, Chicago, handles the account.

LOS ANGELES SOAP Co., Los Angeles (White King), will continue to use three to five spot announcements weekly on 40 stations in the West. Contracts were renewed for another three weeks effective Oct. 2. Agency is Raymond R. Morgan Co., Hollywood.

ZESTO BOTTLING Co., Los Angeles (beverage), thru Smith & Bull Adv., that city, has started sponsoring the five-week quarter-hour Three O'clock Club on KMPC, Beverly Hills, Calif. Program, devoted to women's activities, is directed by George Irwin, announcer-producer, formerly of the non-existent KFRC, Los Angeles.

OMAHA Zone Chevrolet Dealers Assn. is partially sponsoring nine football games on WOW, Omaha.

Just off the Press!

Business In BALTIMORE

Published by the Merchandising Department of Radio Station WBAL in behalf of retailers in the Baltimore Area, and in the interest of the manufacturers, representatives, distributors and advertising agencies who serve them.

If you have not received a copy ask International Radio Sales or

WBAL
Baltimore's Powerful Voice

USE WSPD and the rich market of northwestern Ohio and southern Michigan IS YOURS

For over 18 years WSPD has served this community and our list of national accounts is proof of results.

Represented nationally by the Katz Agency

WSPD

Toledo's NBC

Red and Blue Outlet

BROADCASTING • Broadcast Advertising

October 1, 1939 • Page 55
Our apologies to Robert Burns and our assurance to you that Mousie is a real town—one of the many typical little towns that WAVE doesn't reach in Kentucky! ... But mark you—WAVE does cover the big Louisville Trading Area—the only concentrated market in the State—a million people in 45 counties, buying more than all counties, the rest of the State combined (95 counties)! ... Expensive! No! Let us prove it—NOW!

GETTING RIGHT DOWN TO FIGURES—THERE'S A REASON!

★ 33 Hrs. Network Commercial
★ 42 Hrs. non-Network Commercial
★ 63 Active Local Accounts

75 Hours per Week—MORE Than Any Other Arkansas Station!

KARK LITTLE ROCK
1000 Watts—Day and Night
Arkansas' Most Listened-to Station!

More radio homes in KARK's Primary Area, assuring a maximum return in Arkansas' largest market!

NBC NETWORKS and TRI-STATE NETWORK* (WMC = KARK — KWKM = KTTS)

General Hiking Co., New York (Hound bread), on Sept. 22 started a weekly French network announce show on CKAC, Montreal; CBBR, Rimouski, Quebec; and CJLB, Quebec City. Hull, Que., agency is Victors & Benson Ltd., Montreal.

Challenge Cream & Butter Assn., Los Angeles (dairy products), in a campaign which started Sept. 25, is using three transcribed announce announcements weekly on KRR, Kansas City, and KXK, Hollywood. In addition 18 weekly are being used on KXL, General, Cal., Agg., EmilLinek & Staff, Los Angeles.

Le O. Grohe Ltd., Montreal (toheroes) on Sept. 22 started a weekly French network announce show on CKAC, Montreal; CBBR, Rimouski, Quebec; and CJLB, Quebec City. Hull, Que., agency is Victors & Benson Ltd., Montreal.

INTRODUCING Joe Palooka. The veteran cartoonist Ham Fisher (right) gives us this conception of the signing of his brainchild's new radio contract with Bill Gallaty, one-time sales manager of WOB, now head of Gallaty Inc., New York, distributing the new transmitted serial based on the adventures of the comic strip pugilist who has a heart of gold.

Globe Investment Co., Los Angeles, a heavy user of Southern California radio, in a fall campaign which started during early September, is sponsoring for 26 weeks, the five-weekly quarter-hour program. News by Pat Bishop, on KECA, that city. The firm is also using a twice-weekly quarter-hour commentary series, Herb Allen, the Globe Trotter, on KECA and in early October will launch a six-weekly early morning strip show on that station. Globe is also sponsoring, 12 times a week, Dominie news bulletins on KGFE and a similar daily quarter-hour program on KMPC. In addition a daily half-hour program of music and news is sponsored on KKKD, Alton Wilder Adv., Los Angeles, has the account.

Los Angeles Brewing Co., Los Angeles (beverages), on a 52 weeks contract, has sponsored a six-weeks participation in the Sports Round-Up on KNX, Hollywood. Firm is also using 100 spot announcements weekly, in Spanish, on XERG, Tijuana, Mexico; Lockwood-Stackeued, Adv., Agency, Los Angeles, has the account.

E. W. CHAPMAN, formerly general sales manager of Westgate San Products Co., San Diego, Cal., has been appointed vice-president in charge of advertising, Burress-Chase Co. that city, continues to handle advertising of that San Tuna, principal product of Westgate.

Dodge Bros., division of Chrysler Corp., Detroit, on Sept. 9 started Bob Train's news commentaries on WOR, New York, Saturdays, 9:45-10 p.m. Agency is Ruthmann & Ryan, New York.

Clark Bros. Chewing Gum Co., Pittsburgh, has started six weekly minute transcribed announcements on WWW, Chicago, Albert P. Hill Co., Pittsburgh, is agency.

Bank Returns to WGL

Port Wayne National Bank has returned to WGL Port Wayne with its Dyka (Do You Know the Answer) for the winter season, the ten of four members being chosen from church groups. Prizes are awarded losing teams on each broadcast, winners to return later for another competition. A $200 grand prize is given the winner for the season.

Banker, C. O., assisted cashier of the bank, again is m.c., aided by Franklin Towe.

Vick-Richfield Share

Vick Chemical Co., Greensboro, N.C. (proprietary) and Richfiled Oil Corp., New York, are dividing sponsorship of Arthur Hale's Confidentially Yours news program on WOR, Newark. Vick is sponsoring the program Tuesdays and Thursdays, 9-9:15 p.m. as part of its campaign of quarter-hour news programs on WOR, having started the WOR series Sept. 26 through Morse International, New York. Richfield on Oct. 22 starts the program Sundays, 9:30-9:45 p.m., with Sherman K. Ellis, New York, as agency.

CBS script show, Our Gal Sunday, sponsored by American Home Products Co. for a LIFE certificate, is said to be the first such program to introduce the war, the heroine's British husband having joined the colors.
OPENING episode of *Adventures of Pinocchio* transcribed juvenile serial based on the familiar story of Carlo Collodi, were previewed by New York radio editors at a luncheon Sept. 20, given by Radio Attractions, national distributors of the feature. Program, produced by Edward Simian, motion picture director, had its first broadcast Sept. 28 on WPIL, Philadelphia, where it is sponsored by WHJ, Department Store. Another department store, Bloomingdale’s in New York, will sponsor two-hour, three-week, quarter-hour series on WOR, Newark, beginning Oct. 2. Program has also been sold to WTI, Hartford; WHK- WCL, Cleveland; WRLN, Richmond; WRBN, Youngstown; WBRU, Canton.

AMERICAN COMMITTEE for Democracy and Intellectual Property, with 25 sections throughout the country, is planning nationwide distribution of the series of 16 half-hour transcriptions dramatizing the value of democracy, under the general title, "The Liberty Pledge," recently tested on WNYC, New York’s municipal station. Three programs were used by KJSH, Oakland, Calif.; KRLC, Lewiston, Idaho, and WHEB, Portsmouth, N. H., and contacts are being made in six other states. Best programs of the series, written by Joseph P. Cole, are distributed free of charge and produced by WNYC’s dramatic department, will be revised and retranscribed for distribution.

STANDARD RADIO announces the following new subscribes to its Stand- ard Library Service: WHJ, KYLO, KYNO KEMP WHKJ WLM "PERRY" XENO BEYOND KOLX KXOK KLS BEMA KXOM WJW.

WILLIAM L. LEWIS, formerly with Decca Recording Co., Southern Wholesalers of Washington and G. E. Supply Corp., of Baltimore, has been appointed regional sales manager at I. S. Record Corp., headquarters in Chicago and covering the Midwest area.

Serial Discs for KXOK

AN ARRANGEMENT for the re-broadcasting of eight daytime network serial programs similar to the one started on WCMC, New York, last spring, has been made by American Home Products and Sterling Products, New York, with KXOK, St. Louis, through the station’s representative Weed & Co., and Blackett-Sample-Hummett. Starting Oct. 2, the programs will be heard on KXOK via transcription Mondays through Fridays during the two-hour period from 3 to 5 p.m. Programs include: On CBS, The Romance of Helen Trent, sponsored by Edna Drive Wallace Hopper Cosmetics, and Our Gal Sunday, by Anacin Co.; on NBC, Stella Dallas and Lorenzo Jones, by Chas. H. Phillips Chemical Co., Backstage Wife by R. L. Watkins Co., John’s Other Wife by A. S. Boyle Co. and Bi-So- Dol Co., Just Plain Bill by Kolylos Co. and Anacin Co., and Young Widdler Brown, by Chas. H. Phillips Chemical Co. and Cal-Aspirin Corp.

THE OLD WHEF, Kosciusko, Miss., having gone off the air last year after surrendering its license, has been sold to the Missisquoi newspaper, Plantville, Vt., with its first transmitter. It is not known whether the station is intended for a new local station or 1300 kc. in Kosciusko.

CONGRATULATIONS and smiles are on the order of the day when the deal inaugurating the sale of "The Adventures of Pinocchio" was closed by WOR, Newark, Bloomingdale’s department stores and Radio Attractions, producers of the series. To left and right are Herbert Ebenstein, president of Radio Attractions; Ira Hirschman, vice president in charge of publicity for Bloomingdale’s; Eugene S. Thomas, sales manager of WOR.

Use for Blanks

OLD acetate recording blanks are disposed of by Radio Productions, Denver, at a profit. They are used by model airplane fans who make wing spans out of the album, so far the firm has disposed of three cans of used 16-inch blanks. The idea was conceived by Tom Roark, recording engineer, who is a gasoline model airplane fan.

Roger White Bureau

ROGER WHITE, president of Roger White Productions, New York, has announced the formation of a separate Artists Bureau at his offices in the RKO building, under the direction of Kenneth K. Shaver. The Bureau will represent actors and authors in all fields. Other members of the new division include Ted Cott, formerly on the production staff of WNYC, New York, as producing director; Thorton Steele, formerly of NBC transcription department, as musical director, and Irene Strouse, formerly with Paul analytics’ Artists Management Bureau, as publicity director.

Leeming Resumes

THOS. LEEMING & CO., New York (Baume Bengue, Paquin’s Hand Cream), on Oct. 2 will sponsor the second consecutive year of the songs of Richard Maxwell, CBS tenor-philosopher, on WABC, New York. Mondays, Wednesdays, and Fridays from 3:45 to 4 p.m. WM Esty & Co., New York, handles the account.

PROVEN PROFITS

with proven programs!

- GOOD MORNING NEIGHBOR
- MORNING BULLETIN BOARD
- WOMAN’S RADIO JOURNAL
- OVER THE BACKYARD FENCE

Live, one man scripts released daily. Exclusive rights in your area at the lowest cost.

STAR RADIO PROGRAMS, INC.
250 Park Ave.
New York City

CBS Record Series

COLUMBIA RECORDING Corp., Bridgeport, a subsidiary of CBS, on Sept. 29 started a half-hour weekly program titled Young Man With a Band on CBS on behalf of its new 50c popular records. A different Columbia recording band is presented each week, with Dan Seymour as m.c. and John Henry Hammond Jr., a member of the Columbia Recording staff, as musical and swing annotator. A feature of the program is a lucky number singing contest for one member of each week’s audience at the program. Winner is given a chance to sing a popular favorite on the program and is presented with a souvenir record of his song. Ward Wheelock, Philadelphia, handles the account.

Thesaurus Domain Numbers

APPROXIMATELY 42% of the 6,000-card selections recorded by NIC Transcription Service for its Thesaurus Library are in the public domain or tax-free categories, according to an announcement Sept. 18 by Frank E. Chizzini, assistant manager. In all, there are about 3,000 of Thesaurus selections is 3020, said, with the public domain and tax-free numbers constituting material for over 70 hours of broadcasting. This material can be used by subscribers "without licenses for public performance and without copyright fees," he said.

Montana's Wholesale and Retail Center

Gene Burgus & Co., Representative

This picture reproduced on copper will be sent you on request.

74% of Worcester County Retailers Say WTAG

WORCESTER, MASS.

IF YOU HAVE GOOD VISION YOU CAN SEE ALL THREE!

74% of Worcester County Retailers Say WTAG

WORCESTER COUNTY

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.
National Representative

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Hooper-Holmes questioned

600 retailers in the Worcester Market Area. W T A G was their overwhelming first choice.

WATCH YOUR MAIL

for the complete story on the Hooper-Holmes survey.
Young Forms Agency

JOHN ORR YOUNG, co-founder of the Young & Rubicam agency, but who sold out his interest some years ago, has formed his own advertising agency, John Orr Young Inc., at 610 Fifth Ave., New York. Telephone is Columbus 5-5613. No details on personnel or accounts will be released until the end of October.

Thomas Burch, account executive in the Chicago office of Young & Rubicam, on Oct. 15 will be transferred to New York as assistant to Louis H. Redmayne, vice-president in charge of all general foods products. Mr. Burch was formerly advertising manager of Hormel Sales Co., New York.

John W. Wiley, vice-president of Falles & Smith & Roos, Cleveland, on Sept. 17 married Violet Lawless, of the agency's staff.

Joe S. Scalpone has been transferred from Young & Rubicam, New York office, to Hollywood as commercial coordinator of coast-sponsored shows. He will coordinate commercials and scripts, following the Benny-A llen pattern.

T. D. Russell, formerly of KLW, Windsor, Ont., and the CRC in Toronto, has joined Ronalds Adv. Agency, Toronto, in handling the writing and production work.

Alvin Wilder Adv., Los Angeles, has moved to larger offices at 617 S. Olive St. and is associated with Nellie Walsh Adv. Service. Both organizations are operated indepedently.

A. K. Rucholz, formerly of Young & Rubicam, New York, has resigned from his own program firm. His new office is located at 300 N. Michigan, phone State 5253.

Ira Ashley, who has been handling radio publicity for "The Lost Faces" currently playing in New York, has joined the radio production staff of Lassen & Penney, New York, to handle the Grand Central Station program heard on CBS for Listeners. Mr. Ashley, who succeeds Paul Monroe, was previously with CBS' WGN & WXY. His new office is at 10175 Hollywood Blvd., Hollywood, the agency of record.

Harry, MBS and CBS will broadcast the radio appeal by President Franklin D. Roosevelt on Oct. 9 inaugurating the 1939 Community Mobilization for Human Needs campaign, which will be conducted by Community Chest organizations in more than 400 cities through Nov. 11.

FREE & Peters Inc., national representation firm, announces its appointment as national representative of KECA, Los Angeles, and KROW, Oakland, Calif. KROW is now under the same ownership and management as KNBR, San Francisco (Broadcasting, Sept. 7).

WIB, Kansas City Mo., recently appointed Walter Ridlick Co., Los Angeles, Pacific Coast representative.

PREH, San Paolo, Brazil, known as Radio Cultura, has appointed Broadcasting Abroad, New York, as exclusive U.S. representative, and will sell time to American exporters.

Lindsey S. Righton, Pacific Coast manager of John Blair Co., for the fourth consecutive year is conducting a ten-week lecture course on radio advertising at the California U. Extension Division in San Francisco.

Gene Wyatt has resigned from the Chicago office of Edward Petty & Co., but has announced no future plans.


The University of Southern California, Los Angeles, is formulating the Broadband and Annual Institute of Radio, to be held Dec. 7. Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, has been made general chairman and will be assisted by a five-man committee, according to W. Ballentine Henley, University director of coordination.

Created last year to provide a means whereby those in the broadcasting industry could discuss their mutual problems, the Institute also provides a medium of expression for those in education concerned with radio, Dr. Henley pointed out. This annual meeting will bring both groups together for a consideration of relationship. More than 300 educators and representatives of the radio industry from Southern California attended the meeting last year.

Regina Schuebel to Wed Regina Schuebel, radio director for New York, has been engaged to John Ballard, president of Bulova Watch Co., New York. No further details have been set.

James F. Egan, formerly of Young & Rubicam, New York, has joined Lassen & Mitchell, New York, as a copy executive.

With the N. W. Ayer institution as background, the story dramatizes three-quarters of a century during which that agency has played a pioneering part in the publicizing side of American business. All problems and policies met by an agency, medium or advertiser are presented, tracing the growth of business ethics in advertising and treating the development of business through the period.

Dr. Groves tells how the Ayer agency chose to take the middle road at the advent of radio, judging broadcasting material impartially as possible and recommending it when tangible results seemed likely. He tells of a message sent to the Astor Theater program for use of an enterprise, the Mutual Network, to sponsor the broadcast entertainment to be sponsored by an advertiser, and the first to use the network technique of broadcasting simultaneously in several cities.

AFRA Seeking to Align Locals on Pacific Coast

WITH regional contracts between AFRA and the networks having been signed, and the KNX, Hollywood passed, the American Federation of Radio Artists is now turning its attention to other West Coast local stations on staff agreements. I. B. Kornblum, executive secretary of Los Angeles Chapter of AFRA, upon his return to Hollywood September 18 from New York where he participated in the KNX negotiations, announced plans to start on the remaining local stations. He expressed the belief that the present jurisdictional dispute between AFRA and Radio Writers Guild might be amicably adjusted.

AFRA has already declared its willingness to mediate between station writers and local stations, and threatened to drop out of negotiations.

Fay of Old

BILL FAY, manager of WHAM, Rochester, N. Y., became a singer again when he dropped by the NBC-Buckeye stations the other day after the WOR convention. Gaynor Morfit, m.c. of Club Matinee, spotted Bill in the audience before he knew it Bill was on the Blue network yodeling as of old.

Sees Latin Gains

AN INCREASE in business done by American firms in South America, which will increase advertising for South American radio stations and newspapers, will probably be an early effect of the European war, according to A. M. Martinez, manager of the New York office of Cusqueñia Alliance, representative of foreign stations.

seen in Latin American countries, although none of these is likely to be put into effect until after the conclusion of the conference of American republics being held in Panama.

Must Join Union

YOUNG & RUBICAN, Hollywood, producing the CBS Gulf Screen Guild Theater program sponsored by Gulf Oil Corp., has been notified that unless its paid writers join Radio Writers Guild, cooperation of other radio organizations will be withheld. Members of Screen Writers Guild submit ideas and material to the Motion Picture Relief program without compensation. Only paid members of the weekly programs are those hired by the agency.

Seebach Promoted

JULIUS F. SEEBACH, Jr., director of program operations for WOR, Newark, since 1935, was appointed vice-president in charge of programs, it was announced Sept. 22 by Alfred J. McCorster, president of WOR. His promotion was voted at a regular meeting of the WOR board of directors.

Mr. Seebach began his career in broadcasting 14 years ago as an announcer with the World, advancing to manager of evening programs. In 1928 he joined CBS as program production manager, remaining with that network until 1935 when he resigned as director of all program operations to return to WOR in a similar capacity.

Out Here In Chicago

A soliloquy that may turn to such thoughts as WGES, WSBC, WCBD, Chicago, and WEMP, Milwaukee.

THANKS: To the American Legion, whose coveted plaque for performance of public service was awarded to WCBD.

Seven laundries use WGES regularly, 7 five years in the average of the group. Most time used by any one of them, 7 hours per week. Local advertisers needn't be old boys falling flat. Programs pay out. National advertisers, note!

REQUIRED READING: For radio men—the Proclamation of Neutrality of the United States of America.

Three organs are “staff-members” of WEMP’s music set-up: a pipe organ, a Hammond Electric, and the new Novachord. Sounds as if we might have something exclusive. Any contenders for “more organs” honors?

PARLOR TRICK FOR TIMEBUYERS: Open the Chicago telephone directory at random. Odds are two to one that you’ll turn up a page of exotic names. Names of good Americans who speak other languages than English! Two out of every three Chicagoans belong to this category. They listen to WGES—figures prove it!

COMPLETED: Important section (dealing with dentifrice sales) of retail market study exposing buying habits in foreign-language neighborhoods in Chicago. Release will be on request to dentifrice manufacturers and their advertising agencies. Write to WGES, Chicago, to reserve one.

TO AUTOMEN: Who buys the new models in Chicago? Look at the names on Chicagoland car registrations! WGES-WSBC speak directly to the vast foreign-language market in which the preponderance of car sales must necessarily be made. You’re only skimming the surface without WGES-WSBC programs—the basic media for reaching the basic mass of Chicago buyers!
ON WTAG, Worcester, Mass., is a new program titled An Open Letter offering weekly $5 prizes for the best and most constructive criticism of programs. Best letters are read over the air, with Ray Saunders and Dave Horne presenting the station's reply. Special attention is given letters offering suggestions to correct faults pointed out by listeners. One prize is reserved for Worcester listeners, another for Central Massachusetts.

* * *

All About Arts
LOVERS of arts are offered An Open Letter for Your Vote on NBC-Blue, Saturdays, 7:30-8 p. m., a program designed to accomplish for the arts what the NBC Music Appreciation Hour has achieved for music. The National Art Society is coordinator in the series, which will acquaint Americans with painting masterpieces and show how they enrich life. An artist will be dramatized each program, with discussion of canvases by Dr. Bernard Myers, of New York U.

* * *

Legislative Debaters
DISCUSSION of important Texas questions by different members of the State Legislature is carried each Sunday morning by WAB, Fort Worth, on the new half-hour, The Other Side. The new feature follows the weekly talk by the Governor over the station.

** * Purely Programs

About Radio Itself
THE origin and behavior of electrons, those infinitesimal particles which make radio and television possible, will be discussed and dramatized in a new series titled Magic Waves to be presented weekly over NBC-Red starting Friday, Oct. 13 at 7:45 p. m. (EST), Orrest H. Caldwell, Chief Engineer of Radio & Television Today, will cooperate with Gerald Holland, new member of the NBC writing staff, and with the technicians of all companies of the "RCA family," in explaining to lay listeners the magic of modern communication.

* * *

Transmitter Topics
NEW Transmitter Topics is the general title for a new series of special broadcasts that will come over KDKE in connection with the removal of the station's transmitter from Saxonburg to Allison Park, Pittsburgh. The series introduces a variety of talent, talks and interviews and will continue through Oct. 13, leading up to plans for the dedication of the new transmitter as soon as it is ready for operation.

* * *

A Wedding a Week
NEW series is a half-hour morning show on WJJJ, Chicago, is titled Social Register, features Beverly G. Gay in news of birthdays, weddings, engagements and other social activities. Added attraction of the show is the Friday program during which one important wedding is remoted from the church featuring interviews with the bride and groom, parents and distinguished guests. Show is sponsored by the local Olsen & Ebann Jewelry Co.

* * *

'Let's Write Songs'
SIGMUND SPACHER, music composer and "tune detective," on Sept. 28 started a weekly series titled Let's Write Songs on WNYC, New York public radio station, to analyze current hits and educate listeners in the technique of composing their own tunes.

* * *

Feminine News
THE ladies have their day at KLZ, Denver, which has started Women in the News, a three-week program featuring Betty Lou Bennis, Denver U. Journalism instructor.

** * Thermometer Based on observation of familiar sayings, KDKA, Pittsburgh, has a program You Say It Now, but Who Said It First? for listeners to guess which of several possible names for a product or business was given first. The program, sponsored by John Morrell & Co., Ottumwa, Ia.

Gotham Forum
WEVD, New York, on Sept. 27 resumed its weekly Free Speech Forum, conducted by the Rev. William C. Kernan, rector of the Trinity Episcopal Church of Bayonne, N. J.
Food for Thought EXCLUSIVELY for youngsters is "Kiddie Kollege," on KGVO, Missoula, Mont., sponsored by Staunton Bakery. Sixth, seventh and eighth grade youngsters appear in rotation, with questions based on the State course of study for grade levels. Regular school subjects are covered. A cup is given the winner on each broadcast, with a grand trophy for the series champion. Quizmaster is Jimmy Barber, program director, with Bud Blanchette assisting. Cookies and milk are served contestants and guests at a studio party after the broadcast.

Historical Quiz KVOO, Tulsa, has started a History Game contest worked on a question-answer basis and featuring with American history. Each program sending in correct answers to questions receives a Histro Game, retailling for 50 cents, and also dealing with historical questions. Sponsor is Dickson-Goodman Furniture Co. Title is "Drew's House." -

Wheel of Chance WHEEL of Chance is featured in a new man-on-street series on WGN, Chicago, sponsored by the local Nelson Bros. Co. Originating in the Chicago Theatre, the program titled "Radio's Voice features" Guy Savage, WGN sportscaster, in a quick spin of the wheel questions are placed on the wheel and each person interviewed is asked the question at the indicator when the wheel stops. Prizes are theatre tickets.

* * *

Homes of the Poets VISITS to the homes of 32 of America's most famous poets will be the basis of a new series of Sunday afternoon programs starting Oct. 15 on NBC-Blue and arranged through the cooperation of the poetry division of the Library of Congress. Ted Malone, conductor of the weekly "Between the Books" program on NBC, will conduct the programs from the homes of the poets.

About Women NBC's dramatic series presented last summer as "Women in the Making of America" will return to the air Oct. 10 under the new title, "All-American Women." The programs, relating stories of past and present American women pioneers and producers in cooperation with the U. S. Office of Education, will be heard on NBC-Blue Tuesdays, 2-2:30 p.m.

TO PROMOTE a program of community events handled by Walter Bruckel, out of the Owatonna studios of KROC, Rochester, Minn., this poster is being used. The "Old Bear" is carried each Sunday morning on KROC as a tieup between the station and the local Steele County Photo News, weekly newspaper.

Peoria Homebuilders WMBD, Peoria, III., recently carried a series in which the local building industry participated. An evening show three half-hours a week, So You're Going to Build a House consisted of music with transcribed interviews at the actual scene of construction or in the office of one of the sponsoring firms. Transcriptions were ten minutes in length and were arranged to include commercial continuity for the advertiser. Commercials at opening and close of programs included simply the names of participating firms and an appeal to build at this time. The station realized more than $5,000 in the dull summer season. Advertisers were those who did not usually use radio, including banks, plumbers, carpenters, electrical companies, the water company, etc.

"Victory Rally" FOOTBALL news, famous plays, forecasts of future games are all featured on the "Victory Rally" program, which recently started its fifth year on WHN, New York, on Fridays, 8-10 p.m. Dick Fishell, WHN sportscaster conducts the program, with music by Dick Ballou and his orchestra.

* * *

Men of America LIVES of American manufacturers and merchant princes will be dramatized during a nine-week series on NBC-Blue network. Howard Whitman, author of the new program, is a former New York newspaperman.

Employment Feature TO ASSIST in opening opportunities for employment, Herbert Hadel, sociologist, is conducting a weekly quarter-hour program titled "Let's Go to Work" on WMCA, New York. Mr. Hadel has conducted similar programs interviewing job seekers in New England, and has invited leading industrialists and political leaders to become associated with his "Foundation" for increasing employment in New York.

* * *

Vox Milwaukee Pop THE Milwaukee Public Speaks on the program which by that name scheduled to start Oct. 1 on WTMJ, a Sunday noon half-hour feature in which five persons deliver five-minute talks. Telephone 732-1969 must submit copies of their remarks a week in advance. The goal is a real forum for Wisconsin people. Usual restrictions on good taste and controversy are imposed.

Quizzed by Phone LISTENERS participate in the Quiz Kollege of KUJ, Walla Walla, Wash., by telephone, this poster being used to take part being required to register with the studio in advance, listing phone number and nights they can be reached if called by the studio. All calls are made by the studio to the individuals. The phone interviews augment studio participation.

* * *

ALL LOCAL shows of WKY, Oklahoma City, originated in air-conditioned studios at the fair grounds during the Oklahoma State Fair, which opened Sept. 23. WKY is broadcasting the entire Oklahoma U. football schedule this autumn, with John Rafter announcing.

In Cincinnati 1600 Grocers 265 Druggists 154 Meat Dealers 51 Theatres

ADD THEIR INDIVIDUAL COOPERATION to WSAI's NBC RED and BLUE WEEK!

The help which those who sell Cincinnati have received from WSAI, was returned the week of September 24th. Four great associations OFFICIALLY helped WSAI celebrate its NBC Red AND Blue week, using 2500 WSAI placards, streamers, trailers.

Proof anew that WSAI is "Cincinnati's Own Station"

Raymond Swing Sponsored RAYMOND GRAM SWING, Mutual Network's anaylist of international affairs who distinguished himself during the war crisis days, on Sept. 25 went under sponsorship of General Cigar Co. New York (White Owl), over a special hookup of WOR, Newark; WGN, Chicago, and WAAB, Boston. He is heard Mondays and Fridays, 10-10:15 p.m. (EST), and continues his sustaining commentaries on the intervening weekdays at the same time. J. Walter Thompson Co., New York, handles the account.

Radio Songs by Raymond Gram Swing, MHS commentator, delivered from March, 1939, to the present, on WOR will be published Oct. 30 by W. W. Norton & C. Co. as a 90,000 word volume titled "How War Came."
OFF TO HOLLYWOOD to head NBC's transcription service there, R. F. Schuetz was feted Sept. 19 by his colleagues of NBC's New York engineering staff which he leaves after 10 years service. Left to right: J. G. Strange, Jarrett L. Hathaway, William Fitch, Gustave A. Basler, William A. Clarke, Clarkson U. Bundick, Elmer F. Mead, O. B. Hanson, Mr. Schuetz, T. H. Phelan, George Nixon, Robert Thatcher, Joseph Arnone, Beverly F. Fredendall, Vincent J. Gilcher, Ed- ward Molen, Gerald M. Hastings, Peter House, George O. Miles, Donald Castle, Dewitt Clinton Shultis, George E. Stewart, Robert Close, Lester Looney, Ronald A. Lynn, H. M. Gabrielson.

FM Subject of Article

THE STORY of frequency modulation, as invented by Maj. Edwin Armstrong, is told in layman language in the October issue of Fortune Magazine, which heads its article "Revolution in Radio" and states in the subhead, "After years of battle a fighting inventor is in position to cause replacement of 40,000,000 radio sets and $75,000,000 worth of broadcasting equipment." The system is described in semi-technical terms and considerable space is devoted to Maj. Armstrong's career as an engineer and inventor.

A "Must" Book for Station Management

Rules & Regulations and Standards
Applicable to Standard Broadcast Stations

★ PROMULGATED BY FCC, EFFECTIVE AUGUST 1, 1939
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Page 62 • October 1, 1939  BROADCASTING • Broadcast Advertising

HAROLD PLATT, formerly with KHCB, Watsonville, Cal., is now on the engineering staff of the San Francisco Exposition. He is a 1938 graduate of National Schools, Los Angeles, Lloyd Roe and Charles Long, also graduates of National, are now junior technicians with KNNX, Hollywood.

JACK BOOR, formerly with KFBB, Great Falls, Mont., is now on the engineering staff of KGB, Butte, Mont.

HARRY B. LURBCE, director of television of the Don Lee Broadcasting System and a pioneer television experimenter and inventor, spoke Sept. 25 before the Junior Advertis- ing Club of Los Angeles on "Television and Its Advertising Future".

WALTER H. WIRKLER, of Galveston, Tex., on Oct. 19 was granted Patent No. 2,173,145 covering a single sideband transmitter, which he has assigned to Collins Radio Co., Cedar Rapids, The same day the U. S. Patent Office issued Patent No. 2,173,095 covering a tele-receipng vertical radiator and method of creating to John F. Byrne of Cedar Rapids, who has also assigned it to the Collins company.

EUGENE E. ALDEN, formerly chief engineer of KOV, Phoenix, has joined WVE, Indianapolis, as assistant to Karl E. Fox, WVE, chief engineer.

GRADY SHEPHERD, formerly of KERO, Longview, has joined KIUS, Phoenix, to Ferl Gaye, former engi- neer at KIUS, has joined KLIF, Galveston.

GEORGE A. HOOPER, engineer of WIRG, Glenside, Pa., is to marry Frances Pouch early in October.

HUBERT BOGAN, formerly of KPJM, Temple, Tex., has returned to KFJZ (formerly KTAT), Fort Worth, as control operator.

W. H. BOHLKE, active for 11 years in RCA's service division, has been named director of test equipment and service merchandising.

J. J. LAKE has returned to KRKY, West Hoon, with an op- erator's license after attending an en- gineering course.

GORDON HOLDEN, of Danville, Ill., new to radio, has joined the trans- mittor staff of WDZ, Tuscola, III.

J. J. CARST, recently of KNUR, Watsonville, Cal., has re- joined the engineering staff of KQW, San Jose.

A NEW 10-watt pack transmitter has been constructed by Mark Spies, chief engineer of WDZ, Tuscola, Ill.
Sir George Lee Gets Medal From IRE
As Technical Advances Are Described

TRANSATLANTIC communication via shortwave radio was given into service by its creators on Sept. 21 when the medal of honor of the Institute of Radio Engineers was presented by Dr. Lee at New York, on the occasion of the opening of the New York office of the Institute. The ceremony was attended by Dr. Lee and other prominent members of the Institute.

Presentation of the Institute’s highest honor, made for Sir George’s “accomplishments in promoting international radio telephony and in fostering advances in the art and science of radio communication,” occurred at a luncheon meeting of the several hundred members attending the annual IRE convention at the Hotel Pennsylvania, New York, Sept. 23.

The second annual award, the Morris Leibmann Memorial Prize, was given to H. J. Hepple, the chairman of the British Post Office, whose acceptance was made in London.

The audience was provided with a “historical perspective” of the progress made over the past seven years, Dr. Lee said, in contrast to the automobile industry in which the cycle is only three years.

Recent Progress

During the four-day session the convention heard 28 papers on recent technical developments in all phases of radio, television, telecommunications, radio receivers and antennas for aircraft, radio weather-measuring devices and radiotherapy.

Dr. Lee described the audion tube and a foremost radio pioneer, delivered the paper on radiotherapy, and he has been doing research in for the past five years.

Stating that there are between 30,000 and 40,000 shortwave telegraphy machines in use and citing medical authorities on the value of these machines in treating a number of diseases, he said the interference about which broadcasters and community engineers had complained could be most easily eliminated by the assignment of two frequencies, he said, to the exclusive use of these machines. Dismissing the FCC’s counter proposal that the machines be shielded or insulated by crystal control as impractical technically and financially, Dr. Lee suggested that the broadcasters adopt the Armstrong method of broadcasting by frequency modulation, which he said would free radio from this diathermy interference.

H. A. Chinn of CBS, R. B. Morgan of the Bell Laboratories, jointly presented a paper on the development of the new standard volume level indicator with a new reference volume level which the three companies put into use on May 1.

A network of electron modulators for frequency modulation was described by R. E. Bell, NBC.

Recent advances extending past sales of radio receivers into the future, Julius Weinsonberg, RCA Corporation, said that the receivers are approaching the saturation point, but that sale of second sets, auto radios and portables are still on the upswing. Receivers are made on the average of seven years, he said, in contrast to the automobile industry in which the cycle is only three years.

Television, to which the entire Saturday sessions were devoted, was described as a subject of eight papers.

G. H. Brown, RCA, described a filter for suppressing at the transmitter sidebands too low to be received but which might cause interference to other services on adjacent channels. Large tube television receivers using electrostatic deflection were described by Goldsmith, DuMont Laboratories. A. V. Hasef and L. S. Negaard, RCA, described the construction and performance of a tetrode, inductive-output tube for obtaining amplification over a wide band, as found in television transmission. These two engineers, in company with W. G. Vanderwiel, P. D. Lenti, B. B. Aver and H. E. Gihring, all RCA at the time the study was made, although Wagner is now with Heints & Kaufman and Zottu is now with Thermal Engineering Corp., presented a three-part paper on the development of a 200,000-volt, high-frequency tetrode for television use.

J. Hartley, General Electric, discussed production alignment apparatus for television receivers used in the GE Bridgewater plant.

Three types of modulators which might be used as the first tube in a television receiver are described, and the advantages of each were described by E. W. Herold, RCA, H. E. Kallmann, formerly Electrical & Musical Industries, and M. S. Johnson, RCA.

RCA, described the functions of electron bombardment in television, turning the variations in the transmitter picture into electrical current and the current into picture variations at the receiver, from an engineering angle.

List of Exhibitors

Adjoining the convention hall was an exhibition of recent commercial developments in components, equipment, components and materials.


Radio Consulting Group Stages First Meeting

FINAL meeting of the American preparatory committee for U. S. participation in the fifth meeting of the International Radio Consulting Committee, scheduled for the early summer of 1940 in Stockholm, Sweden, was held at the State Department Sept. 11. While it is doubted if the international meeting will be held as scheduled, the committee adopted most of the reports on questions to be considered in Stockholm, although they were later shelved for further consideration.

The committee indicated much of the material on several questions would be important for use at the Pan-American Radio Conference, to be held in Santiago, Chile, on Jan. 17, 1940. Dr. J. H. Delling, radio executive chief of the Bureau of Standards and general chairman of the preparatory committee, announced that further CCIR meetings were subject to call of the State Department and suggested the organization be kept intact, with present reports "put on the shelf" awaiting European developments.

WFBG

ALTOONA PENN.
Offers the only complete coverage of the Altoona trading area.
Your message to our large, loyal audience assures greater distribution and increased sales.

INS FULL SERVICE
World Broadcasting System

BROADCASTING • Broadcast Advertising

CHNS
HALIFAX, N. S.
The Key Station of the Maritimes

Is Rounding Out the Busiest Year in Its Fifteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.

U. S. Representatives:
WEED & COMPANY
350 Madison Ave., New York City

Johnson Leaves FCC

WALTER JOHNSON, FCC attorney since 1935, has resigned effective Sept. 30 to open law offices in Washington to practice administrative and broadcast law. With the FCC since early 1935, Mr. Johnson served for about a year in appellate work, after which he was assigned principally to hearings and appeared in numerous proceedings as Commission counsel and as presiding examiner. Prior to joining the FCC, Mr. Johnson served with the Department of Agriculture, Department of the Interior and Federal Trade Commission. He is a native of Minneapolis. His law offices are in the Star Bldg.

“FIRST” in coverage of Oklahoma’s greatest Fall KVOK had its own studio and 6 other remote outlets! 30 broadcasts from the Fairgrounds featured Bob Wills and his Texas Playboys, Tennessee Valley Boys, Sooner Sweethearts, Otasco Merrymakers, the Konner Kizzi and special Fair attractions! Five broadcasts daily!

TULSA 
FAIR

This kind of service makes KVOK the dominant station in Oklahoma. Within 75 miles radius of Tulsa lies 40% of Oklahoma’s population, furnishing 43% of Oklahoma’s buying power and 44% of Oklahoma’s actual retail sales! A complete package with KVOK, 25,000 watts. Unlimited time. Both N. B. C. Networks.

EDWARD PETRY & CO.
National Representatives

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www.americanradiohistory.com
NBC, effective with the week of Oct. 8, has sent out its Advance Program Service schedule in reduced page form with Red and Blue Network programs completely separated. The Red and Blue sponsor indices have been revised in form to include lists of stations carrying programs, as well as advertising agencies handling accounts. Station lists have been removed from daily program pages and commercial programs remain numerically indexed to indicate which programs are sponsored by which advertiser.

**WFAA Film**

FILM featuring the cast of the Early Bird program of WFAA, Dallas, on Sept. 24 started a one-week run at nine Interstate Circuit suburban theaters in Dallas. It appears four times daily in all nine theaters, featuring the Karl Lambertz orchestra and Eddie Dunn, m.c., who invites the audience to tune in every morning. In return, WFAA gives two passes to two of the theaters daily, Monday through Saturday.

**San Antonio Show**

THE 1940 Radio Show, presented by KTSA, San Antonio, and set manufacturers lasts for a week and was opened Sept. 17 in the Gunter Hotel with a special broadcast. All stations carry four daily shows and hours were keyed from the show. KTSA announcers conduct visitors throughout the studio, located on the third floor of the hotel.

**Plug for Radio**

KDKA, Pittsburgh, in cooperation with the NAB, is launching a drive to give listeners a better understanding of the American System of broadcasting as well as to describe new programs and the need of keeping sets in good condition. Script will be written into regular programs. Window displays and other promotion is planned.

**Indian Signs**

DISPLAYS featuring the Washington Redskins pro football team were placed by WMFD, Frederick, Md., at sporting goods stores and theatre lobbies in nearby towns as well as high schools and colleges. Whole schedule of the General Mills sponsorship via a hookup with WOL, Washington.

**NAB Curtain Raiser week went over with a bang at NBC-Chicago when Emmons Carlson, sales promotion manager, decked out the vast lobby of the Merchandise Mart with artist pictures and cutouts galore. Executives of the NBC Central Division stopped by for critical appraisal. Left to right are Jules Herbuex, club manager, program director; Emmons Carlson, sales promotion manager; Billy Ray, director public relations; Harry Kopf, sales manager.**

**Merchandising & Promotion**

New Skeds Maps Ten Bucks a Quote-Raisers of Curtains—Long Star Apparel Windows

**WBAL's Tabloid**

AN EIGHT-PAGE tabloid newspaper, profusely illustrated and carrying stories about sponsors and programs on WBAL, Baltimore, made its appearance in late September as *Business in Baltimore*. It is a giveaway sheet edited by Frank W. Schults, WBAL merchandise manager, and will be issued monthly. Equal-size advertisements of WBAL local and national sponsors are carried free of charge.

**Camay Gives Radios**

**PROCTOR & GAMBLE Co., Cincinnati, in a joint cooperative campaign with Emerson Radio & Phonograph Corp., New York, is promoting six weekly contests for Camay soap, from Oct. 21 through Nov. 25, on two network programs, *Road of Life* on CBS and *Pepper Young's Family* on NBC-Blue and Red, and on some spot stations carrying *Kitty Keene*. Listeners are asked to finish the sentence in 25 words or less: "I like Camay because—", sending three wrappers from Camay soap or facsimiles thereof. A total of $3,500 in cash will be given to winners during the six contests, and 100 Emerson radios will be awarded each week. Pedlar & Ryan, New York, handles the Camay account.

**Lever Nickels**

KHF had a Lever Brothers' Night in Wichita when the sponsor's night program returned to the air recently. Guests at the KHF Band Dance Frolic who presented soap wrappers and box tops received up to 5 cents at the box office. A list of 2,004 proofs of purchase were turned in.

**Permanent Salutes**

FRMS saluted by KGVO, Missoula, Mont., on its Builders of Business series, are presented with recordings of the programs.

**Movie Tickets**

THROUGH a deal with neighborhood movie houses, 1,500 passes will be awarded weekly to listeners to *Hollywood Reporter* and *Yank*, Cleveland, featuring Jack Paar. The program is sponsored by Herbert California Fruit Products Co. (Contadina Tomato Paste), and extends through March 23, 1940. Movie houses receive announcement copy in the program in the donation weekly of passes. To receive a pass, the listener must send ten labels of Contadina Tomato Paste. Barnes & Arons, Philadelphia, is agency.

**Maps and Name**

KVOO, Tulsa, is offering a European map in colors showing political divisions prior to the evening of hostilities as well as charts of military and naval strength. Maps are drawn from lead newscasts and are sold at cost, 15 cents. A new contest on KVOO offers prizes to find a name for the display program featuring Tiny Stallard and Little Montanas, formerly of West Virginia stations.

**News Window**

WJR, Detroit, is using a bank window in the lobby of the Fisher Bldg. for continuous news bulletins during day and evening. Service is handled by Neil Tomy, station's news announcer, with full INS reports, Photographs of Duncan Moore, Jimmy Stevenson, Edgar A. Guest, will be shown, new announcers, and schedule of their broadcasts decorate the window.

**Cleveland Display**

A MERCHANDISE Display Guide has been presented Cleveland store buyers, estate and advertisers by WHK, Cleveland. It is in ring bound in maroon and gold. New window nages are issued each month, listing products on the air and giving details about new programs.

**Ten Dollar Quotes**

ALBERS BROS. MILLING Co., Seattle, and *Morning Tomite* on NBC-Pacific network, is offering a weekly $10 prize for favorite quotations, verse or philosophy to be read by the Old Miner (Rod Hendrickson) on the program.

In *Carolina Press* WBIG, Greensboro, N. C., is running a series of one-column newspaper ads about 1 inch wide in 23 weekly and semi-weekly newspapers in WBIG's area. The ads list power and coverage data, along with new programs.

**Texas Styles**

KIUN, Pecos, Tex., is staging a style revue with about 200 women's buyers, dressed in the latest fashions from Dallas and Theatre and is to be a semi-annual event.

**Omaha Windows**

WOW, Omaha, is cooperating with the NAB Curtain Riser project by decorating windows of five radio station sets. Photographs and window cards were supplied.

**Contests for Crisco**

**PROCTOR & GAMBLE Co., Cincinnati, through Compton Adv., New York, is sponsoring two contests for Crisco on three of its network programs from Sept. 25 to Oct. 12 and from Oct. 23 to Nov. 12. Each contest offers a $5,000 first prize and 100 $50 second prizes for the best slogans, in ten words or less, about Crisco, accompanied by one Crisco wrapper. Programs used are *Vic & Sade* and *The Right to Happiness* on NBC and *This Day Is Ours* on CBS. The following four programs heard on transcription on various spot stations are also used: *Vic & Sade*, *The Gospel Singer*, *This Day Is Ours*, and *The Goldbergs*.

**Pamphlets With Cheese**

**ZAUSNER & Co., New York, is promoting its twice-weekly program *Jewish News of the World* on WCNW, Brooklyn, through dealers in the metropolitan area handling its Regent Cheese products. Dealers present customers with small pamphlets telling about the program, while small streamers repeat the commercial announcements about the products as made by Mitchell Cohen, public relations conductor of the program.**

**Brochures**

**KLZ, Denver: Booklet of household hints by Margaret Moore for Lady, June, 1939**

**LANG-WORTH Feature Programs, New York:** Two-color folder explaining the ABC Lang-Worth Plan for "permanent copyright independence," with catalogue of music library.

**WDAY, Fargo, N. D.:** Illustrated brochure with pictures of personnel, studios, transmitter and special events covering a typical day about station operation.

**OTC: Folder titled "Interpretation of NBC Policies as Applied to Broadcasts during the Current European War."

**WIRE, Indianapolis:** Four-page folder based on speedway racing.

**WCAU, Philadelphia:** Cellular welded and shrink-fit folder of soft-textured paper "Presenting Laura May Stewart," new feminine feature.
HEALTH FROM THE AIRPLANES

WGY Program, 17 Years Old, Credited With Aiding Reduction in Death Rate

By KOLIN HAGER

Radio health education, broadcast consistently week after week for a period of 17 years by WGY, has been a contributing factor in the steadily decreasing death rate of New York State. This statement is volunteered by Dr. Edward W. Godfrey, Jr., State commissioner of health, in recognition of WGY's cooperation with his department in health education.

Dr. Godfrey goes further and declares his belief that, despite the great attention given to health statistics, public health education by radio and other mass media is more effective than public health legislation.

WGY first went on the air on Feb. 20, 1922 and on March 24 of that year the New York State Department of Health broadcast its first radio health message, a five-minutes talk. Weekly thereafter to the present, with few interruptions, these messages have continued. From the first, we at WGY were convinced that a health message of whatever type is no more effective in the hands of any one without a name than it is public, and presented, was one of the outstanding services a broadcasting station could perform for its listeners.

Now on Discs

For 11 years the five-minute health talk was written by members of the Health Department staff. In August, 1933, the five-minute program grew to a 15-minute dramatic presentation known as The Health Hunters. So effective have these dramatized health stories become that the department is now transcribing them and releasing the recordings to 20 broadcasting stations in every part of New York State. The day's work won the approval of the listening public and the endorsement of health authorities of counties, cities and villages who reported that the popular presentation of health education was a real aid to them in promoting community welfare.

The Health Hunters sketch deals with the affairs of a family named Hunter in an average New York State village called "Utopia." The characters include the members of the Hunter family: Dr. Jones, the village health officer and physician, the mayor and villagers. The subject matter covers not only the conventional matters usually discussed in health education but seasonal matters that are closer to the conscious interests of communities.

For a Washington's Birthday broadcast Dr. Jones prescribed for General Washington. The health officer of the village of Utopia described the health practices and treatments in Washington's Day and the present. The sketches on mental hygiene were founded on village gossip and the problems were put in language easily understood. During the summer, sketches touch on the importance of care in
drinking water particularly at roadside stands, unknown brooks and wayside springs. Another sketch might relate to poison ivy, its recognition and treatment of its poison. The dialogue is written with naturalness and there is a lending dash of humor in the lines.

Thomas C. Stowell, assistant director of the Division of Public Health Education, is largely responsible for the dramatications of the Health Hunters series. Prior to his association with the State Department of Health, Mr. Stowell was a newspaperman with a keen interest in Albany amateur dramatic activities. He not only directs the radio performances but acts in them as well. Mr. Stowell also gives the brief health lesson which summarize each dramatization. The 15-minute broadcast includes a 10-minute play and roughly four minutes assigned to an emphasizing summary.

Most of the scripts are written by Miss Isabel Beardsley, a member of the Department, who also plays in the sketches.

State Supplies Cast

All of the characters called for in the script are taken by staff members of the New York State Department of Health. In fact, when children are called for in the script children of staff members qualify. Since the sketch started six years ago, four players have been heard consistently in all the broadcasts—Dr. Paul B. Brooks, Deputy State Commissioner of Health, who plays the part of Dr. Jones, Miss Marion L. Peters, Miss Isabel Beardsley and Mr. Stowell.

When Producer Stowell decided that the Health Hunters, like many radio dramatic performances, should have a release, he selected the instrumentalists the crippled children's orchestra from the State Reconstruction Home at West Haven. The children were transported to a New York City recording studio and there produced the march from Tschaikovsky's "Nutcracker Suite," which now introduces all Health Department broadcasts.

The State Health Department has discovered many advantages in the transcribed health message. Not only is it possible to have the message broadcast from many stations, at the convenient available time of the station, but it is also possible to reproduce the program, as has been done frequently, at meetings of parent-teachers associations, granges, 4-H clubs, service clubs, schools and various women's organizations. In fact reproduction has not been limited to New York State audiences.

In 1931 the Health Hunters series received the citation of the Social Work Publicity Council as one of the outstanding examples of health and social work publicity of the country for that year.

From time to time, as an added check on the popularity of the program, the New York State Health Department has offered follow-ups on the subject matter of a particular broadcast. In every instance such offers have been followed by hundreds of requests.

Stern's 'Sports Newsreel'

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J. (shaving cream), will sponsor Bill Stern in a radio version of his well-known Sports Newsreel on NBC-Blue starting Oct. 8. Titled Sports Newsreel of the Air, the program will be presented in five parts, featuring the sports story of the day, the weekly feature story, a guest interview, a profile, and the sports highlight of the past week, and will be heard Sundays, 9:45-10 p.m. on Ben-
ton & Bowles, Chicago, is agency.

PAU L C A I B O O R D I N G Co., operating WPAD, Paducah, Ky., has applied to the FCC for authority to erect a new 250-watt station in Hopkinsville, Ky., to operate on 1200 kc.

WE'VE GOTTEN Coverage!

KWFT

Wichita Falls, Texas

The Texas Oklahoma Station!

Covering the Great Texas Panhandle and Southern Oklahoma

620 kc

1000 W-Day 250 W-Night

PAUL H. RAYMER, Co-
national Representatives

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B.C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

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BROADCASTING • Broadcast Advertising
Radio and Education

Radio Executives Named For Columbia U. Course

Radio Executives, directors and writers have been selected to present a picture of the broadcasting world to students of “Radio Today,” and “Radio Writing” courses given in the extension division of Columbia U., New York this winter, under the direction of Erik Barnouw of the English department.

Speakers include: E. P. James, advertising and sales promotion manager of NBC; John V. L. Hogan, president of WQXR, New York; Paul Wing, CBS director; Walter E. Pierson, CBS director of sound effects; Frank Stanton, CBS director of research; Robert J. Landry, radio editor of Variety; Janet MacRorie, NBC editor of continuity acceptance; Felix Greene, BBC American representative; Gilbert Seldes, CBS director of television programs; Lewis H. Titterton, NBC manager of script division; Julius F. Seebach Jr., director of program operations of WOR, Newark; Arch Oboler, NBC copywriter and director; Norman Corwin, CBS writer and director; George V. Deny Jr., moderator of the Town Hall program on NBC, William N. Robinson, director of the Columbia Workshop; Irene Wickert, conductor of children’s programs. Loren Bryson, chairman of the CBS Adult Education Board; J. R. Poppele, WOR chief engineer.

MAX KARL, educational director of WOR’s in-house radio magazine, speaking on “What is a Good Radio Production and Why?,” was featured at the annual conference of the Television State Parent-Teachers Assn. Sept. 10.

FACTORS to be considered in picking broadcast receivers and phonographs for the home use of the coming season are discussed in a pamphlet prepared by the Radio School of the American Society for Aids to Learning, 41 E. 42d St., New York. The volume is divided free of charge to the Committee of Instruction for Radio Education, c/o Dr. Irvin Stewart, former member of the FCC, is director. The 90-page pamphlet goes into the technical aspects of the subjects from a lay approach and is illustrated with drawings and photographs. Tabular data over such subjects as acoustic properties of rooms and materials and devices. An appendix lists and explains various types of equipment, with prices.

The Atlanta Journal School of the Air will start its ninth annual series of auditions Oct. 16 on WSB, Atlanta, under direction of its founder, Louis T. Ridgton. Aim of the auditions is to discover boys and girls talented in music and English, and provide them with training, recognition and reward, according to Dr. Ridgton. The high school and 10 grammar school state-wide winners will receive free trips to Washington and New York City, and also receive scholarships to leading Georgia colleges and universities. More than 300,000 students in 400 Georgia public schools from 148 of the state’s 159 counties will participate annually in programs on WSB; WRTB, Atlanta; WRUL, Savannah, and WRDW, Augusta.

The University of Detroit has completed its schedule for an introductory radio course in its fall semester of 1939-40. Scheduled meeting Monday evenings in the studio of WUJ, Detroit, under direction of Dr. A. McPain, university instructor of speech, a continuation of this course will be offered in the second semester.

DR. TRACY F. TYLER, administrative assistant to Guy Stanton Ford, president of Minnesota U., and lecturer on radio and education, has been named to the National Advisory Committee of the CBS American School of the Air. He will collaborate with Max Karl, WCCO educational director.

CHICAGO RADIO Council has published a series of 10 handbooks which discusses the subject matter. The handbooks are to be distributed to the Council on local stations the first half of the 1939-40 school year. The handbooks are to be program studies which discuss listening techniques, furnish suggestions for school teachers.

NATIONAL ACADEMY of Broadcasting, Washington, began its fifth season of teaching radio speech and writing the last week in September under the direction of Alice Keith, former director of the CBS American School of the Air.


WHAS, Louisville, is originating three new half-hour programs a week from Kentucky U. in Lexington, Ky. They are Behind the Headlines, a Sunday newsmaking program; Cocaine Knowledge, with music and two five-minute talks; Wildcat Review, entertainment with student orchestra, interviews and sports gossip.

TWENTY-THREE high schools in New York City selected by the Board of Education to serve as origin points for the Friday broadcasts of the Children’s School of the Air during the 1939-40 season. The series, titled This Living World, is presented in cooperation with the New York City Board of Education and the NEA. A full crew of engineers, sound effects men and cast of eight actors under the direction of Karl Kieffer, will go to each school. Scripts are written by Robert Aura Smith, of the New York Times editorial department, whoRed the sessions.

DR. FRANKLIN DUNHAM, religious and educational program director of WWNC, is teaching a regular weekly course on the use of radio by schools at Teachers College, Columbia University beginning Oct. 4. Dr. Dunham lectured at both Columbia and Harvard Universities during the past summer. His new course, “Radio in the Class Room,” will carry three years’ credit. The seminar will be illustrated by actual broadcasts transmitted through a newly-developed RCA pathway.

FIFTH year of America’s Town Meeting of the Air will start Oct. 2, returning to Thursdays, 9-30 to 10-30, with a new list of weekly speakers on many subjects. The opening program features Secretary of the Interior Harold L. Ikes and Sen. Hugh S. Johnson. George V. Dorsey, president of Town Hall Inc., continues as moderator.

WORLD WIDE Broadcasting Foundation, Boston, has resumed its Modern Radio Course under Dr. C. Galen Belcher, Tots, heard over WRUF, Gainesville, all present talk and is heard three times a week.

THROUGH its affiliation with WWJ and WSB, the Cincinnati College of Music gives its students of broadcasting actual experience in courses leading to Bachelor of Music degree. Courses deal with non-musical as well as musical aspects of broadcasting. The course is directed by Arthur Radkey, of WWJ’s education staff, and credit is transferable to the Cincinnati College of Music. All laboratory work is to be done in the WWJ studios. Last year 16 students participated in programs to WJS.

NATIONAL COUNCIL for Jewish Education at its recent Buflalo conference commented CBS for its treatment of American life. Immigrants and Aliens started last autumn in conjunction with the U.S. Office of Education. Scripts were by William Selden. CBS television director, with Earle McGinn as director.

THOMAS D. RISHWORTH, educational director of KSTP, St. Paul, has been named chairman of the National Jewish Radio Committee of the U. S. Junior Assn. of Commerer, and has been named to the advisory board of the Minnesota Congress of Parents and Teachers.

KMHV, Lake Havasu, Ariz., has started a Tuesday morning quarter hour program Living Young, under the auspices of the Extension Division of California U., Los Angeles. Series is under supervision of Miss Ann Sumner, University executive.

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Broadcasting • Broadcast Advertising

Radio and Opera

Union Oil Operas

UNION OIL CO., Los Angeles, on Oct. 5 starts its weekly series of tabloid versions of operas and operettas on 10 CBS Pacific Coast stations, with The Merry Widow. Mario Chammle, tenor and Jimmy Newill, baritone, have been signed for the initial program, with Tom Nissley as orchestra and chorus director. Tom McAvity, radio manager of Lord & Thomas, Hollywood, agency servicing the account, will supervise production. Dave Taylor will direct. Jon Slot is writing the condensations, to be heard Thursdays, 9-30 to 10-0 p. m. (PST).

FIRST meeting of the new KMOX Education Board was held Sept. 22 by the St. Louis station under the guidance of Harriet Edwards.

WWNC

ASHVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

BIG FALL BUSINESS!

Many millions being spent in


Use WWNC’s sole radio coverage to boost your sales

starting NOW!
Dill on Copyright

(Continued from page 24)

The meeting concluded with a discussion of the radio station.

"In a number of States the legislatures have passed statutes to compel ASCAP to adopt the payment for use plan. They have even been provided with criminal penalties for failure to obey these laws. Litigation is now pending regarding these laws in most or all of these states. Other State legislatures will probably adopt similar statutes unless Congress acts."

Music Monopoly

"Such statutes constitute a form of guerilla warfare against ASCAP. They afford a temporary protection, but that protection is only temporary and partial in its effect. What is needed by the users of copyrighted music is a major victory over ASCAP's unjust demands in the form of an amendment to the Copyright Act to provide a payment for use plan."

"A copyright of a musical production is a constitutional grant of a monopoly control of the use of the music represented by the copyright. That monopoly includes the control of the reproduction for profit of the music which the copyright covers. A copyright owner acting alone, may do as he will with his copyright. He may license or refuse to license its use. He may license one person and refuse to license another. He may charge one user one price, and another user a different price. Congress cannot interfere. But when the copyrights of two or more individuals are brought under a single control, then Congress can regulate the use of those copyrights. When an individual, corporation or association combines these copyrights under one control, then Congress can regulate the commercial transactions relating to the use of those copyrights."

Attempts in Past

"In the past, efforts to curb ASCAP have taken the form of attempted revisions of the copyright law. All such bills have died in Congress, primarily because such a revision always brings so many confusing proposals affecting so many different interests and people, that Congressmen and Senators hesitate to support some of the proposed revisions. A simple amendment providing the payment for use plan of copyrighted music will not be subject to such misunderstanding and confusion."

"Such an amendment can be introduced in the special session and hearings before the House and Senate Committees can be held before January. This will make it possible to pass the bill before Congress adjourns next summer. When that is accomplished, radio broadcasters who have contracts expiring Jan. 1, 1941, can deal with ASCAP on a fair and reasonable basis at the expiration of those contracts."

Affiliates Discuss Education on CBS

EDUCATIONAL programs of both local and network origination were the order of the day when 18 CBS affiliate representatives gathered at WBWW, Chicago, Sept. 22 for a roundtable discussion. Sterling Fisher, CBS educational director, New York, talked over the general educational setup in the various stations and asked the officials for their suggestions concerning further expansion of network educational activities.

Reception of the CBS American School of the Air and other network and local programs designed for school children and adult education has been enthusiastic among local school officials, county superintendents and head of educational institutions, it was learned. Mr. Fisher told the station delegates that the program had received official endorsement from State boards of education in five States. Several other States have notified CBS that such endorsement will be given this year also. The program has already been this year to allow local classes to be used each week in classroom discussion demonstrations aired in each area.

The meeting concluded that educational programs should allow for participation by both broadcasting and students whenever possible. Representing WBWW as the station devoting the largest amount of time to educational broadcasts, informal talks were given by J. L. Van Volkenburg, assistant manager of WBWW; Lavinia Schwartz, WBWW educational director who was recently named CBS regional director of education; Frank L. Rand, public relations director of CBS Western Division; Stan Thompson, WBWW assistant program director, and Ken Ellington, WBWW special events head.

Kitchen Boquet Buys

GROCERY PRODUCTS MFG. Corp., Union City, N. J., on Oct. 2 starts a test campaign for Kitchen Boquet using five weekly participations in Martha Deane's program on WGN, Chicago, and women's program on KNX, Los Angeles. Ruthrauff & Ryan, New York, is the agency.

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www.americanradiohistory.com
LaGuardia Prevents Montana Service Of Warrants Against ASCAP Officials

MONTANA’s legal action against ASCAP officials and executives of NBC and CBS, charging them with alleged conspiracy to violate that State’s so-called anti-ASCAP law, on Sept. 27 caused New York’s Mayor F. H. LaGuardia to step in and prevent serving of warrants.

After Gene Buck, ASCAP president and one of a dozen ASCAP officials for whom warrants had been issued, advised the Mayor that New York detectives had attempted to serve the warrants, Mr. LaGuardia ordered steps which halted efforts to serve the warrants at this time. Mr. Buck’s complaint followed efforts to serve warrants on Louis D. Frolich, ASCAP general counsel.

The investigation ordered by the Mayor disclosed that the warrants had been issued on June 19 by Ward H. Jones, Justice of the Peace of Helgate Township, Missoula County, Mont. A. J. Mosby, manager of KGVO, Missoula, was the complainant, who charged attempted extortion, felony and conspiracy. The warrants named top officials of ASCAP and CBS, as well as WCAU, Philadelphia.

Mayor LaGuardia viewed the proceeding as private and directed that the warrants be turned over to the corporation counsel for an opinion as to their legality. The warrants were submitted to New York police officials with a request from County Attorney Edward T. Dussault of Missoula asking that those named give statements on the charges and what they propose to do about them.

The New York Times of Sept. 28 reported that Police Commissioner Valentine said he had no intention of arresting reputable men who could be found in their offices on the basis of warrants issued by a Justice of the Peace. The newspaper said he called the affair “a mythical crime”, and asserted that his department could not be used as a collection agency.

E. Claude Mills, chairman of the ASCAP executive committee, stated that the crux of the Montana argument “is that the broadcasters in Montana don’t want to pay fees for copyright music or service of broadcasters and conjured up a ghost of a scheme against the officials of ASCAP, CBS and NBC personally.” Asserting that there were not going to be any more “starving song-writers”, he said 45,000 writers who furnished 76% of the music received $4,000,000 from radio to split last year while “$80,000,000 was made selling radios and advertising time on the production end.”

Net Officials Not Served

No attempt was made to serve the warrants under NBC or ASCAP officials. It was explained that each network had sent to Commission authorities statements asserting that they were not guilty of the charges. Failing to receive similar statements from ASCAP, County Attorney Dussault on Sept. 19 wrote the New York police either to obtain such statements from the

Arbitration Is Planned In Chicago AFRA Case; Stipulation by WFAA

AFRA situation in Chicago remains dormant with an arbitration board expected to be set up by the end of October. According to Ray Jones, executive secretary of the Chicago local, a code for local broadcasts will be fixed by the arbitration board in accordance with the plans outlined in Broadcasting Aug. 15. WCFL owned and operated by the Chicago Federation of Labor, has not signed a new contract with AFRA although its former contract expired Sept. 30.

It was understood from official sources that WCFL would not sign an AFRA contract until the Chicago broadcaster-agency committee had come to a code agreement through arbitration covering all Chicago stations. AFRA had asked a 25% wage increase in the contract recently submitted to WCFL [Broadcasting Sept. 15]. Officials of the broadcaster-agency committee said that they had received no further word from AFRA as to an arbitration board, that no further committee meetings would be held until AFRA indicated its readiness to arbitrate the local code.

WFAA Stipulation

THE Drovers Journal Publishing Co., Chicago, whose stockholders operate WAAF, Chicago, stipulated Sept. 28 with the National Labor Relations Board that it would “stop discouraging membership in the American Federation of Radio Artists, Chicago local, affiliated with the American Federation of Labor, or any labor organization, and to offer in back pay to James Silver the sum of $450 and to Jack Odell the sum of $700 “in full and complete satisfaction of all liabilities for back pay.” The complaint alleged that the firm had discharged the two employees because of union activities.

ASCAP officials or to “incarcerate” the two under the warrants of arrest that you have.”

Mr. Buck was with Mayor LaGuardia discussing plans for the ASCAP Music Festival to be held Oct. 1 to Oct. 7 in honor of ASCAP’s 25th anniversary, when he was notified that an attempt had been made to serve warrants on Mr. Frolich.

Deploy Four More Tractors in the South Forty-March!

Farming out here in the Red River Valley is no piddling “sustenance” proposition. It’s big business and the proof is that the per capita value of Red River Valley farm lands and buildings is exactly 47.6% greater than the per capita values in the rest of the West North Central Area, which consists of Minnesota, Iowa, Missouri, the Dakotas, Nebraska and Kansas.

WDAY is the ONLY chain station covering the great and prosperous Valley. It’s one of the most productive stations in America. Want the proof?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FARGO

N. D.

480 KILOCYCLES

9,000 WATTS DAY

1,000 WATTS NIGHT

Covers a continuous market of more than 300,000 population

265th City of the U. S.

690 Kilocycles

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Code Ban on Coughlin Seen
(Continued from page 17)

they do not run for more than one year from Oct. 1, 1939. The committee likewise was instructed to make itself available to resolve doubts of broadcasters who either proposed new business forms or can be made to conform to the code. It was specified further that new business competitive with existing accounts could be accepted with the same length of commercial copy permitted the existing accounts.

The only instructions given the Committee regarding enforcement was that if a member station disputed the invalidity of the committee's ruling, the station could request reconsideration by the Committee. Then if the member found the reconsideration action unsatisfactory, he could appeal to the board.

"The decision of the board will be final," Mr. Miller said, "and the board ruled, "In the interim, however, the committee ruling will be considered as binding.'"

Industry Support

"NAB President Neville Miller, in announcing the proceedings of the Code Committee's initial session, said the document had virtual industry-wide support. The Committee, he pointed out, is representative of a cross-section of both the industry and the country and he regarded it as "more than competent to represent every corner of radio and industry as well as the preference of the industry as a whole.""

Mr. Miller said the first meeting was highly important to the future of every station and of the entire American system of broadcasting. He announced that the committee will issue a code manual which will contain specific answers to specific problems already presented for ruling. In the meantime, the interpretations are made from time to time, they will be sent member stations. The code manual itself will be in loose-leaf binder form so that reports from the Committee can be applied under the applicable sections of the code.

"In its deliberations," Mr. Miller said, "I can assure this industry and the listening public that the Code Committee is concerned with fundamental principles only, not with personalities. The code represents almost a year's constant deliberation of every conceivable problem affecting the operation of radio in both the social and economic life of our nation. Adherence to the code means to the individual station operator the better long-term investment and to the American home gives another reason for inviting the NAB station as a preferred guest in its living room. I am convinced that in the code we will find an admixture of the best interests of the radio industry and of the public interest of all the American people. The two are inseparable. This is the essence of self-regulation as we know it in our American democracy. And that is the purpose of the NAB code."

President Miller on Oct. 2 dispatched to all members of Congress personal letters in which he outlined the purpose of the code and emphasized particularly the manner in which the controversial discussion must be conducted.

In addition to Chairman Bill, members of the Code Committee are Martin Campbell, WPA Director; J. C. Cargill, WMNZ, Madison; Walter J. Damm, WTMJ, Milwaukee; Earl J. Glade, KSL, Salt Lake City; Edward K. Schuster, CBS executive vice-president; Niles Trammell, NBC executive vice-president; Don Searle, KOIL, Omaha; Theodore O. Strebler, CBS vice-president, and E. M. Kirby, NAB public relations director, as secretary. Ed Craney, KGIR, Butte, a member of the original committee, declined appointment.

Strong support of the code has come from social, educational, religious, labor and other groups since its adoption last July. Women's organizations generally have endorsed it, particularly in connection with provisions dealing with children's programs which prescribe continuous studies of the problem and questionnaire with parental and child study groups.

It also came to light that following the Sept. 17 broadcast by Father Coughlin during which he urged his followers to organize "an army of peace" and march on Washington to protest any change in the present neutrality laws, the "Friends of Democracy of New York" sent a memorandum to the FCC and the NAB protesting the program as "a direct attack on the purpose of inciting the American people to riot and civil war." The organization urged that his contacts with radio stations be cancelled. The memorandum was signed by L. N. Birkhead, national director, and urged NAB members to investigate the code provisions against Father Coughlin as "an enemy of democracy, a disciple of fascism, an advocate of violence and a purveyor of racial hate."

It is not expected that the NAB Code Compliance Committee at this time will deal with the issue pro- vocative "waving flags of hate" by Father Coughlin's publication Social Justice for news broadcasts over a number of stations. In this connection, however, it was pointed out that the code provisions dealing with broadcasting of news might readily be evaded, if it is ascertained that the material broadcast is "colored" and thereby fails to comply with the code mandate.

WOR-AGRAP RENEW PACT FOR 5 YEARS

AMERICAN Guild of Radio Announcers & Producers, independent union, has signed a five-year renewal with WOR, Newark, covering terms and conditions of employment of all announcers and production men employed on sustaining programs with the station's contracts. Agreement covers hours of work, vacations, sick leave, overtime and sustaining salaries. The contracts of these employees being covered by the station's contract with the American Federation of Radio Artists, AFL union, main change in the new AGRAP contract is that for the first time it calls for a closed shop at the station. Union has a similar agreement with WABC, New York.

Question of whether AGRAP will retain its independence or merge with AFTRA is still unanswered, but will probably be settled at the next general meeting. Preparations for the fall meeting are now in full swing. Members are divided, is said, with the majority favoring a merger. AFL on the one hand is being balanced by the fact that in AFTRA the announcers and producers would be far outnumbered by actors and singers and so would have relatively less voice in the management of the union.

Annual meeting of the New York local of AFTRA was held Sept. 28, with officers and directors elected for the coming year. Negotiations with WMCA and WHN, both New York, are continuing, but have not reached the contract stage. Preparation of a code to be presented to the makers of transcriptions covering the employment of actors and singers is also going on, but the union has not yet made public its terms.

The dispute between American Communications Assn., CIO union, and International Brotherhood of Electrical Workers, AFL, over representation of the technical employees of WQXR, New York, has not yet been settled, although several meetings have been held with National Labor Relations Board officials.

50% of Kansas' Effective Buying Income [AND 20% OF OKLAHOMA'S] IS IN THE DAYTIME COVERAGE AREA OF

69' KEL 27, CHICAGO

WE SELLING STATION FOR

THE

81,500,000 POTENTIAL AUDIENCE

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Political Speeches Barred in Quebec

Unless They Are Delivered Within a Station Studio

RADIO stations throughout Quebec have been advised "that during the war period the broadcasting of political addresses must be confined only to the studio" and that no station will have the "right to broadcast a political speech made at a political meeting."

The instructions were received by Quebec broadcasters on Sept. 28 from H. N. Stovin, station relations director of the Canadian Broadcasting Corp. and broadcasting station liaison officer for the Canadian Broadcasting Coordination Committee.

Quebec is to have a provincial election Oct. 25. Scripts of all political speeches to be broadcast must be submitted in advance to Stovin at the CBC at Toronto for censorship.

Danger of Hecklers

Broadcasts of political meetings are not allowed because there would be no control over hecklers and answers political speakers may give hecklers, even though the main speech were censored. The ruling, made under Defense of the Realm Regulations, will be impartially enforced, and the CBC is cooperating with the censorship committee.

Regarded rumor that the Quebec Government was taking over broadcasting, Transport Minister C. D. Howe at Ottawa stated on Sept. 27, "As a war measure radio broadcasting is one of the things which have been placed under government supervision, but the CBC remains in control. As to what will be allowed on the air, or be prohibited, that is a matter which will be decided by the censor authority. This is what has been done as a war measure."

WARREN IRWIN, former correspondent for the New York Times, has joined the foreign staff of NFB and will act as commentator under the joint Canadian Broadcasting Corp. European Service, with headquarters in Berne, Switzerland.

WABJ, Birmingham, has applied to the FCC for authority to change its frequency from WAPI to WAPIA to increase its power from 5,000 to 25,000 watts, thus securing fulltime in lieu of its present night-sharing arrangement with KYOO, Tulsa.

www.americanradiohistory.com
Short War Seen In Use of Radio
DeForest Points to Millions Of Sets in Battle Area

A PROPHECY that "the magic might of radio" will shorten the present war in Europe was made by Dr. Lee DeForest, inventor of the radio tube, at a luncheon in his honor at the New York World's Fair Sept. 29 which had been designated as "Lee DeForest Day." Dr. DeForest came from Los Angeles to be guest of honor for the occasion, and telegraphy was paid to him by such radio notables as Dr. E. F. W. Alexander, inventor of the Alexander alternator; Maj. Mack Horton, inventor of the trailing antenna used by airplanes during the first World War; Dr. O. H. Caldwell, editor of Radio Topics; and Dean Gleason Archer, of Suffolk University, radio historian; R. A. Heising, president of the IRE, and W. J. McGonigle, president of the Veteran Wireless Operators Assn. Dr. DeForest narrated the first singer to go on the air for Dr. DeForest in his broadcasting experiments in New York in 1907, spoke briefly of the "Quaunah, the Talking Radio Girl," who first broadcast for him in 1919, sang, F. L. Black, in charge of the event, read a message from Lambdin Kay, manager of W2XBS, New York, to Dr. DeForest that he was the recipient of the first citation for distinguished service by Cat Whisker Dodo Society, a group of radio old-timers. A War Factor

Declaring that millions of persons behind the lines in war-torn Europe are able to defy the censorship of their own governments by listening to hourly reports from the battlefronts of all nations, Dr. DeForest said he was destined to play a mightier role than ever in the war now raging. "Today suffers millions of radio receivers are scattered throughout the hamelets and rural districts of Europe to frustrate the aims of their sensors, despite severe penalties," he said. "The masses of the warring peoples, thus acquiring hourly, nay minute knowledge of how the battle is going on all fronts. Therefore, radio direction and method is making for an earlier termination of the awful slaughter by the suffering masses themselves, the ones who will always pay with their blood.

"In the first World War radio proved of immeasurable value at sea, in salvaging lives of torpedoes, in warning of U-boat peril, in direction of naval battle over distances where signaling methods were totally useless, between field headquarters and divisional units, and in trench warfare. But to the millions of radio receivers in beleaguered capitals and through-out nations blocked and cut off from the world, the widespread networks of radio information did not exist. In 1914 and in 1918 the nations could not even hear, as today, from their own government, or others, the hourly news bulletins, the emphatic words of their national chiefs."

First television demonstration in New Orleans was conducted last month by the D. H. Holmes Dept. Store in cooperation with WWL, using an RCA camera; Pinkie Vidavovich, WWL musical director; Billy Neuberger, staff drummer; Henry Dupre, special events director; Jimmie Wilson, program manager. Their act was an old-time "beauty contest."

Television News Notes

Television Football

WITH the telecast of the football game between Fordham University and Waynesburg College from Ranchell's Island on Sept. 30, NBC launched a fall schedule of gridiron pickups for its television station, W2XBS, New York. A test signal and sound pickup of the Fordham Rams in a practice session proved that the mobile unit's antenna, giving an overall view of the teams and other providing close-ups, can transmit an excellent view of the action. Accordingly, NBC television officials are planning an extensive series of telecasts, including a number of pickup units, in the metropolitan area this fall, with the possibility of televising one or more professional games, as one ready set, in addition to the Sept. 30 game, are: Manhattan vs. St. Bonaventure, Oct. 7; College of City of New York vs. Scranton, Oct. 14; C.C.N.Y. vs. St. Joseph's, Nov. 18; Long Island U. vs. Catholic U., Nov. 25.

* * *

NBC Video Schedule

NEW FALL television schedule of W2XBS, New York NBC station, which went into effect Sept. 26, calls for five afternoon programs, Tuesdays through Saturdays, and four evening telecasts, Tuesdays through Fridays, each week. Studio variety hours, including short film subjects, make up the matinees on Tuesdays and Fridays, with the mobile unit picking up outdoor events on Wednesdays, Thursdays and Saturdays. Evening hours are studio programs, with two dramatic and two variety presentations weekly. A Saturday evening telecast, probably of a feature film, may be added in the near future. The noonday programs have been discontinued.

* * *

Holiday Buying

WHILE no announcements have yet been made, it is learned that several manufacturers of television receivers are planning extensive pre-Christmas advertising campaigns for these sets. About 1,000 receivers have been sold in N. Y. Don Lee Goes Ahead

DESPITE reports to the contrary, Don Lee Broadcasting System, Los Angeles, has not abandoned nor discontinued any construction and operation of a television transmitter on a 23-acre site overlooking Hollywood. Lewis Allen Weiss, general manager, in late September stated that the company will start erecting a transmitter and W2XAO will be moved from downtown Los Angeles to the new site when the structure is completed. Legal matters involving clearance of the site for telecasting are currently being expedited, he said. Plans for the new transmitter building to house equipment and studios. It will be a reinforced Class A television station; the complement will represent an expenditure of nearly $1,000,000.

Lighters and Suzettes

ART METAL Works, Newark, joined the list of advertisers cooperating with NBC's television station, W2XBS, New York, as an advertiser for construction and operation of a television transmitter on Sept. 25, when Light of Your Life was telecast by W2XBS, New York, as an advertisement for Ronson lighters. Maurice, chef of the Park Lane Hotel, will demonstrate the fine art of preparing crepe Suzettes to New York's television audience on Oct. 3, giving the first telecast cooking lesson when he is a guest on Alice Massin's Facts & Fancies afternoon series on W2XBS.

* * *

Cincinnati Show

TELEVISION was demonstrated in the H. & S. Pogue Co. store in Cincinnati, with Peter Grant, WLW chief announcer, and Charles Woods as emcees. Herbert Flagg acted as producer. Radio artists, staff radio and television leaders, stylish and others were televised.

Zenith Still Holds Back

ZENITH Radio & Television Corp., Chicago, during a company convention at the end of Sept. 25 announced its intention to continue its policy not to offer television sets to the public for sale until it believes that television is ready.

New Vacuum Tube

BROADCASTING • Broadcast Advertising

HAIRED as the possible successor to the vacuum tube and as a boon to television, a new type electron multiplier device was demonstrated at the London Olympia Radio and Electrical Exhibition of last month, according to reports in British technical publications. Commercial versions of the tube were demonstrated in standard broadcast and television receivers, as a means of reducing the complement of tubes necessary without loss of efficiency, it was claimed.

An all-British invention, the new tube is called the "Augetron" and was exhibited by Vacuum Science Products, British concern. Practitioners of the trade reported that the tubes will shortly be placed on the market at "very reasonable cost." London's Television & Short-Wave World, in its September number, said the tube makes possible a considerably greater utilization of secondary emissions in such a way as to obtain very considerable amplification of the currents over a wide frequency range. Electrical Times of Aug. 17 stated the tube can be substituted as a single component for conventional vacuum tubes and circuit accessories hitherto necessary for adequate reproduction of television signals, and that it has applications also in telegraphy picture transmission, sound film projection and numerous other scientific and engineering purposes. Wireless World of Aug. 31 reported that the Augetron "with development of considerable interest!" and although "obviously useful for television, it has many other applications."

Finch Stock Issue

FINCH Telecommunications Inc., New York, manufacturer of facsimile apparatus, on Sept. 25 filed a registration statement covering 87,500 shares of common stock with the SEC, in exchange of common stock in Government Printing Co. Inc., New York, with proceeds of the financing be used for the benefit of Finch operation. The company is headed by William G. H. Finch, former assistant chief engineer of Bell, and holder of many patents on facsimile devices.

SMPE Convention

TELEVISION projection problems, sound recording and reproduction, and the development of the motion picture industry will be discussed among other subjects at the 24th annual convention of the Society of Motion Picture Engineers, to be held at the Hotel Pennsylvania, New York, Oct. 16-19, under the general management of W. C. Kummang, convention vice-president.

* * *

New GE Oscilloscope

GENERAL ELECTRIC Co. announced the introduction of a new oscilloscope, with means for horizontal and vertical deflection for the wide frequency range required. A single frequency voltage sweep circuit, operating over a range from 10 to 100,000 cycles per second. The device uses a 5-inch cathode ray tube.

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www.americanradiohistory.com
**Decision Awaited On WMCA Case; Charge Is Denied**

Case Now Under Advisement; War Policy May Be Challenged

(Continued from Page 14)

mony that the same data broadcast by WMCA was handled in more detail in the Herald-Tribune and in other newspapers. A number of New York newspapers, which published articles on the WMCA war broadcasts, were introduced in evidence.

Mr. Wolff said he had never been in the employ of WMCA and had never received any money from the station directly or indirectly. Responding to Commissioner T. A. M. Craven, Mr. Wolff said he did not regard the messages as "address messages" because they were not designated for particular ships. He explained further that the messages carried the prefix "CQ" which he described as a call to all ships and not just to the station, observing that "you open it up you take your chances." He admonished the witness to "keep your eye on the ball!"

Mr. Flamm explained that Mr. Goldstein had recommended supplementing the normal International News Service reports with those of the Herald-Tribune when the European situation became serious. He explained that WMCA also had an arrangement with the New York Mirror, whereby a daily news broadcast was handled, based on Mirror items.

Mr. Goldstein had advised him, Mr. Flamm said, that the Herald-Tribune service was of three types—intercepted news broadcasts from Europe, which he said was a practice indulged in by other networks; a "special Herald-Tribune correspondents' service," and a news bulletin service. Identifying an exchange of correspondence with the Herald-Tribune, Mr. Flamm said these letters constituted the only arrangement with the newspaper. A telephone line was ordered between the Herald-Tribune radio room and WMCA for the duration of the service from Aug. 25 to Sept. 5. Also produced was a bill covering this service, which Mr. Flamm said was paid.

**Purpose of Advertisements**

Asked regarding the trade advertisements, Mr. Flamm said he would assume responsibility. As a result of the Herald-Tribune arrangements and because of the "lucky breaks" he said WMCA did manage to broadcast a number of items in advance of other stations and obtained "front-page breaks" in newspapers as well as notices by the columnists. He said he suggested that the advertising manager, Al Rose, prepare an ad to show to the radio industry "and you gentlemen of the Commission" the job WMCA was doing.

Mr. Flamm said he did not have the slightest idea how Columnist Ross got his information and that he had made a sworn inquiry about it. He said he had no information regarding the Gross comments.

Mr. Goldstein was subjected to rigid examination and cross-examination regarding the arrangements with the Herald-Tribune and the manner in which the broadcasts were handled. The Herald-Tribune service was stopped on Sept. 5, he said, after the networks announced they had returned to normal schedules. Regarding the advertisement, Mr. Goldstein said that he had seen it prior to publication and that he thought it did an effective job of emphasizing WMCA's "scoops." He added that he knew WMCA did nothing wrong and that it had scored news beats. The ad, he said, was true in most respects but "false in some."

**Not Intercepted**

Asked whether he had talked with either of the columnists, Mr. Goldstein said he had a phone conversation with Mr. Gross and mentioned the "scoop" to him. This brought a barrage of questions from Commission members, during which Mr. Goldstein first indicated he had talked with Mr. Flamm about the Gross column but later said he recalled that he did not discuss it with his superior.

News Disclaimer

BROADCASTERS for years have used political and other types of dispatches of an accredited world-wide press service (Transradio). It is entirely devoid of personal comment or individual opinion. It is as completely confined to facts and probabilities, without propaganda of any type, as the KGER News Bureau is able to make it.
AFM Seeks Right to Control Assignment of Record Rights

Impedes Recording Firms in Radio License Plan

By Demanding Supervision of Artist Pacts

A NEW hurdle manufacturers of phonograph records must clear before they can issue licenses to broadcasters is the refusal of the American Federation of Musicians, which has notified record companies that they can no longer assign their recording rights to the recording companies which have bought the masters of the recordings. The reason: the AFM wishes to be granted a supervisory role over the use of the masters.

Any assignment of the masters must be made only after approval of the AFM has been obtained, as noted by the state in which they are recorded.

Attorneys for RCA, only recording company which has as yet offered licensing agreements to broadcasters, dated 18 months ago on the AFM move until they have had time to study it further. Immediate action on their part is unnecessary, it was stated, since they have agreed with the NAB to withhold action on their licenses until Dec. 1

Serious Handicap

However, as the court decision affirming the right of a record manufacturer to restrict or control the use of his records in broadcasting [BROADCASTING, Aug. 1] was based on the usual practice of contract between company and its artists in which the latter assign all their rights to the company, failure of the artists to make such assignments would seem to provide a serious handicap to the recorders in licensing stations.

Letter addressed to all locals and members of the AFM and signed by the union president, Joseph N. Weber, reads in part:

“The attention of the Federation has again been called to the fact that various recording companies, as a result of court decisions, are using every effort, through contractual provisions, to have members who make records assign their rights to the companies there to the recording companies.

“As a result, the International Executive Board has adopted the following rule: ‘Any member who assigns any property right in any recording to any recording company, or to any other party without the consent of the American Federation of Musicians, by such action gives notice to the Federation and makes effective immediately his resignation from the A.F. of M.’

“This rule is effective immediately and will be strictly enforced.”

The move at AFM headquarters as “purely a precautionary measure” to protect the rights of musicians engaged in the making of records, the union long fought the increasing use of “canned music” in every form on the basis that mechanical reproduction is “a member’s fair competition for employment and, in its contracts with the makers of electrical transmissions, refuses to permit the exclusive use of its masters on transmissions unless the manufacturer agrees to limit their sale to stations which employ their quotas of AFM members.

National Assn. of Performing Arts, orchestra leaders and other “name” recording artists who defended Paul White- man in the RCA case, and which has been studying the possibilities of an appeal of the decision favorable to RCA, declined to comment on the AFM action at this time.

While AFM could be a powerful ally in NAPA’s fight against the recording companies, the ban on assignment of rights to “any recording company or to any other party” might be interpreted to include NAPA as well as the recorders and NAPA may find that the AFM has taken over the control of recordings on the air, its chief function.

AFRA Officers in L. A.

FRED SHIELDS, heard on several Hollywood blocks, was made president of Los Angeles Chapter, American Federation of Radio Artists, at the annual election held Sept. 26. He succeeds Carlton KaDell, announcer, who is now in Chicago. Five vice-presidents were elected for the year; they are: Jack Newcomb-Staab, Thomas Freebairn-Smith, Homer Hall, Earl Ross, James Eakins.

Lucile La Pointe was made recording secretary and Richard Bailey, announcer. Elected to the board of directors and representing actors are Lee Miller, Hal Berger, Paul White, Frank Newcomb-Staab, and Ynes Seabury, with William Brandt, Freeman High, Ray- mond Clark, William Days Jr. and Henry Bingen presentation of uses and Richard Bailey for soundmen.

ROBERT H. NEWCOMB & Associates, New York, has changed its name to NEW HURDLE.

BROADCASTING, Aug. 1939

TELEVISION WANTS SECURITY

Must Be Permitted to Sell Time if It Is To—Become Important Social Instrument

By ALFRED H. MORTON

NBC Vice-President in Charge of Television

TELEVISION, having gone through its first experimental stage and entered the second phase of actual day-to-day operations, is beginning to be faced with the problems that every new industry must face. The big question is, of course, the eternal one about earning a living.

That question we posed a free hand to the industry by following the pattern set by the American system of radio broadcasting. In other words, to sell a portion of our time on the air for commercial purposes and thus support the entire system, regardless of the size of the audience. Radio has become a spectacular success by this method, both in its public service aspect and as a business enterprise. Television, if it is to survive and fulfill its promise of becoming a tremendously signifi- cance social instrument, must likewise be set on a secure economic foundation.

The First Dollar

It is my opinion that we cannot begin to earn a penny until the sale of television’s commercial problem. Television should be permitted to earn its first dollar as it is able to do so. This, of course, would involve the granting of commercial television licenses by the FCC. If we do not get this, on the contrary, I believe it would give impetus to the growth of television and its spread over the United States.

Fortunately, television has something distinctly new to offer in return for its livelihood. No other medium has combined sight, sound and motion with a sense of immediacy, of things being perceived at the moment they occur. Motion picture is the very least, and sound. But television has come along with all combined, which probably accounts for the peculiarly intimate bond between the television artist, performing in a studio, and a family group, miles distant, looking at a television receiver. These are the elements that should make television an excellent commercial instrument of opening the radio arts to new cli- ents, and making old appeals more effective in moving the goods of American industry.

NBC has, in the course of its more than three years of experimental and actual public service operation, made exhaustive studies of the commercialization of television. It has explored the art for its practical advertising possibilities, laid preliminary plans for the keep- ing of statistical records and studied television and advertising psychol- ogy. It has done some work on commercial announcements and on the dramatic presentation of use of a lower rate from MPPA than the present $15 per number per year plus pressing charges. RCA pays roughly $50,000 annually to MPPA members for the right to use their numbers on its recordings, delayed the renewal for several months.

Then, on Sept. 8, Harry Fox, general manager of MPPA and agent for the recording rights of the publishers, notified all stations subscribing to the NBC service that for another year, broadcasting of his clients’ numbers might lead to infringement of copyright suits, as NBC was no longer licensed to use these numbers.

A week of conferences led to the decision to continue the previous rate for the time being, meanwhile arranging for a court test of the public right to broadcast the recording fees in excess of the one per number per year as the maximum by the Copyright Act of 1909.

Details of the suit have not yet been perfected, but it is understood that the case, man, while there is a suit in the case, with NBC recording a number without per mission and being sued for infringe- ment, likely to forget the signs at Ebbets Field that gave other advertisers with effective appeal for certain lines of merchandise long in their circulation warrants the buying of time by many of our clients. Besides this, Hollywood, those who will participate with us in the building of American television, will, therefore, be given the oppor- tunity of whatever experience we can gain in building and tele- casting commercials that will fit the style of the medium.

Television should be permitted to grow up as a balanced service, with both entertainment and sustaining programs. It is highly probable that the new art will have developed an effective sales appeal for certain lines of commodity long before its circulation warrants the buying of time by many of our clients. Besides this, Hollywood will probably follow the precedent established by NBC, and I believe that the public at large will demand that television should be allowed to con- form to that pattern as soon as possible.

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EVERYONE PLEAS'D

TO SPONSORS: When you’re picking stations for your programs, here’s something worth remembering.

More stations use Western Electric than any other make of equipment—and they didn’t buy on price alone. They felt their clients and listeners deserved equipment backed by 57 years of leadership in the field of sound-transmission. They bought Western Electric for quality.

You can count on the more than 200 stations listed above to put your show on the air at its best.

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You can count on the more than 200 stations listed above to put your show on the air at its best.
NRR Is Compiling Time Sales Report
Sample Data Will Be Offered Similar to Other Media

FIRST REPORT covering national, regional, and local radio advertising prepared by National Radio Records, New York, will be issued early in October as a sample covering the period from Sept. 1 to Sept. 30. If the advance sample proves successful, regular monthly reports will be furnish... radio similar to the media reports furnished to printed publications by Media Records and Publishers Information Bureau.

Information for the sample report was supplied by National Radio Records by subscribing to major radio networks and from the following 14 stations covering major New York markets:

WOR WMC A WQXR WHN WINS WATT WBLY WBLT WEVD WFMJ.

Report is divided into two sections for network advertising and the other for New York City spot advertising, both preceded by indices listing advertisers and products alphabetically and showing individual expenditures of each company.

Method of Compilation

These cost figures were computed by multiplying the average gross rate, by the number of broadcasts during the month, according to N. Charles Borrough, director of the organization classification, using the four major groups—retail, general, automotive and finance—and adding, from that used by Media Records, with that company's sanction.

The section for network advertising for the sample period of July, 1939, lists the company, total expenditure, followed by a complete story on the program used, including the agency, type of program, network, time of broadcast, and list of stations broadcasting.

The same applies for the section on New York City spot advertising, with the addition of vital information as to whether or not the spots were participating.

Magazine to Extend

CANDID EYE Magazine, Philadelphia, on Nov. 1 starts a varying schedule of participations, five-minute strips and announcements on WABC, WYNY, WQFX, WOR, WOR, WOR, WOR, WQXR, WHN, WINS, WATT, WBOY, WBLT, WEVD and WFMJ.

The list will be expanded considerably during the fall months, according to Roy E. Dodge, radio director of Albert Kircher Co., Chicago agency handling the account.

New Shepard Rate Cards

RATE CARDS No. 5 of the New York Network, a weekly tabulation of broadcast rates, is the key station, and No. 5 of Colonial Network have been issued by John Stambolian, 3d, and are effective in the three departments.

The New York rate card incorporates increases for NBC, WNBC, WOR, WABC, WCBS, WOR, WOR, WFMJ, WQXR, WHN, WINS, WATT, WBOY, WBLT, WEVD and WFMJ. The WPCF KBGB WHBL KMA KSL.

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PROGRAM TICKETS IN DEMAND AT CBS

TRANSITION of radio from an auditory medium alone to an important visual attraction is clearly revealed in the figures released by CBS, showing that in 1934 some 75,000 persons witnessed its programs during the entire year as compared to the total through August of this year of 1,125,019. Despite its present three radio theaters, CBS reports the demand for tickets to broadcasts far in excess of supply.

CBS's first radio theater in New York was opened in January, 1934, with a seating capacity of 1,026. The second CBS theater was also opened that year because of the increasing audience, and by 1935 some 639,000 had attended the network's broadcasts in the two theaters. In 1936, the Manhattan Theater was opened seating 1,225, still the network's largest theater, with figures rising by the end of the year to 791,887. Final figure for 1937 was 884,648; for 1938, 960,045, and for March alone of that year 168,775 persons received tickets or over 25% more than the number for the entire year of 1934.

So far this year, figures are running 20,000 ahead of last year and the network estimates that in New York alone the theater office handled the total attendance of 1,000,000. Much of this increase, CBS feels, is due to the network's World's Fair, although the rising figures indicate that, with or without the Fair, the audience figures would show the same increase. Hollywood attendance was not noted until the fall of 1937 when 183,723 visitors attended the network's broadcasts. This year persons have been counted, and because of the demand, permits have been a hindrance to the two auditoriums on the West Coast, both seating 400 each. By 1940, therefore, CBS estimates that two million people will see its broadcasts on both east and west coasts.

Pinex Using 66

PINEX Co., Fort Wayne, Ind., on Oct. 1 starts a five weekly quarter-hour news program on WHEN, New York. Hal Makelim, head of WHN's Chicago office, handles the deal. The firm will soon start a campaign on 65 stations. Russell M. Seeds Co., Chicago, handles the account.

N. Y. Grid Change

GENERAL MILLS, Minneapolis, is sponsoring three games of the New York Football Giants of the National Professional League on WABC, for Wheaties, because of previous commitment to broadcast the Brooklyn Dodgers football games and the World Series by WOR, Newark, originally scheduled to carry the Giants' games. The first game, the Giants vs. the Philadelphia Eagles, was heard Sept. 24 on WABC, and on Oct. 1 and Oct. 8 the station carries the Giants games against the Washington Redskins and the Pittsburgh Pirates, respectively, instead of WOR, which will start scheduled broadcasts of the games on Oct. 15. Knox-Reeves, New York, is agent.

P & G's New Serial

PROCTOR & GAMBLE Co., Cincinnati, starts a new program for Ivory Soap Jan. 16 in the afternoon period five times weekly now occupied by The O'Neill's on NBC-Red. Program, written by Sandra Michael, brings the total time on NBC sponsored by Procter and Gamble to 20 quarter-hours weekly on the Blue and 60 quarter-hours weekly on the Red. Compトン Adv., New York, handles the Ivory account.

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LONE STAR CHAIN LANDS 4 SPONSORS

FORMED as a cooperative of six Texas stations, the new Lone Star Chain got under way Sept. 26 with four commercial accounts, according to Harold Hough, general manager of KGKO, Fort Worth, headquarters of the regional network. The accounts are Willard Hats, placed by the Grant Agency, Dallas; Beverly Mills, through Cy Leland Agency, Fort Worth; Bowen Bus Lines, direct; Humble Oil Co., through Franke-Wilkinson Schiwez, Houston. Mr. Hough has asked that time reservations have been made for two other State accounts, which will be announced shortly.

The network comprises KGKO, KGNC, Amarillo; KRGV, Weslaco; KTSX, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Its management is in the hands of an operating committee of three headed by Mr. Hough. Others are Dennis Jones, KXYZ-KRIS, and O. L. (Ted) Taylor, KTSX-KGNC-KRGV.

October 1, 1939 • Page 75
WAR SEEN AS BOOM TO SPOT BUSINESS

THAT advertising, particularly in spot radio, newspapers and trade papers will boom as a result of the war in Europe, was predicted by L. D. H. Wels, research director for McCann-Erickson Inc., speaking before the New York Financial Advertising Luncheon. The New York Times pointed out the differences between the 1914 and 1939 situations, but he said that France and England are not so dependent on this country, that South American markets would be better served, and that our industrial capacity is greater. Mr. Wels added: ‘Whether these conditions should be a decided business improvement and a rise in export trade, with our exporters making shipments to the countries of the South American market recently enjoyed by the belligerent European countries. We have heavy industries, and will benefit more substantially than those producing for consumption, and they will not have to wait for months for the effects of war activity to be reflected in the business indices, as in 1914.

“The boom in advertising to be expected as a result of the war will not keep pace with the industrial production, and the war will be centered in the heavy industries which do not need advertising. Foreign travel advertising has and will continue to suffer seriously, of course, while home travel and resort advertising will benefit proportionately. Magazine and radio network advertising may suffer somewhat, since advertisers will shy away from long-term commitments. We shall have to keep our advertising in newspapers, business paper and spot advertising volume stand to benefit.”

NAB Lists Four Firms As Seeking Free Time

AMERICAN ROAD Builders Assn. was listed among four companies cited by the NAB Sept. 29 as seeking free time for commercial purposes, in violation of the NAB Code. Others named were Spool Cotton Co., Quaker Oats Co., and Woman’s Magazine.

Dorland International Agency, on behalf of the American Outdoor Advertisers, and Popular Music Instruction Co., offering a piano course, were listed as concerns seeking to place business by stations on a contingent basis in violation of code provisions. NAB also announced that Crowell-Collier Publishing Co. has agreed to waive mention of four magazines in the Voice of Industry, and programs which it proposes to have stations broadcast as part of a campaign to humanize advertising and publicize the special public. The magazines had been mentioned in the closing announcement on the transcriptions.

Health aids to Don Lee

HEALTHAIDS Inc., Jersey City, N.J., a result of sales increases in recent months, presented a 39-story Don Lee program, which will be heard by stations in the United States and Canada.

[Additional content continues]
TIME-BUYER eyes STATION (yours, maybe)

EVER wonder what the time-buyer thinks as he eyes your market, your station? Is the picture clear and compelling? Does he see your market in true perspective and your station as a good advertising buy? Or is the impression blurred and distorted? Maybe (sad thought) he doesn't even know you're there.

Time-buyers are human. Their impressions of your station are the ones you give them. Maybe they're the ones you fail to give them.

BROADCASTING's business is giving time-buyers the right slant on your station. To determine how well we do it, ask any of the scores of stations that have used our advertising columns three years or more. Or, on your next business trip, ask any national or regional time-buyer.

BROADCASTING

BROADCASTING Blankets TIME-BUYERS
FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET
NEW YORK, N. Y.
Fulltime Assured WDGY and WMAZ

WDGY, Minneapolis, and WMAZ, Miami, were assured of continued fulltime operation under special temporary authorization by virtue of action of the FCC on Sept. 26. Their regular assignments are for limited time operation on the 1180 kc. "high-power regional" channel. The FCC instructed its Committee on Rules, comprising Case, chairman, Craven and Payne, to investigate the entire question of special temporary authorizations, in the light of the projected realignment of stations consistent with the Havana Treaty, now awaiting ratification by the Mexican Government.

WDGY first was granted authority to operate unlimited time on the frequency, to broadcast programs "in the public interest," as well as those of MBS, by Commissioner George H. Payne on June 15, in the face of adverse staff recommendations. The authorization had been extended from month to month until Commissioner Frederick I. Thompson last month denied such an extension. The action, however, was overruled by the full FCC which now has decided to study the question through the existing special temporary authorization, are KEX, Portland, and KOB, Albuquerque. It is pointed out that the action opens the way for other stations, similarly situated on high-power regional or possibly clear channels, to seek similar special temporary authorizations.

In some quarters it is felt that action of this kind might lead to a possible breakdown of allocation fundamentals in radio, particularly in the light of the projected revision of assignments based on the Havana Treaty and on the new rules and regulations which became effective as of Aug. 1 as a corollary of the treaty.

Ingham Named President Of Educational Group

HAROLD G. INGHAM, of KPKV, University of Kansas station, has been elected president of the National Association of Educational Broadcasters, which at its recent meeting in Ames, Iowa, elected the following other officers: M. Reid White, KWSC, University of Washington, vice-president; Frank E. Schooley, WIL, University of Illinois, executive secretary; W. I. Griffith, WOU, University of Iowa, treasurer. The executive committee consists of: Carl Kohn, WSU; M. S. Novick, WNYC; Harold A. Engel, WHA; Luke L. Roberts, KC; M. G. Vanore, WCAI; Homer Heck, WNAD.

When the educational broadcasters met, it was reported to them that the reason the pioneer Ohio School of the Air had discontinued this year was the lack of an appropriation by the State Legislature. The State of Wisconsin, it was also stated, was compelled to ask the FCC for a postponement of hearing on WHA's application for the clear channel facilities of WMAQ, Chicago, due to lack of funds.

WKRC Program Chief

Mr. Edmuns NBC in New York. WKRC, though under option to be sold to the Cincinnati Enquirer, has been overheard by CBS which on Sept. 24 dedicated the 50,000-watt WCKY as its new Cincinnati affiliate. FCC action on the proposed transfer of ownership is awaited.

Floyd Gibbons

FLOYD GIBBONS, 52, noted radio commentator and war correspondent, died Sept. 24 of heart disease while on his farm near Stroudsburg, Pa. Mr. Gibbons, after a spectacular career covering such assignments as the Pancho Villa Mexican trouble in 1914 as correspondent for the Chicago Tribune and later the World War for the same newspaper, was planning a return to Europe to cover the present war for Hearst. In 1926, Mr. Gibbons started broadcasting on NBC as a news commentator for General Electric Co., his first sponsor. Before he left G-E two years later, he had done a year of daily newscasts for the then flourishing Literary Digest and an adventure series on the Mutual Network. It is said that Gibbons came to the industry through film and that he became a radio commentator after moving to Hollywood. He was host of the famous "Dear Old Harry" show during World War II. After the war, he went to work for the Mutual Network where he was host of "The Saturday Night Club" and "The Big Broadcast." In 1950, he joined the staff of the Chicago Sun-Times, where he remained until his death.

Bowlers Resume

RETURN of the bowling season marked the resumption of activities of two notable station teams. The girls' bowling team of WCIC, Bridgeport, Conn., U. S. national champs in 1937, will again comprise Alice D'Lugo, Florence LeBarr, Ann Casey, Mildred Leonard and Christine Kirk, and Manager Joseph Lopez will broadcast their contests. The team of WRVA, Richmond, is already in the fourth week of its season in the Edgewood League. It comprises Rudolph Raabe, captain, a station engineer; Walter Bishop, public relations director; Jeff Baker, announcer; Billy Crowder, clerk; Joe Mackey, receptionist.

Football in Minnesota

SHELL OIL Co. is sponsoring two football programs weekly over KSTP, St. Paul, and the Minnesota Network. One is a 15-minute program before Minnesota U. games with chatter by Halsey Hall and Bob Murphy. Thereafter the Minnesota games are carried sustaining under a rule invoked by the university. However, after the games, KSTP presents a full hour Shell Weekend Football Party, with Hall interviewing celebrities and with Murphy and John Rustad giving scores and highlights of the principal games of the day.

Xelo in Court

A FIGHT over possession of Xelo, Tijauana, Mexico, which threatened a gun battle between opposing forces seeking control of the station, centered in Los Angeles Federal Court in mid-September when Judge William P. James signed an order restraining the present operators from receiving mail at the San Diego (Cal.) post office. The restraining order was granted on petition of W. E. Branch, San Diego, president of the company, who claims the station was "bombed" from him through a forged stock certificate. The Mexican courts ruled that Branch was entitled to possession of the station. G. M. Bres, Tijuana, Branch's former partner, retained possession allegedly threatening to shoot anyone attempting to oust him.

INSURED RECEIPTION

McCLATCHY STATIONS

COVER INNER CALIFORNIA

PAUL H. RAYMER COMPANY NEW YORK

CHICAGO SAN FRANCISCO
MILLIVOLT WAGON, or roving radio laboratory, is this innovation of WFWX, Milwaukee. The van can measure the field intensities of all types of broadcast and experimental stations between 550 and 1650 kc. It also measures noise and disturbance in the neighborhood of broadcasting stations and within the space occupied by telephones, broadcast from the W5XGR transmitter.


eastern Airlines shortly after the end of the war in Europe installed all its planes battery-powered radio sets so that passengers might follow broadcasts covering the war news.

Neutrality in Columbia

The Colombian Government has ruled that all broadcasting stations in Colombia must observe strict neutrality in programs by virtue of the war situation, and must use only languages other than Spanish, according to decisions received Sept. 30 by the Department of State from the American Commercial Attaché, at Bogota. Stations broadcasting news reports, under the decree, might follow broadcasts covering the war news.
New FCC Restriction on Intervention Brings Storm of Protest From Lawyers

An incipient storm is brewing between lawyers practicing before the FCC and the management of KFNF in Shenandoah, Iowa. The restriction on intervention by the FCC, which has been generally understood to give clients of the firm the right to present their case, has now been taken away. This is the first time that such a restriction has been imposed by the FCC, and it is likely to have a profound effect on the practice of law in the radio industry.

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New England Radio Plan

To promote New England's industrial and recreational facilities, the New England Council, Boston, will establish a national network program, aiming to present New England's pride, about Jan. 1, 1946, with Billy B. Van, former vaudeville star who now is the manufacturer of Pine Tree Soap, as star. Each broadcast will originate from a different New England city.

Since the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.
Book of FCC Rules, Regulations and Standards Available Now in Revised Second Printing

SECOND printing of the newly promulgated FCC Rules and Regulations and Standards Applicable to Broadcast Stations, published by Broadcast Service Corporation, contains recent revisions ordered by the FCC. Most important change was the amendment of Section 3.30 (a) (2) on page 35, column 1, relating to revision of the rule requiring listing of individual phonograph records on station logs which was ordered upon request. Holders of the first edition can correct their volumes by deleting the words "together with the name and title of each" and adding the words "of the complete program," after the words "reads ...". (2) An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., together with the name or title thereof, will be required for the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "read" or "played", or announce of the mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speakers shall be entered.

Late Personal Notes

HARRY C. BUTCHER, Washington correspondent of CBS News, who has been named a lieutenant commander in the U. S. Navy Reserve, assigned to communications, has been transferred from Charles D. CIBRWHJ, Sweden announcer, who handles White House assignments, was commissioned a lieutenant, junior grade, in the reserve branch of the Navy, with headquarters of Washington.

L. CRAMER, formerly of Allen B. Dumont Laboratories, Passaic, N. J., has been appointed sales manager of Wire Broadcasting Corp., of New York. Leo A. Pollock has left the Field Sales Department to become district manager for the New York World's Fair to become director of public relations of Wire Broadcasting Corp.

WILLIAM B. CAMPBELL, formerly European manager of Press Wireless Inc., and formerly with RCA and Hearst Radio, has been elected director and executive vice-president of National Television Corp., which plans production of television receivers and other equipment.

STEWART DAWSON, of the production department of WBBM, Chicago, has been named acting program director to replace W. N. B. It is expected that Mr. Brown has made a trip to Hollywood to produce the new series of "The American Legion" for the series sponsored by the Wright Co.

PAT DOGAN, of the magazine division of the public relations department of CBS, New York, has been transferred to CBS-Chicago, where he will work in special events under the direction of W. J. L. and in charge of all WBBM-CHI. Mr. Brown has been transferred to Chicago, where he will work in special events under the direction of W. J. L. and in charge of all WBBM-CHI. Mr. Brown has been transferred to Chicago, where he will work in special events under the direction of W. J. L. and in charge of all WBBM-CHI.

J. HARVEY HUBBARD, of the sales staff at KFMT, Amurriola, is the father of an 8-pound daughter, born Sept. 20.

MARK S. MCCOY, FCC accountant, in charge of the FCC's office in the Field Sales Department of the Federal Communications Commission, has been transferred to Chicago, where he has been assigned to work in the department's public relations division. He has been transferred to Chicago, where he has been assigned to work in the department's public relations division.

TAMES LUNTZELL, formerly of the Chicago Herald-American news staff, has joined RCA, Pittsburgh, as publicity director.

MELVIN DRAKE, manager of WBBM's production department, has been transferred to Chicago, where he has been assigned to work in the department's public relations division. He has been transferred to Chicago, where he has been assigned to work in the department's public relations division.

NATE WILCOX, chief engineer of KFHT, Oklahoma City, 24, has been named a lieutenant commander in the U. S. Navy Reserve, assigned to communications, has been transferred from Charles D. CIBRWHJ, Sweden announcer, who handles White House assignments, was commissioned a lieutenant, junior grade, in the reserve branch of the Navy, with headquarters of Washington.

J. HARRISON, publicity director of Wellman & Ryan, New York, on Sept. 20 left for Minneapolis to open a new program for the WBA & B, at Black, Chicago, on WCCO, Minneapolis. The program, "The City of Two Cities," will be broadcast on Blue Jay plating stations, Mondays, 6:30 to 7:30.

HARRY CARLSON, production manager of WOR, Newark, becomes a member of the station's announcing staff. Nick Reyes Hayes becomes production manager, with G. Darrell King assuming the post of assistant production manager. Goodwin's position as head of the New York staff will be taken over by Mrs. Chase Whiteside of the announcing staff.

ALEXANDER KROLL, formerly of WJZ, Hudson, New York, has been named a telephone operator for WBOO, New York.

BERNARD HERMANN, CBS correspondent of the Chicago Tribune Press Association on CBS, in Oct. marries Louise Bellinger of the magazine section of the CBS publicity department in New York. The couple will leave for a three months stay in Hollywood, where Mr. Herrmann will handle the music for the Oscar-Warner Bros. television motion picture "Hearts of Darkness."

A. McCULLORY, assistant controller of RCA Mfg. Co., for the last year, has joined RCA in Chicago as an assistant controller. He joined RCA in 1930.

STERLING W. WRIGHT, formerly with the Eastern Division of CBS, has been named national program director of WCOS, Columbus, S. C.

GRANVILLE KLINK Jr., engineer of WJLY, Washington, D. C., is the father of a baby boy, Granville III, born recently.

DOX HART, recently of WJDD, Chicago, has been named WMFF, Plattsburg, N. Y., as news commentator.

PRESCOTT C. ROBINSON, newscaster at CFFC, Montreal, married Miss Liliana Dorothy King on Sept. 20.

BERNARD MATTISON, copyright expert of WLS-WASL, Cincinnati, recently married Martha Richards, local department store buyer.

MICHAEL HINN, announcer of WLW, Cincinnati, has been transferred to the news staff.

EUGENE L. ROSSON, sales promotion manager of NBC-Chicago, was honored by the Direct Mail Advertising Association of New York at a banquet Sept. 25. Mr. Carlson was awarded a special distinguished service award for WMAQ and WENR.

MILT BLINK, head of the Chicago office of Standard Radio, has been returned to his desk following a tonsillectomy.

RICHARD T. RONEY, formerly of the Chicago Elevated Advertising Co., has joined Vanderbeul & Rubens Inc., Chicago, as an account executive.

HAROLD HOUCH, manager of WRAF-KGO, Fort Worth, an old-time newsman who has been an "old hand," turns announcer agai on Oct. 1 to help describe the opening day of the rodeo of the Texas State Prison System at Huntsville.

AL RARKER and William Hodimon, free-lance announcers, have left the Chicago office of the new administration.

JOHN SAMUEL, formerly of local and national spot sales of NBC-Chicago, has joined the radio department of Nightingale-Semple & Hume Inc., Chicago, as an account executive.

SID N. STROUT, manager of NBC-Chicago, has been named the opening day broadcast of the Chicago Federal Advertising Club Oct. II to "Radio Advertising."

BOB NASH, former spots announcer of WHBC, Canton, Ohio, has joined WDEL, Wilmington, Delaware, as sports announcer.
159,299 Calls in 20 Markets
To Assure You

"MERCHANDISE-ABLE"

COVERAGE!

WLW's Nighttime Half Millivolt 50% Contour extends over approximately half the entire United States. Yet, that fact alone may guarantee little in actual "circulation", because it tells you little or nothing about the listening habits of the people living in the metropolitan areas who conceivably do hear the WLW signal.

Facts which we believe to be of even greater interest to advertisers than that our signal may be heard in the remote corners of the United States, are those revealed in the recent 20 Market Surveys conducted by the Ross Federal Research Corporation and the Alberta Burke Research Company—namely, that an average of 41.2% of those listening to their radios in the 20 markets studied were tuned to WLW, while the audience tuned to the next dominant stations averaged only 29.3%. Facts that conclusively divorce WLW's known circulation from the doubtful category of abstract potentialities—submitted in the form of unbiased, factual data upon which successful sales plans may be based.

WLW...

The Nation's Most "MERCHANDISE-ABLE" STATION

For detailed information concerning the markets studied, and breakdown of the facts revealed, please write or 'phone Transamerican Broadcasting & Television Corporation, or
ALL THE FEATURES you want for field broadcasts, including many not found in any other portable amplifier, are available in the RCA OP-5 Battery Operated Portable Amplifier. Scarcely larger than a good-sized brief case, it is easy to carry through taxi doors or to inaccessible locations. And, the operating cost for batteries per program is very little.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from football game to symphony concert. Frequency response is uniform within plus or minus 1 dB (30 to 10,000 cycles), distortion below 1%, from 50 to 7,000 cycles. Noise levels below minus 58 db.

Other features of this instrument include full-sized, especially shielded transformers; a potentiometer master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors; its attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. For further details write to the nearest district office.

Broadcasting's outstanding field amplifier because:

1. Certain operation—no failure of power supply through accidental operation of switches, blowing of fuses, etc.
2. Low cost operation—because of new low drain tubes the enclosed dry batteries cost less.
3. High quality reproduction—low distortion over the entire audio band at normal output. Flat frequency response.
4. Maximum flexibility—four high grade step by step mixers, improved knobs, emergency line and magneto set transfer keys.
5. Complete metering—illuminated Y1 meter calibrated in DB's or VU's (OP-5X) also measures A voltage, B voltage and plate current of all four tubes.
6. Light weight—37 lb. with all batteries in the same case with the amplifiers. Eliminates possibility of defective battery cables.
7. Complete servicing accessibility—Hinged chassis permits convenient and quick accessibility to every part.
8. Sturdy construction—Strongly built duralumin case and mountings are designed to withstand years of service.